

ACADEMIC CURRICULAM

UNDERGRADUATE DEGREE PROGRAMME

Bachelor of Commerce

B.Com (Honours) Commerce

Four Years

Learning Outcome Based Education

Choice Based Flexible Credit System

Academic Year

2023-2024



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

(Deemed to be University u/s 3 of UGC Act, 1956)

Kattankulathur, Chengalpattu District 603203, TamilNadu, India

| 1. Department Vision Statement | |
|--------------------------------|--|
| Stmt - 1 | Provide excellent and value-based commerce education |
| Stmt - 2 | Institute of academic excellence in field Commerce |
| Stmt - 3 | Empower students to become innovative leaders |

| 2. Department Mission Statement | |
|---------------------------------|--|
| Stmt - 1 | To be the core of excellence in the realm of Commerce & Management. |
| Stmt - 2 | To produce fruitful Researchers and valuable articles as per the hour of the time. |
| Stmt - 3 | Implementing global standards and nurturing the students through innovation and quality education. |
| Stmt - 4 | Nurturing the Commerce Professionals to effectively contribute to the society with integrity and commitment. |
| Stmt - 5 | Developing the student on the ethical side and making them become an environment friendly one. |

| 3. Program Education Objectives (PEO) | |
|---------------------------------------|---|
| PEO - 1 | ADDIE: Knowledge, Skill, Aptitudes..... |
| PEO - 2 | Higher studies/research/analysis |
| PEO - 3 | Job orientations/proficiencies/skills |
| PEO - 4 | Entrepreneurship/Self-empowerment |
| PEO - 5 | Business Ethical Values |

| 4. Consistency of PEO's with Mission of the Department | | | | | |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Mission Stmt. - 1 | Mission Stmt. - 2 | Mission Stmt. - 3 | Mission Stmt. - 4 | Mission Stmt. - 5 |
| PEO - 1 | H | M | H | H | M |
| PEO - 2 | H | H | H | H | H |
| PEO - 3 | H | M | H | H | H |
| PEO - 4 | H | L | H | H | H |
| PEO - 5 | H | M | L | M | H |

H – High Correlation, M – Medium Correlation, L – Low Correlation

| 5. Consistency of PEO's with Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | |
|--|---------------------------------|-----------------------------|--------------------------|------------------------|-----------------------------|--------------------------------|----------------------------|-------------------------------|---------------------------------------|---------------------------|----------------------------|------------------------------|------------------------------|-------------------------------|-------------------|
| | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| | 1. | 2. | 3. | 4. | 5. | 6. | 7. | 8. | 9. | 10. | 11. | 12. | 13. | 14. | 15. |
| | <i>Disciplinary knowledge</i> | <i>Communication skills</i> | <i>Critical thinking</i> | <i>Problem solving</i> | <i>Analytical reasoning</i> | <i>Research related skills</i> | <i>Reflective thinking</i> | <i>Self-directed learning</i> | <i>Leadership Readiness/Qualities</i> | <i>Life-long learning</i> | <i>Professional skills</i> | <i>Experiential learning</i> | <i>Employability options</i> | <i>Decision making skills</i> | <i>ICT Skills</i> |
| PEO - 1 | H | H | M | M | H | H | H | H | H | H | M | H | H | M | H |
| PEO - 2 | H | H | H | H | M | H | M | M | H | H | H | H | H | L | H |
| PEO - 3 | M | M | M | M | H | H | H | H | H | H | H | H | H | H | H |
| PEO - 4 | H | H | H | H | H | H | H | H | H | H | M | H | H | H | M |
| PEO - 5 | H | H | H | L | H | H | H | H | H | H | H | H | H | H | H |

H – High Correlation, M – Medium Correlation, L – Low Correlation

| 7. Internship/Apprenticeship / Project/Community Outreach (IAPC) | | | | | | |
|--|------------------|-------------|---|----|---|-----------|
| (6 Courses) | | | | | | |
| CourseCode | CourseTitle | Hours/ Week | | | | |
| | | L | T | P | O | C |
| UCM23P01L | Internship – 1 | 0 | 0 | 0 | 0 | 1 |
| UCM23P02L | Internship – 2 | 0 | 0 | 0 | 0 | 1 |
| UCM23P03L | Mini Project | 0 | 0 | 4 | 2 | 2 |
| UCM23P04L | Internship – 3 | 0 | 0 | 0 | 0 | 2 |
| UCM23P05L | Project Phase-I | 0 | 0 | 8 | 2 | 4 |
| UCM23P06L | Project Phase-II | 0 | 0 | 12 | 2 | 6 |
| Total Learning Credits | | | | | | 16 |

| 8.Mandatory Courses(M) | | | | | | |
|-------------------------------|------------------|-------------|---|---|---|----------|
| (2 Courses) | | | | | | |
| Course Code | Course Title | Hours/ Week | | | | |
| | | L | T | P | O | C |
| UNS23M01L | NSS | | | | | |
| UNC23M01L | NCC | | | | | |
| UNO23M01L | NSO | 0 | 0 | 0 | 2 | 0 |
| UYG23M01L | YOGA | | | | | |
| UMI23M01L | My India Project | 0 | 0 | 0 | 0 | 0 |
| Total Learning Credits | | | | | | 0 |

TOTAL LEARNING CREDITS FOR THE COURSE: 176

2. IMPLEMENTATION PLAN

| Semester - I | | | | | | | Semester - II | | | | | | |
|----------------------------|---|-------------|---|----|----|----|---|--------------------------------------|-------------|---|----|----|----|
| Course Code | Course Title | Hours/ Week | | | | | Course Code | Course Title | Hours/ Week | | | | |
| | | L | T | P | O | C | | | L | T | P | O | C |
| ULT23G01J | Tamil-I | 2 | 0 | 2 | 2 | 3 | ULT23G02J | Tamil-II | 2 | 0 | 2 | 2 | 3 |
| ULH23G01J | Hindi-I | | | | | | ULH23G02J | Hindi-II | | | | | |
| ULF23G01J | French-I | | | | | | ULF23G02J | French-II | | | | | |
| ULE23AE1T | English | 4 | 0 | 0 | 2 | 4 | UES23AE1T | Environmental Studies | 3 | 0 | 0 | 2 | 3 |
| UCM23101J | Accounting for Business I | 3 | 0 | 3 | 2 | 4 | UCM23201J | Accounting for Business II | 3 | 0 | 3 | 2 | 4 |
| UCM23102J | Business Management | 3 | 0 | 3 | 2 | 4 | UCM23202J | Banking Law & Practices | 3 | 0 | 3 | 2 | 4 |
| UEY23103J | Managerial Economics | 3 | 0 | 3 | 2 | 4 | UEY23203J | Indian Economy | 3 | 0 | 2 | 2 | 4 |
| UCD23S01L | Quantitative Aptitude and Logical Reasoning | 0 | 0 | 2 | 2 | 1 | UCD23S02T | Verbal Ability and Skill Development | 2 | 0 | 0 | 2 | 2 |
| UCD23V01T | Universal Human Values | 2 | 0 | 0 | 2 | 2 | UEN23V01L | Communication Skills | 0 | 0 | 4 | 2 | 2 |
| | | | | | | | UNS23M01L/ UNC23M01L/ UNO23M01L/ UYG23M01L | NSS/ NCC/ NSO/ YOGA | - | - | - | - | - |
| Total Learning Credits | | 17 | 0 | 13 | 14 | 22 | Total Learning Credits | | 16 | 0 | 14 | 16 | 22 |
| Total number of hours/Week | | | | | | 30 | Total number of hours/Week | | | | | | 30 |

| Semester - III | | | | | | | Semester - IV | | | | | | |
|----------------------------|---|-------------|---|----|----|----|----------------------------|---|-------------|---|----|----|----|
| Course Code | Course Title | Hours/ Week | | | | | Course Code | Course Title | Hours/ Week | | | | |
| | | L | T | P | O | C | | | L | T | P | O | C |
| UCM23301J | Corporate Accounting I | 3 | 0 | 3 | 2 | 4 | UCM23401J | Corporate Accounting II | 3 | 0 | 3 | 2 | 4 |
| UCM23302J | Legal Aspects of Business | 3 | 0 | 3 | 2 | 4 | UCM23402J | Audit and Assurance | 3 | 0 | 3 | 2 | 4 |
| UCM23303J | Marketing Management | 3 | 0 | 2 | 2 | 4 | UCM23403J | Human Resource Management | 3 | 0 | 2 | 2 | 4 |
| ULT23AE1J | Applied Tamil- I | 1 | 0 | 2 | 2 | 2 | ULT23AE2J | Applied Tamil- II | 1 | 0 | 2 | 2 | 2 |
| ULH23AE1J | Applied Hindi I | | | | | | ULH23AE2J | Applied Hindi II | | | | | |
| ULF23AE1J | French for Specific Purpose - I | | | | | | ULF23AE2J | French for Specific Purpose - II | | | | | |
| UMS23G05J | Statistics for Business | 3 | 0 | 2 | 2 | 4 | UMS23G06T | Quantitative Techniques for Business Decision | 4 | 0 | 0 | 2 | 4 |
| UCM23S01L | Office Automation | 0 | 0 | 2 | 2 | 1 | UCM23S02J | Search Engine Marketing | 1 | 0 | 2 | 2 | 2 |
| UCM23P01L | Internship - 1 | - | - | - | - | 1 | UCD23V06T | Career Readiness and Leadership Management | 2 | 0 | 0 | 2 | 2 |
| UCD23V04T | Industry Oriented Employability Skills for Commerce | 2 | 0 | 0 | 2 | 2 | UMI23M01L | My India Project | - | - | - | - | - |
| Total Learning Credits | | 15 | 0 | 14 | 14 | 22 | Total Learning Credits | | 17 | 0 | 12 | 14 | 22 |
| Total number of hours/Week | | | | | | 29 | Total number of hours/Week | | | | | | 29 |

| Semester - V | | | | | | | Semester - VI | | | | | | |
|----------------------------|------------------------------------|-------------|---|----|----|----|----------------------------|---|-------------|---|----|----|----|
| Course Code | Course Title | Hours/ Week | | | | | Course Code | Course Title | Hours/ Week | | | | |
| | | L | T | P | O | C | | | L | T | P | O | C |
| UCM23501J | Basics of Cost Accounting | 3 | 0 | 3 | 2 | 4 | UCM23601J | Management Accounting | 3 | 0 | 3 | 2 | 4 |
| UCM23502J | Income Tax Law and Practice I | 3 | 0 | 3 | 2 | 4 | UCM23602J | Income Tax Law and Practice II | 3 | 0 | 3 | 2 | 4 |
| UCM23503J | GST Procedure and Practices | 3 | 0 | 3 | 2 | 4 | UCM23603T | Research Methodology for Social Science | 4 | 0 | 0 | 2 | 4 |
| UCM23D01J | Business Communication | 3 | 0 | 2 | 2 | 4 | UCM23D03J | E- Business | 3 | 0 | 2 | 2 | 4 |
| UCM23D02J | Business Ethics | | | | | | UCM23D04J | Financial Markets | | | | | |
| UCM23G01J | Advertisement and Sales Management | 3 | 0 | 2 | 2 | 4 | UCM23G03J | Service and Relationship Marketing | 3 | 0 | 2 | 2 | 4 |
| UCM23G02J | Training and Development | | | | | | UCM23G04J | Work life balance and Employee Relation | | | | | |
| UCM23S03J | Fundamentals of Stock Market | 1 | 0 | 1 | 2 | 1 | UCM23P03L | Mini Project | 0 | 0 | 4 | 2 | 2 |
| UCM23P02L | Internship - 2 | 0 | 0 | 0 | 0 | 1 | Total Learning Credits | | 16 | 0 | 14 | 12 | 22 |
| Total Learning Credits | | 16 | 0 | 14 | 12 | 22 | Total number of hours/Week | | | | | | 30 |
| Total number of hours/Week | | | | | | 30 | Total number of hours/Week | | | | | | 30 |

| Semester - VII | | | | | | Semester - VIII | | | | | | | |
|-----------------------------------|--|-------------|----------|-----------|-----------|-----------------|-----------------------------------|---------------------------------|-------------|----------|-----------|-----------|-----------|
| Course Code | Course Title | Hours/ Week | | | | | Course Code | Course Title | Hours/ Week | | | | |
| | | L | T | P | O | C | | | L | T | P | O | C |
| UCM23701J | Advanced Cost Accounting | 3 | 0 | 3 | 2 | 4 | UCM23801T | Financial Management | 4 | 0 | 0 | 2 | 4 |
| UCM23D05J | International Marketing | 3 | 0 | 3 | 2 | 4 | UCM23D07J | Intellectual Property Rights | 3 | 0 | 2 | 2 | 4 |
| UCM23D06J | Total Quality Management | | | | | | UCM23D08J | Research and Publication Ethics | | | | | |
| UCM23G05J | Logistic Management | 3 | 0 | 2 | 2 | 4 | UCM23D09T | Business Environment | 4 | 0 | 0 | 2 | 4 |
| UCM23G06J | Performance Management | | | | | | UCM23D10T | Entrepreneurship Management | | | | | |
| UCM23G07J | Retail Management and Consumer Behaviour | 3 | 0 | 2 | 2 | 4 | UCM23G09J | Digital Marketing | 3 | 0 | 2 | 2 | 4 |
| UCM23G08J | Stress Management | | | | | | UCM23G10J | Strategic Management | | | | | |
| UCM23P04L | Internship - 3 | 0 | 0 | 0 | 0 | 2 | UCM23P06L | Project Phase-II | 0 | 0 | 12 | 2 | 6 |
| UCM23P05L | Project Phase-I | 0 | 0 | 8 | 2 | 4 | | | | | | | |
| Total Learning Credits | | 12 | 0 | 18 | 10 | 22 | Total Learning Credits | | 14 | 0 | 16 | 10 | 22 |
| Total number of hours/Week | | | | | | 30 | Total number of hours/Week | | | | | | 30 |

TOTAL LEARNING CREDITS FOR THE COURSE: 176

PROGRAM ARTICULATION MATRIX

| Course Code | Course Name | Programme Learning Outcomes | | | | | | | | | | | | | | |
|-------------|---|-----------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|-------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| | | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualitie | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| UCM23101J | Accounting for Business I | H | L | M | H | L | L | M | M | L | H | H | M | H | L | |
| UCM23102J | Business Management | H | H | M | L | M | H | H | M | H | M | H | M | M | H | L |
| UEY23103J | Managerial Economics | H | L | M | L | M | M | M | L | L | M | M | M | M | L | L |
| UCM23201J | Accounting for Business II | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCM23202J | Banking Law & Practices | H | M | M | L | L | L | M | M | L | H | M | L | M | M | L |
| UEY23203J | Indian Economy | H | L | M | L | M | M | M | L | L | M | M | M | M | L | L |
| UCM23301J | Corporate Accounting - I | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCM23302J | Legal Aspects of Business | H | L | M | L | L | M | M | L | M | H | H | M | H | M | M |
| UCM23303J | Marketing Management | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23401J | Corporate Accounting II | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCM23402J | Audit and Assurance | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCM23403J | Human Resource Management | H | L | M | L | L | M | L | M | L | M | H | M | H | H | M |
| UCM23501J | Basics of Cost Accounting | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCM23502J | Income Tax Law and Practice I | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCM23503J | GST procedure and practices | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23601J | Management Accounting | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCM23602J | Income Tax Law and Practice II | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCM23603T | Research Methodology for Social Science | H | M | M | M | H | H | M | M | H | H | H | M | M | M | M |
| UCM23701J | Advanced Cost Accounting | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23801T | Financial Management | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23D01J | Business Communication | H | M | M | L | L | M | M | H | H | H | M | H | H | M | M |
| UCM23D02J | Business Ethics | H | L | M | L | L | M | L | M | L | M | H | M | H | H | M |
| UCM23D03J | E- Business | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23D04J | Financial Markets | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23D05J | International Marketing | H | M | M | L | L | L | M | M | L | H | M | L | M | M | L |
| UCM23D06J | Total Quality Management | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23D07J | Intellectual Property Rights | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23D08J | Research and Publication Ethics | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23D09T | Business Environment | H | L | M | L | L | M | M | L | M | H | H | M | H | M | M |
| UCM23D10T | Entrepreneurship Management | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCD23S01L | Quantitative Aptitude and Logical Reasoning | M | L | H | H | H | H | M | L | L | M | H | M | M | M | L |
| UCD23S02T | Verbal Ability and Skill Development | M | H | M | L | M | M | M | M | M | M | H | H | M | M | H |
| UCM23S01L | Office Automation | M | M | L | M | L | M | L | L | L | M | M | M | M | L | H |
| UCM23S02J | Search Engine Marketing | M | M | L | M | L | M | L | L | L | M | M | M | M | L | H |
| UCM23S03J | Fundamentals of Stock Market | H | L | M | L | L | M | M | L | M | H | H | M | H | M | M |
| ULT23G01J | Tamil-I | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULH23G01J | Hindi-I | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULF23G01J | French-I | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULT23G02J | Tamil-II | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULH23G02J | Hindi-II | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULF23G02J | French-II | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |

| | | | | | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UMS23G05J | Statistics for Business | M | L | H | H | H | H | M | L | L | M | H | M | M | M | L |
| UMS23G06T | Quantitative techniques for Business Decision | M | L | H | H | H | H | M | L | L | M | H | M | M | M | L |
| UCM23G01J | Advertisement and sales Management | H | M | M | L | L | L | M | M | L | H | M | L | M | M | L |
| UCM23G02J | Training and Development | M | L | M | L | L | L | M | L | M | H | M | M | H | M | L |
| UCM23G03J | Service and Relationship Marketing | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23G04J | Work Life Balance and Employee Relation | H | L | M | L | L | M | M | L | M | H | H | M | H | M | M |
| UCM23G05J | Logistic Management | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCM23G06J | Performance Management | H | M | M | L | L | L | M | M | L | H | M | L | M | M | L |
| UCM23G07J | Retail Management and Consumer Behaviour | M | L | M | L | L | L | M | L | M | H | M | M | H | M | L |
| UCM23G08J | Stress Management | M | L | H | H | H | H | M | L | L | M | H | M | M | M | L |
| UCM23G09J | Digital Marketing | H | M | M | L | L | L | M | M | L | H | M | L | M | M | L |
| UCM23G10J | Strategic Management | M | L | M | L | L | L | M | L | M | H | M | M | H | M | L |
| UCM23P01L | Internship – 1 | M | M | H | L | M | H | M | H | H | H | H | H | H | M | L |
| UCM23P02L | Internship – 2 | M | M | H | L | M | H | M | H | H | H | H | H | H | M | L |
| UCM23P03L | Mini Project | M | H | H | M | M | H | M | H | H | M | H | H | M | M | H |
| UCM23P04L | Internship – 3 | M | M | H | L | M | H | M | H | H | H | H | H | H | M | L |
| UCM23P05L | Project Phase-I | M | H | H | M | M | H | M | H | H | M | H | H | M | M | H |
| UCM23P06L | Project Phase-II | M | H | H | M | M | H | M | H | H | M | H | H | M | M | H |
| ULE23AE1T | English | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| UES23AE1T | Environmental Studies | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULT23AE1J | Applied Tamil – I | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULH23AE1J | Applied Hindi – I | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULF23AE1J | French for Specific Purpose-I | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULT23AE2J | Applied Tamil – II | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULH23AE2J | Applied Hindi - II | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| ULF23AE2J | French for Specific Purpose-II | M | - | - | - | - | L | - | - | - | M | - | - | - | L | L |
| UCD23V01T | Universal Human Values | M | M | - | - | L | L | - | - | - | M | H | - | - | M | H |
| UEN23V01L | Communication Skill | M | H | - | - | H | L | - | - | - | L | H | - | - | M | H |
| UCD23V04T | Industry Oriented Employability Skills for Commerce | H | M | - | - | L | L | - | - | - | H | M | M | M | H | H |
| UCD23V06T | Career Readiness and Leadership Management | H | M | - | - | L | L | - | - | - | L | H | - | L | H | H |
| UNS23M01L | NSS | L | M | - | - | - | - | - | - | H | H | - | - | - | L | L |
| UNC23M01L | NCC | L | M | - | - | - | - | - | - | H | H | - | - | - | L | L |
| UNO23M01L | NSO | L | M | - | - | - | - | - | - | H | H | - | - | - | L | L |
| UYG23M01L | YOGA | L | M | - | L | L | L | - | - | L | L | - | L | - | L | L |
| UMI23M01L | My India Project | L | M | L | - | - | - | - | - | M | M | - | - | L | M | M |

H – High Correlation, M – Medium Correlation, -/L – Low Correlation

SEMESTER I

| Course Code | ULT23G01J | Course Name | Tamil - I | | Course Category | G | Generic Elective Course | | | | | L | T | P | O | C | | | | | | | |
|----------------------------------|--|--|-----------------------------|-----|---------------------|---------------------------|-------------------------------|-------------------------|---------------------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| | | | | | | | | | | | | 2 | 0 | 2 | 2 | 3 | | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | Nil | | Progressive Courses | Nil | | | | | | | | | | | | | | | | |
| Course Offering Department | Tamil | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1: | மரபிலிருந்து மாற்றம் பெற்ற புதுக்கவிதை மரபின் சிந்தனைகளை அறியச் செய்தல் | | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2: | புதுக்கவிதையின் வழி மனித வாழ்வியல் விழுமியங்களைத் தெரியச் செய்தல் | | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 |
| CLR-3: | சிற்றிலக்கியங்கள், காப்பியங்கள் கற்பிக்கும் தமிழ்ச் சமூகத்தின் வாழ்வியலை அறியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | நவீன தமிழ் இலக்கிய வளர்ச்சி வரலாற்றைப் புரியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | மொழிப் பயிற்சி வழி மொழியின் பல்வேறு ரூபங்களைத் தெரியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1: | புதுக்கவிதை உருவாக்கித் தந்த புதிய சிந்தனைக் களங்களை அறிந்துகொள்ளுதல் | | | | | 2 | 80 | 70 | H | M | H | L | M | H | L | H | M | L | H | H | - | - | - |
| CLO-2: | நவீன கவிதைகள் வழி மாற்றம் பெற்று வரும் மானுட விழுமியங்களைத் தெரிந்துகொள்ளுதல் | | | | | 2 | 70 | 65 | H | L | H | M | H | H | M | H | L | H | M | H | - | - | - |
| CLO-3: | தமிழ்ச்சமூகத்தின் இடைக்கால வாழ்வியல் முறைகளை உணர்ந்துகொள்ளுதல் | | | | | 2 | 70 | 70 | H | M | H | L | H | M | M | H | H | L | H | H | - | - | - |
| CLO-4: | நவீன இலக்கிய வரலாறு வழி தமிழ்க் கல்வி வரலாறு, சமூக வரலாறு பெற்ற வளர்ச்சி நிலைகளைத் தெரிந்துகொள்ளுதல் | | | | | 2 | 80 | 70 | H | M | H | H | M | H | L | M | H | L | H | H | - | - | - |
| CLO-5: | மொழியின் ரூபங்களை அறிந்து மொழி ஆளுமையோடு செயல்பட அறிந்துகொள்ளுதல் | | | | | 2 | 80 | 70 | H | M | H | H | M | H | L | M | H | L | H | H | - | - | - |
| Duration (hour) | 12 | | 12 | | 12 | | 12 | | 12 | | 12 | | | | | | | | | | | | |
| S-1 | SLO-1 | தமிழ் இலக்கியத்தின் வளர்ச்சிப் போக்குகள் | நவீன கவிதை தோற்றம் | | தமிழரின் வீரமரபு | | சிற்றிலக்கியத் தோற்றம் | | தமிழ் உரைநடை மரபில் உ.வே.சா. | | | | | | | | | | | | | | |
| | SLO-2 | இலக்கிய உத்திகள் | நவீன கவிதை வரலாறு | | போர் விழுமியங்கள் | | சிற்றிலக்கிய வகைமை | | ராஜ வைத்தியம் | | | | | | | | | | | | | | |
| S-2 | SLO-1 | தமிழ்க் கவிதை மரபு | நவீன கவிதை செல்நெறிகள் | | பரணி அறிமுகம் | | சிற்றிலக்கியங்கள் | | வைத்தியர்களின் சிறப்பு | | | | | | | | | | | | | | |
| | SLO-2 | காலந்தோறும் கவிதையின் கரு | செல்நெறிகளில் கோட்பாடுகள் | | பரணி இலக்கியங்கள் | | முதன்மைச் சிற்றிலக்கியங்கள் - | | கழனிசூரன் - அறிமுகம் | | | | | | | | | | | | | | |
| S-3 | SLO-1 | காலந்தோறும் கவிதையின் கட்டமைப்பு | கவிதை மொழி | | கவிதைப்பரணி 477,490 | | பிள்ளைத்தமிழ் -உலா - தூது | | சிறுதெய்வ வழிபாடு | | | | | | | | | | | | | | |
| | SLO-2 | தற்கால இலக்கியம் | நவீன கவி ஆளுமைகள் | | தலைவனின் வீரம் | | புதுக்கவிதையில் சமூகம் | | பொன் காத்த ஐயாளர் | | | | | | | | | | | | | | |

| | | | | | | | | | | | |
|--|---|---|--|--|-------------------------------------|-----------------------------------|----------|--|----------|-----------------------------------|--|
| S-4 | SLO-1 | புதுக்கவிதை உருவாக்கம் | பெண் கவிஞர்கள் | தமிழ் இலக்கிய மரபில் தூது | புதுக்கவிதையும் இதழ்களும் | விருந்து - கள்ளர் செயல்கள் | | | | | |
| | SLO-2 | புதுக்கவிதை வளர்ச்சிநெறிகள் | கவிதையில் நாட்டுப்புற வடிவம் | தூது இலக்கியங்கள் | மணிக்கொடி இதழ் | பிழை நீக்கி எழுதுதல் | | | | | |
| S-5 | SLO-1 | பாரதியார் - புதுக்கவிதையின் அடையாளம் | இளம்பிறை - அம்மா | தமிழ் விடு தூது (184 - 186) | எழுத்து இதழ் | எழுத்துப் பிழை | | | | | |
| S-6 | SLO-2 | பாரதியார் பன்முக ஆளுமைத்திறன் | பெண்களின் கல்வி நிலை | தமிழின் பெருமை | வானம்பாடி இதழ் | தொடர்பிழை | | | | | |
| | SLO-1 | பாரத தேசம் | பெண் அடக்குமுறை | செய்யுள் மரபில் கலம்பகம் | சிறுகதை தோற்றம் | உயர்திணை, அஃறிணை | | | | | |
| S-7 | SLO-2 | பாரததேசத்தின் வளம் | ப. கல்பனா - கீறல் விழுந்த மாலைக் காலங்கள் | கலம்பக இலக்கியங்கள் | சிறுகதை வளர்ச்சி | பிறமொழிச் சொற்கள் வரலாறு | | | | | |
| | SLO-1 | வெள்ளிப் பனிமலையின் மீதுவடிவோம்... | ஆண் பெண் சமத்துவம் | நந்திக் கலம்பகம்-வானுறு மதியை (110) | சிறுகதை - வரலாறு | பிறமொழிச் சொற்களை நீக்கி எழுதுதல் | | | | | |
| S-8 | SLO-2 | 20 ஆம் நூற்றாண்டுக் கவிதை மரபில் பாரதிதாசன் | விளிம்புநிலை வாழ்வியல் | கையறுநிலை | சிறுகதை ஆசிரியர்கள் | ஷ. ஜ. ஸ. ஹ மாற்றொலிகள் | | | | | |
| | SLO-1 | பாரதிதாசன் - அழகின் சிரிப்பு | திருநங்கை குணவதி - சமூகப்பார்வை | குறவஞ்சி அறிமுகம் | இதழ்களும் சிறுகதையும் | தமிழ் இலக்கண ரூட்பங்கள் | | | | | |
| S-9 | SLO-2 | ஆல் - ஆயிரம் கிளைகள் கொண்ட அடிமரம் | திருநற்கும் சாதனைகளும் | குறவஞ்சி இலக்கியங்கள் | புதினம் தோற்றம் | இலக்கணமும் பயன்பாடும் | | | | | |
| | SLO-1 | இயற்கையின் அழகியல் | புலம்பெயர் வாழ்வியல் | குற்றாலக் குறவஞ்சி - ஆடுமர வீனுமணி (3) | தொடக்கக்காலப் புதினங்கள் | தமிழில் சொல் வகைகள் | | | | | |
| S-10 | SLO-2 | வானம்பாடியில் மு.மேத்தா | ஸர்மிளா ஸெய்யித் - புராதன ஊர் | மலையும் வாழ்வும் | புதினம் வளர்ச்சி | சொல்லும் பயன்பாடும் | | | | | |
| | SLO-1 | மு.மேத்தா - கவிதையின் தனித்தன்மைகள் | புலம்பெயர் வாழ்வின் வலியும் நம்பிக்கையும் | காப்பிய இலக்கணம் | புதினத்தின் வகைமை | பெயர்ச்சொற்கள் | | | | | |
| S-11 | SLO-2 | மனிதனைத்தேடி - கவிதை | காலந்தோறும் கவிதை வடிவில் மாற்றங்கள் | காப்பிய வகைமைகள் | புதின ஆசிரியர்கள் | பெயர்ச்சொற்கள் அறிதல் | | | | | |
| | SLO-1 | மனிதநேயம் | ஹைக்கூ, லிமரைக்கூ, சென்ரீயூ - தேர்ந்தெடுத்த கவிதைகள் | சிலப்பதிகாரம் - அறிமுகம் | தமிழ் இலக்கியத்தில் உரைநடைக்கூறுகள் | வினைச்சொற்கள் | | | | | |
| S-12 | SLO-2 | தமிழ்க் கவிதையில் சுற்றுச்சூழலியல் | ஹைக்கூ - மு.முருகேஷ் | கட்டுரைக்காதை | உரைநடையின் தோற்றம் | வினைச்சொற்கள் அறிதல் | | | | | |
| | SLO-1 | பழனிபாரதியின் காடு | லிமரைக்கூ - ஈரோடு தமிழன்பன் | ஊழ்வினை | தமிழில் உரைநடை | தமிழில் பெயரடை, வினையடை | | | | | |
| Learning Resources | SLO-2 | இயற்கையும் சமூக சமத்துவ வாழ்வியலும் | சென்ரீயூ - மாமதயானை | கோவலனின் முற்பிறப்பு வரலாறு | உரைநடை வளர்த்த அறிஞர்கள் | பெயரடை, வினையடை அறிதல் | | | | | |
| | <ol style="list-style-type: none"> முல்லைக்காடு, பைாகுப்பும் டெதிப்பும் - மைமிழ்த்துற ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் பைாழில்துட்டுக் கல்விநிறுவனம், காட்டாங்குடத்தூர், 603203, 2023 வல்லிக்கண்ணன், புதுக்கவிதை வொற்றமும் வொர்ச்சியும், ஆழி டெதிப்பெகம், பன்ன்தை, 2018 கா. சிவத்தம்பி, மைமிழில் சிறுகதை வொற்றமும் வொர்ச்சியும், என்.சி.பி.எச்., பென்ன்தை, 2013 மைமிழ் இதணயக் கல்விக்கழகம் - http://www.tamilvu.org/ மதுதர மைமிழ் இலக்கிய மின் பைாகுப்புத் திட்டம் - https://www.projectmadurai.org/ | | | | | | | | | | |
| Continuous Learning Assessment (50% weightage) | | | | | | | | | | | |
| Bloom's | | CLA - 1 (10%) | | CLA - 2 (10%) | | CLA - 3 (20%) | | CLA - 4 (10%)# | | Final Examination (50% weightage) | |
| Level of Thinking | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | |
| Level 1 | Remember | | | | | | | | | | |
| | Understand | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | |
| Level 2 | Apply | | | | | | | | | | |
| | Analyze | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | |
| Level 3 | Evaluate | | | | | | | | | | |
| | Create | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | |
| Total | | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |
| # CLA - 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc., | | | | | | | | | | | |
| Course Designers | | | | | | | | | | | |
| Experts from Industry | | | | Expert from Higher Technical Institutions | | | | Internal Experts | | | |
| 1. Dr. P.R.Subramanian, Director, Mozhi Trust, | | | | 1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi | | | | 1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of | | | |

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| <i>Thiruvanniyur, Chennai – 600 041.</i> | <i>School of Tamil Language & Literature, Pondicherry University, Pondicherry</i> | <i>Tamil, FSH, SRMIST, KTR.</i> |
| | | 2. <i>Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.</i> |
| | | 3. <i>Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.</i> |
| | | 4. <i>Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i> |
| | | 5. <i>Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i> |

| Course Code | ULH23G01J | Course Name | HINDI-I | | | Course Category | G | Generic Elective Course | | | | | | | | L | T | P | O | C | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|-----------|-------------|--|--|----------------------|-----------------------------|--------------------------|-------------------------|---------------------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|-------|-------|-------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pre-requisite Courses | | Nil | | | Co-requisite Courses | | Nil | | | Progressive Courses | | Nil | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Offering Department | | | HINDI | | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-1 : | | | To Communicate in Hindi without any inhibition | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | | | | | | | | | | | | | | | | |
| CLR-2 : | | | To appreciate the Hindi Language in its various forms | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO-1 | PSO-2 | PSO-3 | | | | | | | | | | | | | | | | | | | |
| CLR-3 : | | | To analyze the different writing styles | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | | | To display moral and social values in the field of social Responsibility and Integrity | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | | | To be willing listeners and Translators-where need be | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | | | To Understand the Philosophy of life and living through Stories | | | 2 | 75 | 60 | H | H | H | M | L | H | L | M | L | L | H | M | - | - | - | | | | | | | | | | | | | | | | | | | |
| CLO-2 : | | | To Examine Travelogue writing and Sketch | | | 2 | 80 | 70 | H | H | H | M | L | H | H | M | L | L | H | M | - | - | - | | | | | | | | | | | | | | | | | | | |
| CLO-3 : | | | To Identify Irony and essay based writing | | | 2 | 70 | 65 | H | H | M | L | H | H | M | H | M | M | H | H | - | - | - | | | | | | | | | | | | | | | | | | | |
| CLO-4 : | | | Evaluate the various social issues depicted in the prose | | | 2 | 70 | 70 | H | H | L | H | M | H | L | H | H | M | H | H | - | - | - | | | | | | | | | | | | | | | | | | | |
| CLO-5 : | | | To Understand the basic and fundamental principal of Translation | | | 2 | 80 | 70 | M | H | M | H | L | H | H | L | H | M | H | H | - | - | - | | | | | | | | | | | | | | | | | | | |

| Duration (hour) | 12 | 12 | 12 | 12 | 12 | |
|-----------------|-------|------------------------------|---------------------------------|---|--|--------------------------------|
| S-1 | SLO-1 | KAHANI | REKHACHITRA & YATRAVITRANT | NIBANDH | NATAK | ANUVAD& PARIBHASHIK SHABDAVALI |
| | SLO-2 | AVDHARNA | VDHARNA | IBANDH KI AVDHARNA | AVDHARNA | RTH |
| S-2 | SLO-1 | SWARUP | WAROOP | WARUP | NATAK KA SWARUP | ARIBHASHA |
| | SLO-2 | PARIBHASHA | HUMIKA | ARIBHASHA | ARIBHASHA | WARUP |
| S-3 | SLO-1 | KAHANI KE TATVA | AHATVA | AHATVA | ATWA | RAKAR |
| | SLO-2 | KAHANI KA MAHATVA | DDESHYA | DDESHYA | RAKAR | AHATVA |
| S-4 | SLO-1 | PAIKSHA- PREMCHAND | ISHA- EKHACHITRA | UTAJ- NIBANDH AJARI PRASHAD DIVEDI | JDDESHYA | DDESHYA |
| | SLO-2 | KAHANI KA PARICHAY | EKHIKA PARICHAY | EKHIKA PARICHAY | RANGMANCH KA PARICHAY | NUVAD KA PRAYOJAN |
| S-5 | SLO-1 | VISLESHAN | ATH KA VISHLESHAN | ATH KA MAHATVA | NATAK KA MAHATVA | NUVAD KA PRAYOG |
| | SLO-2 | EMANDARI KA MAHATVA | URU SHISHYA KA AMBANDH | IPRIT PARISHTHITIYON ME JEEVAN KI ASH | PRAYOJAN | HROT BHASHA KA GYAN |
| S-6 | SLO-1 | HONHARI KA PARICHAY | GURU KE PRATI SMARPAN BHAVANA | MANAV KI AKANKSHAYEN | ANDHER NAGRI-(NATAK) BHARTENDU HARISHCHAND | LAKSHYA BHASHA KA GYAN |
| | SLO-2 | UDDESHYA | PATH KA MAHATVA | SHANGHARSHIL JEEVAN | LEKHAK PARICHAY | ANUVAD KA DAYITVA |
| S-7 | SLO-1 | MALBE KA MALIK- MOHAN RAKESH | HELE PAR HIMALAY (YATRAVITRANT) | SANGHARSH KA PARINAM | NATAK KA VISLESHAN | ANUVAD KA ABHYASH |
| | SLO-2 | LEKHAK PARICHAY | LEKHAK PARICHAY | BHOLARAM KA JEEV-(VYANGYA)HARISHANKAR PARSHAI | NATAK ABHINAY | ANGREJI SE HINDI |
| | SLO-1 | BATWARE KA YATHARTH | YATRAVITRANT KA | VYANGYA KI AVADHARNA | LALCH KA DUSHPARINAM | HINDI SE ANGREJI |

| | | | | | | |
|------|-------|--------------------------------|--------------------------------|-------------------------------|---------------------------------------|-------------------------------|
| S-8 | | VARNAN | MAHATVA | | | |
| | SLO-2 | TATKALIN PARISHTHITI KA VARNAN | YATRA KA YATHARTH CHITRAN | MAHATVA | SHISHYA KI AGYANTA | ANUVAD PRIYOJNA KARYA |
| S-9 | SLO-1 | APNI MITTI SE LAGAV | PATH KA VISLESHAN | LEKHAK PARICHAY | GURU SHISHYA SAMBANDH | PUNRIKSHAN |
| | SLO-2 | RAJNITIK VIDWESH KA PARINAM | HIMALAY KA VARNANA | PATH KA VIHLESHAN | HASHYA VYANGY SE AVAGAT KARANA | VIVIDH PRAYOG |
| S-10 | SLO-1 | PROPKAR KI BHAVANA | HIMALAY KA LOK JEEVAN | MADHYAVARGI PARIVAR KI STHITI | DURDRISHTIHIN | PARIBHASHIK SHABDAVALI |
| | SLO-2 | KAHANI PATH | LOK SAMASYA | SARKARI TANTRA KA KHOKHLA RUP | MAHATTAKANKSHI KA DUSHPARINAM | ATI MAHTVAPURN SHABD |
| S-11 | SLO-1 | KAHANI KA VISHLESHAN | UDDESHYA | PAURANIK KATHA KA CHITRAN | GURU KI AVAGYA KA DUSHPARINAM | TAKANIKI SHABDAVALI KA MHATVA |
| | SLO-2 | PRASHO KI CHARCHA | PRASHNA ABHYASH | SANVEDANSHIL BHAVANA | TATKALIN SAMAJIK VYAVASTHA KI CHARCHA | HINDI SE ANGREZI SHABD |
| S-12 | SLO-1 | PRASHN ABHYASH | PATH PRICHARCHA | PARICHARCHA | PARICHARCHA | ANGREZI SE HINDI SHABD |
| | SLO-2 | KAHANI KA UDDESHYA | MAHATVAPURN BIBDUON KI CHARCHA | PRASHANA ABHYASH | PRASHNABHYASH | SHABDAVALI KI AVSHYAKTA |

Learning Resources Edited Book: “SAMYANA HINDI”, SRIJONLOK PUBLICATION, 2023, New Delhi.

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember | | | | | | | | | | |
| | Understand | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - |
| Level 2 | Apply | | | | | | | | | | |
| | Analyze | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - |
| Level 3 | Evaluate | | | | | | | | | | |
| | Create | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
|--|--|--|
| Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301 | 1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu | 1. Dr.S Preeti. Associate Professor & Head, SRMIST |
| Alumni Ananya Singh Trainee Associate (Finance Operations)Cargill Business Services India Building 9,2nd and 3rd Floor, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka | Student Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology | 2. Dr. Md.S. Islam Assistant Professor, SRMIST 3.Dr. S. Razia Begum, Assistant Professor, SRM IST |
| | | 4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST |

| Course Code | ULF23G01J | Course Name | French-I | | | Course Category | G | Generic Elective Course | | | | | L | T | P | O | C | | | | |
|----------------------------------|---|-----------------------------|-----------------------------|----------------------------|----------------------|---------------------|---------------------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| | | | | | | | | | | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | | | |
| Course Offering Department | French | | Data Book / Codes/Standards | Accounting data Sheet | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | <i>Extend and expand their savoir-faire through the acquisition of current scenario</i> | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | <i>Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French</i> | | | Level of Thinking (Bloom) | Expected Proficiency | Expected Attainment | Disciplinary knowledge | Communication skills | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret>Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 |
| CLR-3 : | <i>Make them learn the basic rules of French Grammar.</i> | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | <i>Develop strategies of comprehension of texts of different origin</i> | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | <i>Strengthen the language of the students both in oral and written</i> | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | <i>To acquire knowledge about French language</i> | | | 2 | 75 | 60 | H | M | H | H | M | H | H | L | M | M | H | L | - | - | - |
| CLO-2 : | <i>To strengthen the knowledge on concept, culture, civilization and translation of French</i> | | | 2 | 80 | 70 | M | H | L | H | H | M | H | M | L | L | H | M | - | - | - |
| CLO-3 : | <i>To develop content using the features in French language</i> | | | 2 | 70 | 65 | H | H | L | M | H | M | L | H | M | M | H | H | - | - | - |
| CLO-4 | <i>To interpret the French language into other language</i> | | | 2 | 70 | 70 | H | L | M | H | M | H | H | M | L | H | M | L | - | - | - |
| CLO-5 | <i>To improve the communication, intercultural elements in French language</i> | | | 2 | 80 | 70 | M | H | H | L | M | M | H | H | M | L | H | M | - | - | - |

| Duration (hour) | 12 | 12 | 12 | 12 |
|-----------------|--------------|----------------------------|------------------------------|-------------------------------------|
| S-1 | SLO-1 | Contacts | Les verbes du premier groupe | Qu'est-ce qu'ils font ? |
| | SLO-2 | Emma la championne | Les exemples | Les exemples |
| S-2 | SLO-1 | Les nombres à partir de 31 | La liaison – | Où est mon sac |
| | SLO-2 | Les activités | Les activités | Les exemples |
| S-3 | SLO-1 | Les pays | Entrer en contact | Quelques objets |
| | SLO-2 | les nationalités | Les activités | Les exemples |
| S-4 | SLO-1 | Les jours de la semaine | Présenter et se présenter | Les professions |
| | SLO-2 | Les jours | Les activités | La fiche d'identité |
| S-5 | SLO-1 | Les mois de l'année | Demander et dire la date – | La formation du féminin (2) |
| | SLO-2 | Les activités | Les activités | La phrase interrogative partielle – |

| | | | | | |
|------|-------|---------------------------------|---------------------------------|---------------------------------------|---------------------------------|
| S-6 | SLO-1 | Les animaux domestiques | une rencontre. | <i>Qu'est-ce que c'est ?</i> | <i>Demander et dire l'heure</i> |
| | SLO-2 | Les activités | Les activités | <i>Qui est-ce ?</i> | Les exemples |
| S-7 | SLO-1 | La famille (1) | Contacts | <i>C'est / Il est (1)</i> | <i>Elle est comment ?</i> |
| | SLO-2 | Les activités | Les activités | Les exemples | Les exemples |
| S-8 | SLO-1 | La formation du féminin (1) | Emma la Championne | La phrase négative (1) | <i>Portraits</i> |
| | SLO-2 | Les activités | Les activités | Les exemples | Les exemples |
| S-9 | SLO-1 | Les adjectifs possessifs | Mots et expressions | Les verbes aller et venir | <i>Mots et Expressions</i> |
| | SLO-2 | Les exemples | Les activités | L'éllision | Les activités |
| S-10 | SLO-1 | La phrase interrogative | Grammaire - | Les formules de politesse | <i>Grammaire.</i> |
| | SLO-2 | Les exemples | Les exemples | Demander des informationspersonnelles | Les exemples |
| S-11 | SLO-1 | Les activités | Communication | C'est qui ? | Les activités |
| | SLO-2 | Les nombres | Les activités | Qu'est-ce qu'ils font ? | <i>Communication</i> |
| S-12 | SLO-1 | intonation et <i>est-ce que</i> | <i>Les verbes du ER –groupe</i> | Mots et Expressions | Les activités |
| | SLO-2 | Les exemples | Les exemples | Grammaire – Communication | Les exemples |

Learning Resources

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|------------------------------|--|----------|---------------|----------|---------------|----------|---------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (5%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - |
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - |
| | Create | | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

| Experts from Industry | Expert from Higher Technical Institutions | Internal Experts |
|--|---|---|
| <p>1. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd</p> | <p><i>1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University</i></p> | <p><i>1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR</i></p> |
| <p>2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.</p> | | <p><i>2. Mrs. Abigalai Assistant Professor, SRMIST, VDP</i></p> |

| | | | | | | | | | | | |
|-------------|-----------|-------------|---------|-----------------|----|----------------------------|---|---|---|---|---|
| Course Code | ULE23AEIT | Course Name | English | Course Category | AE | Ability Enhancement course | L | T | P | 0 | C |
| | | | | | | | 4 | 0 | 0 | 2 | 4 |

| | | | | | |
|----------------------------|------------------------------------|----------------------|-----------------------------|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Department of English, FSH, SRMIST | | Data Book / Codes/Standards | Nil | |

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|----------------------------------|--|----------|---------------------------------|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | Learning | Program Learning Outcomes (PLO) |
|----------------------------------|--|----------|---------------------------------|

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|---------------------------------|--|---------------------------|--------------------------|-------------------------|-----------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| CLR-1: | Develop an understanding and sensibility of human consciousness through gender inclusive curriculum | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2: | Enhance the abilities of deeper understanding to stay with integrity with the fellow human beings | | | | | | | | | | | | | | | | | | |
| CLR-3: | Develop the overall language competency of the learner | | | | | | | | | | | | | | | | | | |
| CLR-4: | Develop proficient language skills | | | | | | | | | | | | | | | | | | |
| CLR-5: | Learn to express the thoughts clearly, develop logical arguments and enhance the overall communication skills. | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 |
| CLO-1: | Analyze different literary texts to identify the representation of issues related to gender, and class | 2 | 75 | 60 | H | M | M | L | - | M | - | M | H | L | H | L | - | - | - |
| CLO-2: | Apply critical thinking skills to analyze and respond to academic texts. | 2 | 80 | 70 | M | H | L | - | - | - | - | M | M | H | H | M | - | - | - |
| CLO-3: | Critically evaluate and discuss contemporary issues through online articles. | 2 | 70 | 65 | M | M | M | - | L | L | - | H | M | H | H | L | - | - | - |
| CLO-4: | Refine their general writing skills | 2 | 70 | 70 | H | M | L | - | M | H | - | - | - | - | H | L | - | - | - |
| CLO-5: | Improve their language application skills | 2 | 80 | 70 | H | H | - | M | - | M | - | L | L | M | H | M | - | - | - |

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|-----------------|-------|---|--|---|---|--|
| Duration (hour) | 12 | 12 | 12 | 12 | 12 | |
| S-1 | SLO-1 | Introduction to the poetry and the poet- Sukirtharani | Introduction to Short stories. Introducing the short story writer Katherine Mansfield. | Introduction to Creative Writing. Explaining the elements of creative writing. | Building the discourse- The significance of conversation and the key elements of discourse are the points of discussion in this class hour. | Reflecting the learning. -Review writing |
| | SLO-2 | Reading and recitation of the poem -Debt | Reading the story- The Doll's House | Stand-up comedy show -translate the audio content in English. (any regional language) | Art of conversation in digital and verbal discourse- Lee Mockobe's A Powerful Poem of what it means to be a Transgender. TEDX TALK- POEM RECITATION | Choosing the subject for reviewing. |
| S-2 | SLO-1 | Analysis and Critical interpretation of the poem. | Explaining the story through depiction of characters and | Students- groups -Students belonging to | Reflecting on the style and the tone | Planning to choose. |

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| | | | representation of injustices. | States other than Tamilnadu | of the poem. | |
| | SLO- 2 | Introduction to the poet Kalki Subramaniam. | Analysis and critical interpretation of the short story Doll's House. | Practice the writing activity -creative ways of engaging in translation. | Practicing conversation | Understand the review process how effectively a review of any work can be done. |
| S-3 – S-4 | SLO-1 | Reading and recitation of the poem Phallus I cut. | Introduction to the writer Haruki Murakami. | Correction of errors- attempting to translate. | Introducing Content writing in Social Media- the importance of content writing. | Introducing the students to the review of the various works. |
| | SLO- 2 | Analysis and Critical interpretation of the poem. | Reading the Confessions of a Shinawaga monkey. | Identifying equivalent terms to certain regional words - learn the art of translation. | .BLOG WRITING - Subtleties Of Workplace Inclusion: Mental Health And Queer Community- Salik Ansari. | Reviewing -recorded -posted in the social media pages of SRMIST |
| S-5 | SLO-1 | Introduction to the poet Imtiaz Dharker | Discussion and analysis of the Confessions of a Shinawaga monkey. | Introducing famous art works and the contexts of creation. Salvador Dali- The Face of War Pablo Picasso- Guernica Edward Munch- The Scream Pieter Bruegel- The Tower of Babel | writer's conversation with the readers - the blog in other blog articles.. | Thoughtful conversation with your team member post the same in the official social media page of SRMIST. |
| | SLO- 2 | Reading and reciting the poem Purdah 1 | Introduction to Crystal Wilkinson | creative and/ or thoughtful writing - contemporary themes of modern day relevance | Practice blog writing | Choosing the team based on the abilities that are comfortable to match the peer members |
| S-6 | SLO-1 | Analysis and Critical interpretation of the poem- Purdah 1 | Reading Endangered Species: Case 47401. | Students -writing abilities- building stories- a visual treat of variety of pictures. | Apprehending Life by reading the texts of influence- Chimamanda Ngozi Adiche's Notes on Grief- ABRIEF NOTE, We should all be Feminists- An Essay. | Choosing the topics for a thoughtful conversation |
| | SLO- 2 | Reading and reciting the poem Purdah 2 | Discussion and analysis of Endangered Species: Case 47401. | Elements of writing | Discussion- essay by the author -subjective depiction of life. Understand -subjective opinions -perspectives - | Planning and preparation for the script of conversation with a team member |
| S-7 – S-8 | SLO-1 | Analysis and Critical interpretation of the poem- Purdah 2 | Introduction to C.S Lakshmi also known as Ambai. | Incorporate the elements of story in story writing. | Class discussion | Drafting , editing and revising the script of conversation and enacting the conversation with the team members |
| | SLO- 2 | Introduction to the poet Arundathi Subramanian | Reading the short story- In a Forest, A Deer. | Practice -write stories -pictures given or shown . | Practising the task multiple times with | Enactment -proper rehearsal - final performance -conversation-whole performance should be |

| | | | | | | |
|-------------------|-------|---|---|---|--|--|
| | | | | | all the students in the classroom. | recorded. |
| S-9 | SLO-1 | Reading and reciting the poem-Home | Discussion and Analysis of In a Forest, A Deer. | A writing task to write a script is introduced in the classroom. | Interposing opinions in famous interviews- | The recording should be posted in the official media page and social handles of SRMIST. |
| | SLO-2 | Analysis and Critical interpretation of the poem-Home | Retrospecting the writing styles of the authors- Katherine Mansfield, Haruki Murakami, Crystal Wilkinson and Ambai. | creative scripts inspiring from the dialogues of their favourite films by changing the scenario to their own wish according to their own whims and fancies. | Interposing opinions in famous interviews- FII Interviews: Tasveer Co-Founder And Filmmaker Rita Meher On The Seattle Legislation, Minority Rights And The Fight Against Oppression- INTERVIEW | work for this social post - reflect on their experience of learning communicative English course and the testimonial has to be recorded and posted in the social media pages of SRMIST.. |
| S-10 | SLO-1 | Recollection of study of the writing styles and intentions of the poets prescribed in the syllabus. | Revision- The Doll's House | Creative writing -writing news reports. recreated with new characters, places, scenes, incidents. | Students -enact as interviewer and interviewee and practice building the discourse. | Involving the students for the project work. Introducing what is project work and inculcating the interest - Giving instructions to do the project works - |
| | SLO-2 | Revision of the poems Debt and Phallus I cut | Revision- Confessions of a Shinawaga Monkey | Watch debate shows - summarising the arguments Enhance - descriptive writing skill. | Certain role plays like celebrity personalities, political personalities -conduct the interview and be the interviewer and interviewee. | Discussion of ideas and generation of creative ideas |
| S 11 - S 12 | SLO-1 | Revision of the poems Purdah I and 2 | Revision- Endangered Species: Case 47401 | Practice the improvement of writing skill. | The art of conversation and the ability to build a discourse | 1. Assignment on any piece of creative writing (OR) 2. Presentation- Mastering the art of Public Speaking. (OR) 3. Project on compiling the real life influential events on gender inclusive issues and a presentation of the same. Interview Scripting /Blog writing. |
| | SLO-2 | Revision of the poem Hiome. | Revision- In a Forest, A Deer. | Repetitive practice and continuous assessment -writing skills-master the writing skill. | The evaluation and assessment of the conversation -constructive feedback to the students. | Students can opt any of the project from the given choice. |

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|------------------------------------|---|--|
| Learning Resources/Reference books | Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020 English Grammar in Use by Raymond Murphy Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007 R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition,2016 http://www.aptitudetests.org/verbal-reasoning-test https://www.assessmentday.co.uk/aptitudetests_verbal.htm | |
|------------------------------------|---|--|

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember | 30% | | 30% | | 20% | | 20% | | 30% | - |
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 40% | | 50% | | 50% | | 50% | | 50% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 30% | | 20% | | 30% | | 30% | | 20% | - |
| | Create | | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|---|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| <i>Krishna RajSutherland</i> <i>Krishna.Raj1@sutherlandglobal.com</i> | <i>Dr. J Mangayarkarasi</i> <i>Associate Professor and Head, Dept. of English Ethiraj College for Women Chennai</i> <i>jmbwilson97@gmail.com</i> | <i>Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST</i> |
| <i>Ann Mariya Thomson</i> <i>RA2232105010015</i> <i>II M.A English Literature</i> <i>CSH, SRM IST</i> <i>az1160@srmist.edu.in</i> | <i>Dr. K S Antonyamy</i> <i>Associate Professor and Head, Dept. of English Loyola College Chennai</i> <i>antonyamyks@loyolacollege.edu</i> | <i>Dr. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH,SRMIST</i> <i>Dr Anchal Sharma, Prof & Hod EFL SRMIST NCR Campus</i> <i>Dr T Sridevi, Assistant Professor English, FSH Ramapuram SRM</i> <i>Dr Shanmuga Priya, Assistant Professor SRMIST Trichirapalli Campus</i> |

| Course Code | UCM23101J | Course Name | Accounting for Business – I | | | | Course Category | C | Discipline-Specific Core Course | | | | | | | L | T | P | O | C | |
|----------------------------------|---|---|--|---------------------------|--|-------------------------|---------------------------------|---------------------------------------|---------------------------------|-----------------|----------------------|-----------------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| | | | | | | | | | | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | | | | Nil | | | | | | | | | | | | | |
| Course Offering Department | Commerce | | Data Book / Codes/Standards | | Accounting data Sheet | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | Understand the basic concepts of financial accounting | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Practice the preparation of Journal, Ledger and Trial Balance | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3 : | Learn the preparation of cash book | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Preparation of the Bank Reconciliation system and Depreciation | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Practice the preparation of final accounts / non-profit organizations | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Apply the basic concepts and accounting process | | | 3 | 75 | 65 | H | - | - | H | M | L | - | L | M | H | - | L | - | - | M |
| CLO-2 : | Efficient implications of Journal, Ledger and Trial balance | | | 3 | 75 | 65 | H | L | - | H | - | L | - | L | - | H | - | H | M | M | - |
| CLO-3 : | Ascertain the methods in preparation of cash book and BRS | | | 3 | 75 | 65 | M | M | - | H | H | - | - | M | L | - | L | H | - | L | - |
| CLO-4 : | Understanding the process of finding profit or loss in final accounts | | | 3 | 75 | 65 | H | - | L | - | H | L | - | M | L | M | - | - | M | - | M |
| CLO-5 : | Ascertain the methods in depreciation and Fire insurance claims | | | 3 | 75 | 65 | M | M | - | H | M | L | L | H | - | - | - | H | L | - | - |
| Duration (hour) | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | | | Learning Unit / Module 5 | | | | | | | | | |
| | 18 | | 18 | | 18 | | | 18 | | | | 18 | | | | | | | | | |
| S1 | SLO-1 | Meaning and Definition of Accounting | Meaning of Cash book | | Meaning and Definitions of Bank Reconciliation Statement | | | Meaning, Need of Fire Insurance Claim | | | | Meaning of Single-entry system | | | | | | | | | |
| | SLO-2 | Needs and Users of Financial Accounting | Types of Cash book | | Causes of differences in Cash book and Pass book | | | Advantage of Fire Insurance Claim | | | | Features of Single entry system | | | | | | | | | |
| S2 | SLO-1 | Features, Advantages, and Limitations of Accounting | Preparation of Single column cash book | | Steps in preparing Bank Reconciliation Statement | | | Salvage value | | | | Advantages of single entry system | | | | | | | | | |

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|-----------|-------|---|--|--|---|---|
| | SLO-2 | Branches of Accounting | Preparation of Single column cashbook | Problems in Balance as per Cashbook | Average Clause | Limitations of Single entry system |
| S3 | SLO-1 | Bases of Accounting – Cash and Accrual Basis | Preparation of Double column cashbook | Problems in Balance as per Cashbook | Problems in calculating fire insuranceclaims | Difference between single entry and double entry system of accounting |
| | SLO-2 | Accounting Concepts and Conventions | Preparation of Double column cashbook | Problems in Balance as per Pass book | Problems in calculating fire insuranceclaims | Distinction between balance sheet and statement of affairs |
| S 4 – S6 | SLO-1 | Preparation of Journal | Preparation of Triple column cashbook | Problems in Balance as per Pass book | Computation of claim from Insurancecompanies for loss of profit | Ascertainment of profit/ Loss |
| | SLO-2 | Preparation of Journal | Preparation of Triple column cashbook | Problems in Overdraft as Cash perbook | Computation of claim from Insurancecompanies for loss of profit | Ascertainment of profit/Loss |
| S7 | SLO-1 | Rules Regarding Journal Entries | Petty Cash Meaning | Problems in Overdraft as Cash perbook | Claims for loss of stock | Methods in single entry system |
| | SLO-2 | Understanding Compound Entries | Preparation of Petty Cash book | Problems in Overdraft as Pass perbook | Terms Defined | Proforma for Total debtors & creditors |
| S8 | SLO-1 | Meaning of Ledger | Trading & Profit | Problems in Overdraft as Pass perbook | Non-Trading organisations - Meaning | Problems in statement of affairs method |
| | SLO-2 | Types of Ledger accounts | Balance Sheet | Meaning and Definition of Depreciation | Characteristics for Non-Tradingorganisations | Problems in statement of affairs method |
| S9 | SLO-1 | Posting of Ledger entry | Capital and Revenue expenditure | Features of Depreciation | Accounting procedures for Non-Trading Organisations | Problems in statement of affairs method |
| | SLO-2 | Importance of Ledger Balance | Capital and Revenue receipts | Causes of Depreciation | Receipts and Payments accounts | Problems in statement of affairs method |
| S10 – S12 | SLO-1 | Preparation of Ledger accounts | Treatment to various adjustments | Methods of Depreciation | Income and Expenditure accounts | Problems in statement of affairs method |
| | SLO-2 | Preparation of Ledger accounts Analytical level | Closing stock, Accrued Income, Prepaid Expenses, Depreciation and Provision for bad and doubtful debts Etc., | Problems in Straight Line method | Receipts and Payments accounts & Income and Expenditure with Balancesheet | Problems in statement of affairs method Analytical level |
| S13 | SLO-1 | Meaning of Trial Balance | Incorporating adjustments in financial statements | Problems in Straight Line method | Various terminologies relating to non-trading organisations | Conversion method -Meaning |

| | | | | | | | | | | |
|--|---------------------------|--|---|--|---|---|---------------|--|-----------------------------------|----------------|
| | SLO-2 | Objectives of Trial Balance | Simple problems in Trading and Profit and loss account | Problems in Written Down valuemethod | Preparation of Receipts and Payments accounts | Steps in Conversion method | | | | |
| S14 | SLO-1 | Functions of Trial Balance | Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments | Problems in Written Down valuemethod | Preparation of Receipts and Payments accounts | Preparation of BR account and Total Debtors account | | | | |
| | SLO-2 | Limitations of Trial Balance | Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments | Treatment of Disposal of Asset | Preparation of Income and Expenditure accounts | Preparation of BR account and Total Debtors account | | | | |
| S15 | SLO-1 | Preparation of Trial Balance | Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments | Creating provision for Depreciationand Accumulated Depreciation | Preparation of Income and Expenditure accounts | Preparation of BP account and Total Creditors account | | | | |
| | SLO-2 | Preparation of Trial Balance | Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments | Problems with finding loss/profit onsale of asset | Preparation of Receipts and Payments with balance sheet | Preparation of BP account and Total Creditors account | | | | |
| S16 – S18 | SLO -1 | Preparation of Journal, Ledger and Trial Balance | Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments | Problems with finding loss/profit onsale of asset | Preparation of Income and Expenditure accounts with Balance sheet | Preparation of Memorandum Trading account and Profit & Loss account | | | | |
| Learning Resources/Reference books | | 1. Thotadri and Nafeesa, Financial Accounting, Vijay Nicole Imprints Pvt. Ltd. Chennai. 2. P.C. Tulshiyar Financial Accounting by S Chand Publications, New Delhi 3. R.L. Gupta and V.K. Gupta - Financial Accounting , Sultan Chand & Sons Publishers,New Delhi | | | 4. S.P. Jain and Narang - Financial Accounting , Kalyani Publishers, New Delhi 5. Murugadoss – Financial Accounting, Vijay Nicole Publications 6. T.S. Reddy and Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai | | | | | |
| Learning Assessment | | | | | | | | | | |
| | Bloom’s Level of Thinking | | | | Continuous Learning Assessment (50% weightage) | | | | Final Examination (50% weightage) | |
| | | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | | CLA – 4 (10%)# |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |
| # CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc., | | | | | | | | | | |
| Course Designers | | | | | | | | | | |
| Experts from Industry | | | | Experts from Higher Technical Institutions | | | | Internal Expert | | |
| 1. Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | | | | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa’s College, Chennai | | | | 1. Dr. A. Thilagaraj 2. K.P. Ezhilmaran | | |

| Course Code | UCM23102J | Course Name | BUSINESS MANAGEMENT | | | | Course Category | C | Discipline Specific Core Course | | | | | | | | | | L | T | P | O | C |
|----------------------------------|--|---------------------------------|----------------------|-------------------------------------|---------------------------|--------------------------|-------------------------|---------------------------------|-----------------------------------|-------------------|-----------------|--|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|
| | | | | | | | | | | | | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | | Nil | | Progressive Courses | | | Nil | | | | | | | | | | | | | |
| Course Offering Department | Commerce | | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | |
| CLR-1 : | Assess the Concepts of Management | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | Develop Leadership Skills | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness:Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | |
| CLR-3 : | Motivate others to complete tasks | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Obtain Interpersonal Relationship | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Know Industrial Relationship | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Apply the various concepts of business organization | | | | 3 | 75 | 65 | H | H | M | H | M | L | M | L | M | M | M | L | M | M | M | |
| CLO-2 : | Understand the management principles | | | | 3 | 75 | 65 | M | H | M | H | M | L | L | L | M | H | M | H | M | L | L | |
| CLO-3 : | Know the process of planning and decision making | | | | 3 | 75 | 65 | M | L | H | M | H | M | L | L | L | H | M | M | L | L | M | |
| CLO-4 | Develop leadership and motivation skills | | | | 3 | 75 | 65 | H | M | M | M | H | L | M | L | L | H | M | M | M | L | L | |
| CLO-5 | Know the techniques of controlling and co-ordination | | | | 3 | 75 | 65 | M | M | M | H | M | L | L | L | L | M | H | H | M | L | M | |
| Duration (hour) | | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | | Learning Unit / Module 5 | | | | | | | | | | | |
| | | 18 | | 18 | | 18 | | | 18 | | | 18 | | | | | | | | | | | |
| S1 | SLO-1 | Business – Meaning, Definitions | | Meaning and Definition - Management | | Introduction to Planning | | | Concept of Departmentalization | | | Meaning of Control | | | | | | | | | | | |
| | SLO-2 | Nature and Scope of Business | | Salient features of Management | | Nature of Planning | | | Importance of Departmentalization | | | Purpose of Control | | | | | | | | | | | |
| S2 | SLO-1 | Objectives of Business | | Evolution of Management | | Objectives of Planning | | | Types of Departmentalization | | | Control Process | | | | | | | | | | | |
| | SLO-2 | Functions of Business | | Management – Art or Science | | Importance of Planning | | | Concept of Decentralization | | | Budgetary and non-budgetary control Techniques | | | | | | | | | | | |

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| S3 | SLO-1 | Significance of Business | Approaches and importance of Management | Principles of Planning | Advantages of Decentralization | Use of computer and IT in Management Control |
| | SLO-2 | Current Trends in Business | Functions of Management | Types of Plans | Disadvantages of Decentralization | Productivity and Management Problems |
| S 4 – S6 | SLO-1 | Activities on Identifying Business Concerns | Debate on Management – Art or Science | Preparation of Business Plan | Group Discussion on Departmentation | Debate on Application of Technology in Business |
| | SLO-2 | Activities on taking list of Special Business Concerns | Practising Approaches on Management | Preparation of Budgets | Interview on Decentralisation | Debate on Control Process |
| S7 | SLO-1 | Pros and Cons of Business | Advantages and Disadvantages of Management | Planning Process | Formal and Informal Organization | Control and Performance |
| | SLO-2 | Challenges of Business | Process of Management | Setting Objectives | Nature and Purpose | Problems in Control |
| S8 | SLO-1 | Essentials of a successful business | Fayol's 14 Principles of Management | Framing Policies, Procedures | Matrix Organization | Ideal Control System |
| | SLO-2 | Business Environment | Management Thoughts | Strategic Management – Planning Tools | Organization Chart | Feedback of control system |
| S9 | SLO-1 | Internal Factors and External Factors | Scientific Management Concepts | Strategic management – Planning Techniques | Organization Structure | Reporting - Types |
| | SLO-2 | Emerging opportunities in business | Peter F. Drucker | Decision Making | Organization Types | Reporting Procedures |
| S10 – S12 | SLO-1 | Business talks on Challenges | Talks on School of Management Thoughts | Case Study on Decision Making | Debate on Organization | Group Discussion on Control System |
| | SLO-2 | Group Discussions on Business Opportunities | Group Discussion on experiments | Case Study on Decision Making | Case study on Organization types | Preparation plan on Internal Control |
| S13 | SLO-1 | E-Commerce | Types of Managers | Nature and Objectives of Decision Making | Meaning of Motivation | Meaning of Co-ordination |
| | SLO-2 | Introduction to Business Organization | Managerial roles | Importance of Decision Making | Importance of Motivation | Characteristics of Co-ordination |
| S14 | SLO-1 | Forms of Business Organization | Managerial Skills | Process of Decision Making | Theories of Motivation | Importance of Co-ordination |
| | SLO-2 | National Business | Different types of Business Organizations | Types of Managerial Decision | Motivational Techniques | Problems in Co-ordination |
| S15 | SLO-1 | International Business | Current trends and issues in Management | Advantages of Decision Making | Leadership Types | Techniques of Co-ordination |
| | SLO-2 | Distinction Between Internal and External Business | Overcoming the issues of Management | Problems in Decision Making | Leadership Theories | Co-ordination vs. Co-operation |
| S16 – S18 | SLO 1 | Talks on Pros and Cons of Internal and External Business | Exposing Skills of Managers | Group Discussion on Budgeting | Playing a role of Leader | Presentation on Coordination |
| Learning Resources/Reference books | | P.N. Reddy, Principles of Business Organization and Management, S. Chand & Co. Ltd. Chhabra T.N, Essentials of Management, Sun India K. Sundar, Business Management, Vijay Nicole Publications | | | C.B. Gupta, Business Organization and Management, Sultan Chand & Sons Koontz and Wehrich, Essentials of Management, Pearson Education | |

| Learning Assessment | | | | | | | | | | |
|--|------------------------------|--|----------|--|----------|---------------|----------|-----------------|----------|---|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |
| # CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc., | | | | | | | | | | |
| Course Designers | | | | | | | | | | |
| Experts from Industry | | | | Experts from Higher Technical Institutions | | | | Internal Expert | | |

*CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Dr.S.Tamilarasi |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Mr.J.Prabhuraj |

| Duration (hour) | | Learning Unit / Module 1 | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 |
|-----------------|-------|--|--|--|--|--|
| S-1 | | 18 | 18 | 18 | 18 | 18 |
| S-1 | SLO-1 | An Overview of Economics and Managerial Economics | Demand Analysis- Demand - Meaning and Definition | Supply and Production Analysis Supply-Meaning and Definition | Costs Analysis | Market Analysis |
| | SLO-2 | Economics - Meaning - Definitions | Types of Demand | Determinants of Supply | Concept of Costs | Concept of Market |
| S-2 | SLO-1 | Important Terms in Economics | Determinants of Demand | Law of Supply | Classification of Costs | Classifications of Market Structure |
| | SLO-2 | Goods and Services – Kinds of Goods | Demand Function | Shifts and Movement in the Supply Curve | Explicit and Implicit of Costs, Actual and Opportunity Costs | Competitive Markets |
| S-3 | SLO-1 | Nature of Economics | The Law of Demand | Elasticity of Supply | Fixed Cost, Variable Cost, and Total Cost | Perfect and Imperfect Market |
| | SLO-2 | Scope of Economics | Exceptions to Law of Demand | Determinants of Elasticity of Supply | Relation between Fixed Cost, Variable Cost, and Total Cost | Price Determination in the Perfect Market |
| S – 4 to S-6 | SLO-1 | Difference between Micro and Macro Economics | Importance of Law of Demand | Production - Meaning and Definition | Average Fixed Cost Curve | Price - Output Determination in the Perfect Market |
| | SLO 2 | Economic Problems and Economic Systems | Shift and Movement along Demand Curve | Factors of Production , Land and Labour | Average Variable Cost Curve | Imperfect Markets |
| S-7 | SLO 1 | Capitalism | Elasticity of Demand - Meaning and Definition | Capital and Organization | Average Total Cost Curve | Monopoly Market |
| | SLO-2 | Socialism | Determinants of Elasticity of Demand | Economies of Scale | Marginal Cost | Features -Types of Monopoly |
| S-8 | SLO-1 | Mixed Economy | Price Elasticity of Demand | Internal Economies of Scale | Marginal Cost Analysis | Price - Output Determination in the Monopoly Market |
| | SLO-2 | Managerial Economics – Meaning and Definition | Income Elasticity of Demand | External Economies of Scale | Relationship Between Average Cost and Marginal Cost | Oligopoly Market |
| S-9 | SLO-1 | Objectives of Managerial Economics | Cross Elasticity of Demand | Dis -Economies of Scale | Cost-Output Relationship | Features and Kinds of Oligopoly |
| | SLO-2 | Nature of Managerial Economics | Utility - Meaning and Definition | Internal Dis-Economies of Scale | Cost-Output relationship in the Short-Run | Price - Output Determination in the Oligopoly Market |
| S-10 to S-12 | SLO-1 | Scope of Managerial Economics | Kinds of Utility | External Dis-Economies of Scale | Long-Run Costs | Monopolistic Markets |
| | SLO-2 | Significance of Managerial Economics | Cardinal Utility - Theories of Cardinal Utility | Production Function | Cost-Output relationship in the Long -Run | Features of Monopolistic Market |
| S-13 | SLO-1 | Usefulness of Managerial Economics | Law of Diminishing Marginal Utility | Total Product, Average Product and Marginal Product | Concept of Revenue | Pricing - Meaning |
| | SLO-2 | Distinction between Economics and Managerial Economics | Law of Equi-Marginal Utility | Production function in the short Run | Meaning and Definition | Pricing Policy and Pricing Methods |

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| S-14 | SLO-1 | Managerial Economics and its relationship with other disciplines | Ordinal Utility - Theories of Cardinal Utility | Production function in the Long Run | Average Revenue, Marginal Revenue and Total revenue | Objectives of Pricing Policy |
| | SLO-2 | Factors Influencing Managerial Economics | Indifference Curve | Marginal Rate of Technical Substitution | Revenue Curve in the Perfect Market | Importance of Pricing Policy |
| S-15 | SLO-1 | Role of Managerial Economist | Properties of Indifference Curve | Production Isoquants | Revenue in the Imperfect Market | Factors affecting Pricing Policy |
| | SLO-2 | Responsibilities of Managerial Economist | Indifference Map | Characteristics of Isoquants | Break -Even Analysis | Pricing Methods |
| S-16 to S-18 | SLO-1 | Basic/Fundamental concepts of Managerial Economics | Consumer Equilibrium | Iso-Cost curves | Break Even Point | Pricing Strategies |
| | SLO-2 | Career Options in Managerial Economics | Illustration of Consumer Equilibrium | Producers Equilibrium | Use and Limitations of Break -Even Analysis | Pricing in Public Utilities |

Learning Resources:

Textbooks:

1. Managerial Economics, H L Ahuja, S. Chand and sons
2. Managerial Economics, DN. Dwivedi, Vikash Publishing House Pvt. Ltd.
3. Jhingan, M.L and Stephen, J.K(2014), 'Managerial Economics', Second Edition, 2014 Vrinda Publishing (P) Ltd.

References:

1. Managerial Economics –Concepts and Applications, Christopher R. Thomes & S. Charles Maurice, 8th edition, Tata McGraw Hill
2. Managerial Economics, PL Mehta Sultanchand & Co.
3. Managerial Economics Theory and Applications, DM Mithani Himalaya Publishing House

Bloom's Level of Thinking

| Bloom's Level of Thinking Level | | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|------------------------------------|------------|--|----------|---------------|----------|---------------|----------|----------------|----------|--------------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 2 | Remember | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% | - |
| Level 3 | Understand | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% | - |
| Level 4 | Apply | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% | - |
| Level 5 | Analyze | | | | | | | | | | |
| Level 6 | Evaluate | | | | | | | | | | |
| TOTAL | Create | | | | | | | | | | |
| | | 100% | | 100 % | | 100 % | | 100 % | | 100 % | |

#CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|---|--|
| Expert from Industry | Experts from Academic | Internal Experts |
| Mr. Naveen Prakash, Director, Global Logistics Solutions India Pvt.,Ltd., Nungambakkam, Chennai | 1. Dr. P.G. Babu, Director, Madras Institute of Development Studies, 79, II Main Road, Gandhi Nagar, Adyar, Chennai. Dr. Merlin Juliat Arulthangam, Associate Professor, Department of Economics, Madras Christian College, East Tambaram, Chennai | 1. Dr. K. Selvasundaram, Professor and Head, Dept. of CS and AF, SRMIST, KTR. |
| | | 2. Ms. J. Ramadevi, Assistant professor, Dept. of CS and AF, FSH, SRMIST, Kattankulatur, |
| | | 3. Dr. N. Venkatesan, Assistant Professor, Dept. of Commerce, CSH, SRMIST, Trichy Campus |
| | | 4. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur |

| | | | | | | | | | | | |
|-------------|-----------|-------------|---|-----------------|---|--------------------------|---|---|---|---|---|
| Course Code | UCD23S01L | Course Name | Quantitative Aptitude and Logical Reasoning | Course Category | S | Skill Enhancement Course | L | T | P | 0 | C |
| | | | | | | | 0 | 0 | 2 | 2 | 1 |

| | | | | | | |
|----------------------------|----------------------|-----------------------------|-----|---------------------|-----|--|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | |
| Course Offering Department | Career Guidance Cell | Data Book / Codes/Standards | | | | |

| | |
|---|--|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: |
| CLR-1 : | Demonstrate various principles involved in solving mathematical concepts |
| CLR-2 : | Critically evaluate basic mathematical concepts related to profit, loss, interest calculations, average and interpret data |
| CLR-3 : | Enable students to understand reasoning skills |
| CLR-4 : | Use the basic mechanics of Grammar |
| CLR-5 : | Acquire time management skills and expose students to the requirements of the job market |

| | |
|--|---|
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: |
| CLO-1 : | Understand the concepts of LCM, HCF, ratio and proportions, percentages and approach questions in a simpler and innovative method |
| CLO-2 : | Develop, solve, analyze, and use simple mathematical models that are relevant to daily life. |
| CLO-3 : | Solve problems on reasoning |
| CLO-4 : | Understand the different parts of speech and use them in sentences appropriately |
| CLO-5 : | Instill confidence in students and develop skills necessary to face the audience |

| Learning | | |
|---------------------------|--------------------------|-------------------------|
| 1 | 2 | 3 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| 3 | 80 | 70 |
| 3 | 80 | 75 |
| 3 | 85 | 70 |
| 3 | 85 | 80 |
| 3 | 85 | 75 |

| Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| M | - | M | H | H | - | M | M | - | M | - | M | M | - | M |
| M | - | M | H | H | - | M | M | - | M | - | M | M | - | M |
| - | H | - | M | - | - | M | M | M | H | H | M | H | M | M |
| M | - | M | H | H | - | - | M | - | M | - | M | M | - | M |
| M | - | M | - | H | L | M | M | - | M | - | M | M | - | M |

| Duration (hour) | 6 | 6 | 6 | 6 | 6 |
|-----------------|--|--|------------------------------------|---|---|
| S-1 | SLO-1 Speed Maths and Simplification | Profit and Loss-Introduction | Number Series | Most Logical Choice | Self-Introduction - Introduction |
| | SLO-2 Simplification Techniques and Tricks | Profit and Loss- Basic Problems | Number Series – Solving Problems | Most Logical Choice – solving problems | Self-Introduction - Session 1 |
| S-2 | SLO-1 Divisibility | Simple Interest-Introduction, Formulas &Problems | Word Series | Logical Order | Self-Introduction - Session 2 |
| | SLO-2 Power cycle, Reminder cycle | Compound Interest-Introduction, Formulas &Problems | Word Series – Solving Problems | Logical Order – tips and tricks | Self-Introduction - Session 3 |
| S-3 | SLO-1 Problems On H.C.F and L.C.M | Averages-Introduction& Basics | Odd man out | Synonyms | Self-Introduction - Session 4 |
| | SLO-2 Problems On H.C.F and L.C.M Solving problems | Averages-Tricky Problems | Missing number and wrong number | Antonyms | Self-Introduction - Session 5 |
| S-4 | SLO-1 Linear and Simultaneous Equation | Algebra –Introduction | Image Based Problems- Introduction | Essential Part | Self-Introduction - Session 6 |
| | SLO-2 Linear and Simultaneous Equation – solving problems | Algebraic Expressions Concepts | Image Based Solving Problems | Parts of Speech - Worksheets | Self-Introduction - Session 7 |
| S-5 | SLO-1 Ratio and Proportions-Introduction | Data Interpretation – Bar chart, Pie Chart | Inequalities | Spotting Error | Basics of Written Communication |
| | SLO-2 Ratio and Proportions-Basics Problems | Data Interpretation – Table, Line Graph | Inequalities - methods | Spotting Error –Concord, Prepositional usage, Usage of Articles | Basics of Written Communication Methods |
| S-6 | SLO-1 Percentage -Introduction | Quadratic Equations | Coding – Decoding-Introduction | Sentence Correction – Vocabularybased | Time Management Skills |
| | SLO-2 Percentage- Basic problems | Quadratic Equations – Formulas andMethods | Coding – Decoding-Different types | Sentence Correction – Grammar Based | Time Management Skills - Activity |

| | | |
|---------------------------|--|--|
| Learning Resources | 1. Abhijit Guha, <i>Quantitative Aptitude for Competitive Examinations</i> , Tata McGraw Hill, 5th Edition | 4. Edgar Thrope, <i>Test of Reasoning for Competitive Examinations</i> , Tata McGraw Hill, 6th Edition |
| | 2. Dr. Agarwal R.S, <i>Quantitative Aptitude for Competitive Examinations</i> , S. Chand and Company Limited, 2018 Edition | |
| | 3. Archana Ram, <i>Place Mentor: Tests of Aptitude for Placement Readiness</i> , Oxford University Press, Oxford, 2018 | 6. Bhatnagar R P, <i>English for Competitive Examinations</i> , Trinity Press, 2016 |

| Learning Assessment | | | | | |
|----------------------------|----------------------------------|--|----------------------|----------------------|-----------------------|
| Level | Bloom's Level of Thinking | Continuous Learning Assessment (100% weightage) | | | |
| | | CLA – 1 (20%) | CLA – 2 (20%) | CLA – 3 (30%) | CLA – 4 (30%)# |
| | | Practice | Practice | Practice | Practice |
| Level 1 | Remember | 30% | 30% | 30% | 10% |
| | Understand | | | | |
| Level 2 | Apply | 30% | 30% | 30% | 50% |
| | Analyze | | | | |
| Level 3 | Evaluate | 40% | 40% | 40% | 40% |
| | Create | | | | |
| | Total | 100 % | 100% | 100% | 100% |

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|---|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| <i>Mr. M. Ponnuragan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai</i> | <i>Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidhyapeedam, Coimbatore</i> | <i>Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST</i> |
| | | <i>Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST</i> |

| | | | | | | | | | | |
|-------------|-----------|-------------|------------------------|-----------------|---|-----------------------|---|---|---|---|
| Course Code | UCD23V01T | Course Name | Universal Human Values | Course Category | V | Value Addition Course | | | | |
| | | | | | | L | T | P | 0 | C |
| | | | | | | 2 | 0 | 0 | 2 | 2 |

| | | | | | |
|----------------------------|----------------------|-----------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Career Guidance Cell | Data Book / Codes/Standards | | | |

| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|--|--|---|---|--|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1 : | CLR-2 : | CLR-3 : | CLR-4 : | CLR-5 : | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Help the students to understand need of value education, appreciate the essential complementarity between 'values' and 'skills' and to ensure sustained happiness and prosperity which are the core aspirations of all human beings, | Help students initiate a process of dialog within themselves to know what they really want to be' in their life and profession. | Help students to understand the meaning of happiness and prosperity for a human being. understanding holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way. | Help students on right understanding of the Human reality and the rest of existence, harmony at all the levels of human living, and live accordingly. | Highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature. | | | | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLO-1 : | Evaluate the significance of value inputs in formal education and start applying them in their life and profession | 3 | 80 | 70 | L | M | M | - | M | L | H | M | - | H | M | - | H | - | H | - | M | - |
| CLO-2 : | Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc. | 3 | 80 | 75 | - | M | M | - | M | - | H | M | M | H | M | H | - | H | - | M | - | - |
| CLO-3 : | Analyze the value of harmonious relationship based on trust and respect in their life and profession | 3 | 85 | 70 | - | M | M | H | M | - | H | M | - | H | M | H | M | H | - | - | M | - |
| CLO-4 : | Examine the role of a human being in ensuring harmony in society and nature. | 3 | 85 | 80 | - | M | M | - | M | - | H | M | - | H | M | - | H | - | H | - | M | - |
| CLO-5 : | Apply the understanding of ethical conduct to formulate the strategy for ethical life and profession. | 3 | 85 | 75 | - | M | M | - | M | - | H | M | - | H | M | - | H | - | H | L | - | - |

| Duration (hour) | 6 | 6 | 6 | 6 | 6 |
|-----------------|---|--|---|---|--|
| S-1 | SLO Right Understanding, Relationship and Physical Facility | Understanding Human being as the Co-existence of the Self and the Body | Harmony in the Family – the Basic Unit of Human Interaction | Understanding Harmony in the Nature | Natural Acceptance of Human Values |
| S-2 | SLO Understanding Value Education | Distinguishing between the Needs of the Self and the Body | Trust – the Foundational Value in Relationship | Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature | Definitiveness of (Ethical) Human Conduct |
| S-3 | SLO Self-exploration as the Process for Value Education | The Body as an Instrument of the Self | Respect – as the Right Evaluation | Exploring the Four Orders of Nature | A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order |
| S-4 | SLO Continuous Happiness and Prosperity – the Basic Human Aspirations | Understanding Harmony in the Self | Other Feelings, Justice in Human-to-Human Relationship | Realizing Existence as Co-existence at All Levels | Competence in Professional Ethics |
| S-5 | SLO Happiness and Prosperity – Current Scenario | Harmony of the Self with the Body | Understanding Harmony in the Society | The Holistic Perception of Harmony in Existence | Holistic Technologies, Production Systems and Management Models-Typical Case Studies |
| S-6 | SLO Method to Fulfill the Basic Human Aspirations | Programme to ensure self-regulation and Health | Vision for the Universal Human Order | Exploring Co-existence in Existence | Strategies for Transition towards Value-based Life and Profession |

| | | |
|--------------------|---|--|
| Learning Resources | 1. Gaur R.R., Sangal R., Bagaria G.P., 2019 (2nd Revised Edition), A Foundation Course in Human Values and Professional Ethics, Excel Books, New Delhi. | 3. A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak. |
| | 2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain. | 4. A N Tripathy, 2003, Human Values, New Age International Publishers. |

| Learning Assessment | | | | | |
|---------------------|---------------------------|---|---------------|---------------|----------------|
| Level | Bloom's Level of Thinking | Continuous Learning Assessment (100% weightage) | | | |
| | | CLA – 1 (20%) | CLA – 2 (20%) | CLA – 3 (30%) | CLA – 4 (30%)# |
| | | Theory | Theory | Theory | Theory |
| Level 1 | Remember | 30% | 30% | 30% | 30% |
| | Understand | | | | |
| Level 2 | Apply | 40% | 40% | 40% | 40% |
| | Analyze | | | | |
| Level 3 | Evaluate | 30% | 30% | 30% | 30% |
| | Create | | | | |
| | Total | 100 % | 100% | 100% | 100% |

CLA-1, CLA-2 and CLA-3 can be from any combination of these: MCQ Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, etc.,

| Course Designers | | |
|-----------------------|--|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| | | <i>Dr. Supraja P, UHV University Coordinator, SRMIST</i> |
| | | <i>Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST</i> |
| | | <i>Dr. Sweety Bakyarani E, Department of Computer Science, FSH, SRMIST</i> |

SEMESTER II

| Course Code | ULT23G02J | Course Name | Tamil – II | Course Category | G | Generic Elective Course | | | | | L | T | P | O | C | | | | | | | | |
|----------------------------------|--|---|-------------------------------|--|----------------------------------|---|--------------------------|-------------------------|---------------------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| | | | | | | 2 | 0 | 2 | 2 | 3 | | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | Nil | | Progressive Courses | Nil | | | | | | | | | | | | | | | | |
| Course Offering Department | Tamil | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | சங்க இலக்கியங்கள் வழி த னென்மை அக, புற வொழ்வியமல அறியச் தசய் ல் | | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | மிழ்ச்சமூகத்தின் அறவியல் குறித்து த ரியச் தசய் ல் | | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 |
| CLR-3 : | பக்தி இலக்கியங்கள் பபுநீத் னை னெண்முகமலை உணரசு தசய் ல் | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | பண்மைத் மிழ்ச்சமூகத்தின் த ில் இலக்கியங்கள் வரைச்சி தபற்ற வரலாற்றறப் புரியச் தசய் ல் | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | சிறுகம கள் தசமூலம் வொழ்வியல் தறெ, தமூழியின் ருட்பங்கள் ஆகியவற்றற்றத் த ரியச் தசய் ல் | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | பண்மைத் மிழ்ச்சமூகத்தின் அக, புற வொழ்வியல் இன்மறய சமூக பைம்பொட்டிற்கு வழிகொட்டி நிற்பம் அறிந்துகொள்ளு ள் | | | | | 2 | 75 | 60 | H | L | H | M | H | H | L | M | H | M | L | H | - | - | - |
| CLO-2 : | தமிழ்ச்சமூகம் அறத்தை வலியுறுத்திய சமூகம் என்பதன் வழி மானுட அறத்தைத் தெரிந்துகொள்ளுதல் | | | | | 2 | 80 | 70 | H | M | H | L | M | H | L | H | M | L | H | H | - | - | - |
| CLO-3 : | பக்தி இலக்கியம் மூலம் இறைத் தந்துவங்களை அறிந்து மானுட ஒற்றுமை மேம்பாட்டை அறிந்துகொள்ளுதல் | | | | | 2 | 70 | 65 | H | L | H | M | H | H | M | H | L | H | M | H | - | - | - |
| CLO-4 : | தொல் தமிழ்ச்சமூகம் இலக்கியம், அரசியல், அறம், பக்தி ஆகியவற்றில் தழைத்தோங்கியதைத் தெரிந்துகொள்ளுதல் | | | | | 2 | 70 | 70 | H | M | H | L | H | M | M | H | H | L | H | H | - | - | - |
| CLO-5 : | வாழ்வியலின் நெறிகளைச் சொல்லும் கதைகளைப் படைக்கும் திறனோடு மொழி ஆளுமையையும் அறிந்துகொள்ளுதல் | | | | | 2 | 80 | 70 | H | M | H | H | M | H | L | M | H | L | H | H | - | - | - |
| Duration (hour) | 12 | | 12 | | 12 | | 12 | | | | | 12 | | | | | | | | | | | |
| S-1 | SLO-1 | காலந்தோறும் தமிழ் அகத்திணை மரபு | சங்க மருவிய காலம் | பல்லவர் காலம் | பண்டைக்காலத் தமிழகம் | முச்சிறுகதைப் போக்குகள் | | | | | | | | | | | | | | | | | |
| | SLO-2 | அக இலக்கியத்தின் கட்டமைப்பு/ உள்ளடக்கம் | அறமும் வாழ்வியலும் | பல்லவர் கால இலக்கியங்கள் | சங்ககால மக்களின் வாழ்வியல் | முச்சிறுகதையும் தமிழ்ச்சமூக வாழ்வியலும் | | | | | | | | | | | | | | | | | |
| S-2 | SLO-1 | எட்டுத்தொகை நூல்களும் பகுப்புமுறையும் | உலகப்பொதுமறை - திருக்குறள் | பக்தியும் தமிழும் | முச்சங்கம் - அறிமுகம் | மைப்பித்தன் - சங்குத்தேவனின் தர்மம் | | | | | | | | | | | | | | | | | |
| | SLO-2 | ஐங்குறுநூறு (375) | திருக்குறளின் கட்டமைப்பு | பக்தி இலக்கியத் தோற்ற நிலை | முச்சங்க வரலாறு | வனின் தர்மம் | | | | | | | | | | | | | | | | | |
| S-3 | SLO-1 | உடன்போக்கும் நற்றாய் புலம்பலும் | திருக்குறள் வான்சிறப்பு (2) | சைவ சமய இலக்கியங்கள் | பத்துப்பாட்டு எட்டுத் தொகையும் | ச்சமூர்த்தி - வேப்பமரம் | | | | | | | | | | | | | | | | | |
| | SLO-2 | ஐங்குறுநூறு (391) | மழையும் வாழ்வும் | சைவக்குரவர் நால்வர் | சங்க கால மக்களின் வாழ்வியல் | பும் நம்பிக்கைகளும் | | | | | | | | | | | | | | | | | |
| S-4 | SLO-1 | உடன் போக்கும் தமிழர் பறவையியல் அறிவும் | திருக்குறள் - புலவி நுணுக்கம் | தேவாரம் - திருஞான சம்பந்தர் - பாடல் - 2834 | எட்டுத்தொகை நூல்களின் வரலாறு | தமிழருவி மணியன் - ஒற்றைச் சிறகு | | | | | | | | | | | | | | | | | |
| | SLO-2 | குறுந்தொகை (02) | ஊடலின் அழகியல் | தேவாரம் - திருநாவுக்கரசர் - பாடல் - 4262 | எட்டுத்தொகை நூல்களின் கட்டமைப்பு | உறவின் மேன்மை | | | | | | | | | | | | | | | | | |
| S-5 | SLO-1 | இயற்கைப் புணர்ச்சியும் தலைவி நலம் பாராட்டலும் | நீதி இலக்கியங்கள் | திருவாசகம் அறிமுகம் | பத்துப்பாட்டு நூல்களின் வரலாறு | ஆர். சூடாமணி - மூடநம்பிக்கை | | | | | | | | | | | | | | | | | |

| | | | | | | |
|--------------------|---|---|------------------------------------|---|--|---|
| | SLO-2 | குறுந்தொகை (03) | நாலடியார் | மாணிக்கவாசகர் பாடல் - ஆனந்த பரவசம் - பாடல் 10 | பத்துப்பாட்டும் தமிழர் வாழ்வியலும் | சமூகத்தில் மூடநம்பிக்கைகள் |
| S-6 | SLO-1 | தலைவனின் மேன்மைத் தன்மையும் இயற்கையும் | வைகலும் - பாடல் (39) | வைணவ சமயம் | பதினெண் கீழ்க்கணக்கு நூல்கள் | மூடநம்பிக்கைகளின் சிக்கல்கள் |
| | SLO-2 | அகநானூறு (238) | நிலையாமையும் அறமும் | வைணவ சமய வளர்ச்சிப்போக்கு | பதினெண் கீழ்க்கணக்கும் தமிழர் அற மரபும் | கிருஷ்ணா டாவின்ஸி - காலா அருகே வாடா |
| S-7 | SLO-1 | இயற்கையும் அகவாழ்வுச் சித்திரிப்பும் | தமிழர் மருத்துவம் | நாலாயிரத் திவ்யப் பிரபந்தம் | நீதி இலக்கியங்கள் | மனித வாழ்வில் மருத்துவம் |
| | SLO-2 | நள்ளியின் கொடைத்திறம் | நீதி இலக்கியத்தில் மருந்து நூல்கள் | குலசேகராழ்வார் பாடல் - 678 | நீதி இலக்கியங்களின் பன்முகத் தன்மைகள் | பாரம்பரிய மருத்துவம் |
| S-8 | SLO-1 | கலித்தொகைப் பாடல் -(11) | சிறுபஞ்சமூலம் (64) | ஆண்டாள் பாடல் - 574. | காப்பிய இலக்கணம் | மொழிப்பயிற்சி |
| | SLO-2 | அறம் பொருள் இன்பம் சிறப்பு | ஈகையின் சிறப்பு | திருமழிசை ஆழ்வார் பாடல் - கணிகண்ணன் | காப்பியத்தின் போக்குகள் | சொற்களை உருவாக்குதல் |
| S-9 | SLO-1 | சூழலியலும் மனித வாழ்வும் | பழமொழி நானூறு அறிமுகம் | தமிழில் இஸ்லாமிய இலக்கியங்கள் | காப்பியங்களின் வகைமை | எழுத்துகளில் இருந்து சொற்களைக் கண்டுபிடித்தல் |
| | SLO-2 | தமிழர் புறமரபு | பழமொழி நானூறு - தனித்தன்மைகள் | இஸ்லாமிய இலக்கியங்களின் கொடை | ஐம்பெருங்காப்பியங்கள் களின் தனித்தன்மைகள் | படம் பார்த்துக் கதை எழுதுதல் |
| S-10 | SLO-1 | புறநானூறு (107) பாரியும் மாரியும் | பழமொழி நானூறு (184) | சீராப்புராணத்தின் அமைப்பு | தமிழ்ச் சமூகமும் சமயத் தத்துவங்களும் | படம் பார்த்துக் கவிதை எழுதுதல் |
| | SLO-2 | புறநானூறு (110) பாரியின் வள்ளல் தன்மை | பழமொழியும் அறிவுரையும் | விடமீட்டப் படலம் (10 பாடல்கள்) | சமயத் தத்துவங்களும் வாழ்வியல் விழுமியங்களும் | கற்பனைத்திறன் - வளர்த்தல் |
| S-11 | SLO-1 | புறநானூறு (112) கையறுநிலை | பண்டைக்காலப் போரும் வாழ்வும் | கிறித்தவ சமய இலக்கியங்கள் | சைவத் திருமுறை - அறிமுகம் | கற்பனையும் படைப்பும் |
| | SLO-2 | சிறுபாணாற்றுப்படை (84-115) | புற இலக்கியங்கள் | கிறித்தவ இலக்கியங்களின் தமிழ்க் கொடை | பன்னிரு திருமுறை - வரலாறு | தமிழில் வாசகம் |
| S-12 | SLO-1 | கடையெழு வள்ளல்களின் சிறப்புகள் | களவழி நாற்பது (40) | கிறித்துவின் அருள்வேட்டல் - திரு.வி.க | நாலாயிரத் திவ்யப் பிரபந்தம் - அறிமுகம் | விளம்பரத்திற்கு வாசகம் எழுதுதல் |
| | SLO-2 | பட்டினப்பாலை (40-50) அட்டில் சாலைகளின் நிலை | போர்க்களமும் யானைப்படையும் | அலகிலொளி - 5 பாடல்கள் | வைணவ ஆழ்வார்கள் வரலாறு | வாசகம் எழுது முறைகள் |
| Learning Resources | <ol style="list-style-type: none"> 1. தனென்ற, த ிகுப்பும் பதிப்பும் - மிழ்த்துமற ஆசிரியர்கள், மிழ்த்துமற, எஸ்.ஆர்.எம். அறிவியல் ற்றும் த ிழில்நுட்பக் கல்விநிறுவ ம், ஸ்டூடென்ட்ஸ் குைத் தூர், 603203, 2023 2. மிண்ணல், பாதிய படுக்கில் - மிழ் இலக்கிய வரலாறு, மீ ிட்சி பாத் க நரிமலயம், தைமர, 2017 3. மூ. அரண்சலம், மிழ் இலக்கிய வரலாறு, ற்றாண்டு முற (9ஆம் நூ. மு ல் 16 வமர), தி பெர்க்கர், தசன்ம , 2005 4. மிழ் இமணயக் கல்விக்கைகம் - http://www.tamilvu.org/ 5. தைமர மிழ் இலக்கிய மின் த ிகுப்பாத் திடைம் - https://www.projectmadurai.org/ | | | | | |

| | | | | | | |
|---------------------|--|---------------|---------------|----------------|-----------------------------------|--|
| Learning Assessment | | | | | | |
| Bloom's | Continuous Learning Assessment (50% weightage) | | | | Final Examination (50% weightage) | |
| | CLA - 1 (10%) | CLA - 2 (10%) | CLA - 3 (20%) | CLA - 4 (10%)# | | |

| | Level of Thinking | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
|---------|-------------------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|
| Level 1 | Remember | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - |
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - |
| | Create | | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|--|---|---|
| Experts from Industry | Expert from Higher Technical Institutions | Internal Experts |
| <p><i>1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.</i></p> | <p><i>1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry</i></p> | <p><i>1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST</i></p> |
| | | <p><i>2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.</i></p> |
| | | <p><i>3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.</i></p> |
| | | <p><i>4. Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i></p> |
| | | <p><i>5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i></p> |

| Course Code | ULH23G02J | Course Name | HINDI-II | | | Course Category | G | Generic Elective Course | | | | | L | T | P | O | C |
|----------------------------------|--|--|-----------------------------------|--|-----------------------------|---------------------------------------|---|-------------------------|--|-----|--|----|---|---|---|---|---|
| | | | | | | | | | | | | | 2 | 0 | 2 | 2 | 3 |
| Pre-requisite Courses | | Nil | | Co-requisite Courses | | Nil | | Progressive Courses | | Nil | | | | | | | |
| Course Offering Department | | HINDI | | | Data Book / Codes/Standards | | | Nil | | | | | | | | | |
| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | | | | | | | | | | | | | | |
| CLR-1 : | They get to learn Ancient ,Medieval,and Modern poetry | | | | | | | | | | | | | | | | |
| CLR-2 : | To understand the Significance of poems of great poets like Kabir,Tulsidas,Bihari and Dhananand | | | | | | | | | | | | | | | | |
| CLR-3 : | To Enhance and Enrich their knowledge through poetry | | | | | | | | | | | | | | | | |
| CLR-4 : | Media based understanding for employability | | | | | | | | | | | | | | | | |
| CLR-5 : | Job Oriented writing skills | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | |
| CLO-1 : | To provide a brief Introduction of Hindi poetry(Bhaktikal,Reetikal and Aadhunikkal) | | | | | | | | | | | | | | | | |
| CLO-2 : | To Discuss the origin and development of various forms of poetry in Hindi | | | | | | | | | | | | | | | | |
| CLO-3 : | Focus on Evaluating the social changes through poetry | | | | | | | | | | | | | | | | |
| CLO-4 : | To Examine Transcreation in advertisement | | | | | | | | | | | | | | | | |
| CLO-5 : | To guide the students in the learning of the technical aspect of the Hindi Language,this would help them in the field administration | | | | | | | | | | | | | | | | |
| Duration (hour) | | 12 | | 12 | | 12 | | 12 | | 12 | | 12 | | | | | |
| S-1 | SLO-1 | BHAKTI KALIN KAVITA | RITI KALIN KAVITA | ADHUNIK KAVITA | VIGYAPAN | PATRA LEKHAN & PARIBHASHIK SHABDAVALI | | | | | | | | | | | |
| | SLO-2 | BHAKTIU KALIN KAITA KI AVADHARNA | AVADHARNA | AVADHARNA | AWADHARNA | VADHARNA | | | | | | | | | | | |
| S-2 | SLO-1 | SWARUP | SWARUP | SWARUP | RTH | RTH | | | | | | | | | | | |
| | SLO-2 | MAHATVA | RITI KAL VIBHAJAN | AHATVA | ARIBHASHA | WARUP | | | | | | | | | | | |
| S-3 | SLO-1 | UDDESHYA | MAHATVA | DDESHYA | SWARUP | ARIBHASHA | | | | | | | | | | | |
| | SLO-2 | BHAKTIKAL KI PRASANGIKTA | UDDESHYA | MATHLI SHARAN GUPT- NAR HO NA NIRASH KARO MAN KO | VIGYAPAN KE PRAKAR | RAYOJAN | | | | | | | | | | | |
| S-4 | SLO-1 | DOHE- KABIRDAS | DOHE- BIHARI | KAVI PARICHAYA | VIGYAPAN KI VISHESHTAYEN | RAYOG | | | | | | | | | | | |
| | SLO-2 | SANT PARICHAY | KAVI PARICHAYA | KAVITA KA VISLESHAN | VIGYAPAN MANG | AHATVA | | | | | | | | | | | |
| S-5 | SLO-1 | DOHE KA VISLESHAN | DOHE KA VISLESHAN | ASHAVADI DRISHTIKON | VIGYAPAN KA PRABHAV | ATRALEKHAN KALA | | | | | | | | | | | |
| | SLO-2 | GURU KA MAHATVA | KANAK KA MAHATVA | SANGHARSH KI AOR PRERNA | VIGYAPAN MAHATVA | RAKAR | | | | | | | | | | | |
| S-6 | SLO-1 | GURUTVA SE ISHVARATVA KIAOR | VIPRIT SWABHAV KI CHARCHA | SURYAKANT TRIPATHI NIRALA- VAR DE | VIGYAPAN KI BHASHA | VYAKTIGAT PATRA | | | | | | | | | | | |
| | SLO-2 | GURUTVA SE ISHVARATVA KIAOR | PRAKRITI KA ATAL RUP | KAVI PARICHAYA | VIGYAPAN AUR BAZAR | AUPCHARIK PATRA | | | | | | | | | | | |
| S-7 | SLO-1 | BAHYA ADAMBAR KA VIRODH | YAMAK ALANKAR KA PRAYOG | KAVITA KA VISLESHAN | VIGYAPAN AUR ROZGAR | SARKARI PATRA | | | | | | | | | | | |
| | SLO-2 | MURTI POOJA KA VIRODH | SNEH KE MAHATVA KI CHARCHA | SARSHWATI KE PATRI SAMARPAN | PRINT VIGYAPAN | ARDHA SARKARI PATRA | | | | | | | | | | | |
| S-8 | SLO-1 | GHARELU VASHTUON KI UPYOGITA | BIHARI KI KAVYA SHAILI KAMAHAATVA | BHAKTI KI BHAVANA | ELECTRONIC VIGYAPAN | PARIBHASHIK SHABDAVALI | | | | | | | | | | | |
| | SLO-2 | AHNKAR KA PARITYAG | DOHE- GHANANAND | NAGARJUN-- AKAL AUR USKE BAD | VIGYAPAN PARIYOJANA | AVADHARNA | | | | | | | | | | | |
| | SLO-1 | DOHE- TULSHIDAS | KAVI PARICHAYA | AKAL KA VASHTAVIK CHITRAN | VIGYAPAN AUR SAMAJ | SHABDAVALI KI AVSHYAKTA | | | | | | | | | | | |

| | | | | | | |
|------|-------|--------------------------|--|--------------------------------|-----------------------|------------------------|
| S-9 | SLO-2 | PAROPKAR KI BHAVANA | DOHE KA VISLESHAN | AKAL KE PURVA KA CHITRAN | VIGYAPAN KI VYAPAKTA | KARYALYN SHABDAVALI |
| S-10 | SLO-1 | DAYA KA MAHATVA | SNEH KI SARLTA KA VARNAN | AKAL KE BAD KA CHITRAN | VIGYAPANLEKHAN KALA | EK DIN EK SHABD |
| | SLO-2 | ISHVAR KI MHATTA | PREM KA MAHATVA | KATTIS- BADRINARAYAN | VIGYAPAN AUR JAGRUPTA | HINDI SE ANGREJI SHABD |
| S-11 | SLO-1 | MADHUR VAHAN KI UPYOGITA | NAYIKA KE PRATI SMARPAN | SAMBAND VICCHED KI PARICHARCHA | UDDESHYA | ANGREJ SE HINDI SHABD |
| | SLO-2 | RAM KI MAHIMA | GHANANAND KI KAVYA SHAILI KAMAHATVA | SWARTH NIHIT BHAVANA | VIGYAPAN KI SPASTTA | ABHYASH KARYA |
| S-12 | SLO-1 | DHOHA PARICHARCHA | DHOHA PARICHARCHA | KAVYA PARICHARCHA | VIGYAPANPARICHARCHA | PARICHARCHA |
| | SLO-2 | PRASHNAABHYASH | PRASHNAABHYASH | PRASHNAABHYASH | PRASHNAABHYASH | PRASHNAABHYASH |

Learning Resources Edited Book: “SAMYAN HINDI”, SRIJANLOK PUBLICATION, 2023, New Delhi.

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|------------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - |
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - |
| | Create | | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|---|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301 | 1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu | 1. Dr.S Preeti. Associate Professor & Head, SRMIST |
| Alumni | Student | 2. Dr. Md.S. Islam Assistant Professor, SRMIST |
| Ananya Singh Trainee Associate (Finance Operations)Cargill Business Services India Building 9,2nd and 3rd Floor, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka | Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology | 3.Dr. S. Razia Begum, Assistant Professor, SRM IST |
| | | 4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST |

| | | | | | | |
|------|-------|-----------------------------|-------------------------------|----------------------------|-----------------------|-----------------------------|
| S-8 | SLO-1 | Les activités | Parler de sa routine | L'impératif | Les activités | Présenter ses vœux |
| | SLO-2 | Les verbes pronominaux | Les activités | Les activités | Vendre et acheter | Présenter ses souhaits |
| S-9 | SLO-1 | Les exemples | A la recherche d'un cadeau –. | Les articles partitifs | Mots et expressions | Présenter ses félicitations |
| | SLO-2 | Les activités | Les activités | Les exemples | Grammaire | inviter à une invitation |
| S-10 | SLO-1 | Les pronoms personnels COD | Temps libre | Très ou beaucoup (de) | Communication | répondre à une invitation |
| | SLO-2 | Les exemples | Les activités | Les exemples | Tout le monde s'amuse | Les exemples |
| S-11 | SLO-1 | Les activités | Mots et expressions | Le pronom en (la quantité) | Les sorties | Écrire un message amical |
| | SLO-2 | Les adjectifs démonstratifs | Les activités | Les exemples | Les saisons | Les exemples |
| S-12 | SLO-1 | Les exemples | Grammaire –Communication | La phrase négative (2) | Les fêtes | Parler au téléphone |
| | SLO-2 | Les activités | Les activités | Les exemples | Les messages | Un coup de fil |

Learning Resources *Theory:*
1. "La Nouvelle Génération-AI" Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions Didier, Paris, 2018.
2. *Cahier d'activités avec deux discs compacts.*

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Attendance (5%) | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|---------------|----------|-----------------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (5%)# | | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | | |
| Level 1 | Remember Understand | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - | |
| Level 2 | Apply Analyze | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - | |
| Level 3 | Evaluate Create | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|---|---|
| Experts from Industry | Expert from Higher Technical Institutions | Internal Experts |
| 1. Mr. Kavaskar Danasegarane, Process Expert Maersk Global Service Center Pvt. Ltd | 1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University | 1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR |
| 2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt. | | 2. Mrs. Abigalai Assistant Professor, SRMIST, VDP |

| | | | | | | | | | | | |
|-------------|-----------|-------------|-----------------------|-----------------|----|-----------------------------|---|---|---|---|---|
| Course Code | UES23AE1T | Course Name | ENVIRONMENTAL STUDIES | Course Category | AE | Ability Enhancement Courses | L | T | P | O | C |
| | | | | | | | 3 | 0 | 0 | 2 | 3 |

| | | | | | |
|----------------------------|----------|-----------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | Data Book / Codes/Standards | | | Nil |

| Course Learning Rationale (CLR): | | Learning | | |
|--|--|---------------------------|--------------------------|-------------------------|
| | | 1 | 2 | 3 |
| The purpose of learning this course is to: | | | | |
| CLR-1 : | To create awareness on Environment and Renewable and Non-renewable resources | | | |
| CLR-2 : | To understand about ecosystem and Biodiversity | | | |
| CLR-3 : | To understand the natural and anthropogenic impact of the environmental pollution | | | |
| CLR-4 : | To create awareness on different environmental problems | | | |
| CLR-5 : | To create awareness on various Environment Protection acts and the impact of human population on environment | | | |
| Course Learning Outcomes (CLO): | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| At the end of this course, learners will be able to: | | | | |
| CLO-1 : | Applying knowledge on Renewable and Non-renewable resources | 2 | 80 | 65 |
| CLO-2 : | Understanding about ecosystem and Biodiversity | 2 | 80 | 70 |
| CLO-3 : | Gathering knowledge on impact of environmental pollution | 2 | 80 | 70 |
| CLO-4 : | Understanding of different environmental problems | 2 | 80 | 70 |
| CLO-5 : | Having knowledge on various Environment Protection acts and the impact of human population on environment problems | 2 | 80 | 65 |

| Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| L | H | L | M | L | H | L | L | L | H | L | M | - | - | M |
| M | H | L | M | L | H | L | L | L | H | L | M | - | - | M |
| L | H | L | M | L | H | M | M | M | H | L | M | - | - | M |
| M | H | L | M | L | H | M | M | M | H | L | M | - | - | M |
| M | H | L | M | L | H | L | M | L | H | L | M | - | - | M |

| Duration (hour) | 9 | 9 | 9 | 9 | 9 | |
|-----------------|-------|---|--|---|---|---|
| S-1 | SLO-1 | Multidisciplinary nature of environmental studies | Energy flow in the ecosystem | Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity | Disaster management- Nature Floods, Earthquakes | Environment Protection Act |
| | SLO-2 | Definition, Scope and Importance of Environmental Studies | Energy flow in the ecosystem | Environmental Pollution- Definition | | Air (Prevention and Control of Pollution) Act |
| S-2 | SLO-1 | Need for public awareness. | Ecological succession | Causes, Effects and Control Measures of Air Pollution | Cyclones Landslides | Water (Prevention and control of Pollution) Act |
| | SLO-2 | Institutions in Environment | Food chains, Food webs and Ecological pyramids | | | Wildlife Protection Act |

| | | | | | | |
|-----|-------|--|--|---|--|--|
| S-3 | SLO-1 | People in Environment | Ecosystem, Introduction, Types, Characteristic features, Structure and functions | Causes, Effects and Control Measures of Water Pollution | Social Issues and the Environment: From Unsustainable to Sustainable Development | Forest Conservation Act |
| | SLO-2 | Introduction to natural resources-Associated Problems | Forest ecosystem | | | Issues involved in enforcement of environmental legislation |
| S-4 | SLO-1 | Renewable and Nonrenewable resources | Grassland ecosystem | Causes, Effects and Control Measures of Soil Pollution | Urban problems related to energy | Public awareness |
| | SLO-2 | Forest resources | Desert ecosystem | | | |
| S-5 | SLO-1 | Water Resources | Aquatic ecosystems (ponds, lakes, streams) | Causes, Effects and Control Measures of Marine pollution | Rain Water Harvesting, Watershed | Human Population and the Environment: Population growth, variation among nations |
| | SLO-2 | Mineral Resources | Aquatic ecosystems (rivers, estuaries, oceans) | | | |
| S-6 | SLO-1 | Food Resources | Biodiversity and its conservation-genetic, species and ecosystem diversity | Causes, Effects and Control Measures of Noise Pollution | Environmental Ethics: Issues and Possible Solutions | Population explosion – Family Welfare Programme |
| | SLO-2 | Energy Resources | Biogeographical classification of India | | | Environment and human health |
| S-7 | SLO-1 | Land Resources | Value of Biodiversity | Causes, Effects and Control Measures of Thermal Pollution | Climate change & Global warming | Human Rights |
| | SLO-2 | Role of an individual in conservation of natural resources | Biodiversity at Global, National and Local Levels | | | Value Education |
| S-8 | SLO-1 | Equitable use of resources for sustainable lifestyles | India as a Mega Diversity Nation | Causes, Effects and Control Measures of Nuclear hazards | Acid rain & Ozone layer depletion | HIV/AIDS |
| | SLO-2 | Concept of an ecosystem | Hot-spots of biodiversity | | | |
| S-9 | SLO-1 | Structure and Functions of an ecosystem | Threats to biodiversity: habitat loss, poaching of wildlife man-wildlife conflicts | Solid Waste Management Causes, Effects and Control Measures of Urban and Industrial Waste | Nuclear Accidents and Nuclear Holocaust | Women and Child Welfare |
| | SLO-2 | Producers, consumers and decomposers | Endangered and endemic species of India | | | |

| | |
|---------------------------|--|
| Learning Resources | Theory: |
| | <ol style="list-style-type: none"> 1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient Black Swan. 2. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press 3. R.Jeyalakshmi (2014), Text book of Environmental Studies, Devi publications, Chennai. 4. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R) |

| Learning Assessment | | | | | | | | | | | |
|---------------------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| Level | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 40% | - | 40% | - | 40% | - | 40% | - | 40% | - |

| | | | | | | | | | | | |
|---------|------------|-------|---|-------|---|-------|---|-------|---|-------|---|
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 30% | - | 30% | - | 30% | - | 30% | - | 30% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 30% | - | 30% | - | 30% | - | 30% | - | 30% | - |
| | Create | | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|--|---|---|
| Experts from Industry | Experts from Academic | Internal Experts |
| Dr.Arumugam Perumal, Director ARMATS BIOTEK Training and Research Institute, Chennai | Dr.N.Banu, Assistant Professor Bharathi Womens College (Autonomous), Chennai | 1. Dr. P. Parthipan, Assistant Professor, Department of Biotechnology,FSH, SRMIST |
| | | 2.Dr. D. Sankari, Professor and Head, Department of Biotechnology,FSH, SRMIST |

| Course Code | UCM23201J | Course Name | Accounting for Business- II | | | Course Category | C | Discipline Specific Core Courses | | | | | L | T | P | O | C | | | | |
|----------------------------------|---|----------------------|-----------------------------|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------------------|-------------------|-----------------|--------------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|-----------------------|-----------------------|-----------------------|------------------------|------------|
| | | | | | | | | | | | | | 3 | 0 | 3 | 2 | 4 | | | | |
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | | | |
| Course Offering Department | Commerce | | Data Book / Codes/Standards | | | Accounting data sheet | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | Understand the concept of branch account | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Learn the preparation of departmental accounts | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Experiential learning | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3 : | Learn the preparation of hire purchase and instalment system | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Know the preparation of Partnership concern | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Practice the preparation of partnership accounts | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Apply the dependent and independent branch | | | 3 | 75 | 65 | H | H | - | - | M | L | - | L | M | H | L | - | - | M | - |
| CLO-2 : | Efficient implications of different departments in business | | | 3 | 75 | 65 | H | H | - | M | - | L | - | L | H | - | - | M | - | L | M |
| CLO-3 : | Ascertain the methods in preparation of hire purchase system | | | 3 | 75 | 65 | M | M | - | - | H | H | - | L | L | H | - | - | L | H | - |
| CLO-4 | Understanding the process of admission and retirement of apartner | | | 3 | 75 | 65 | M | - | - | H | L | L | - | L | M | H | - | M | - | M | - |
| CLO-5 | Ascertain the methods in a dissolution of a firm | | | 3 | 75 | 65 | H | M | H | H | M | - | L | - | L | M | - | H | - | L | M |
| Duration (hour) | Learning Unit / Module1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | | Learning Unit / Module 5 | | | | | | | | | | |
| | 18 | | 18 | | 18 | | | 18 | | | 18 | | | | | | | | | | |

| | | | | | | |
|-------|-------|---|---|---|--|---|
| S-1 | SLO-1 | Meaning of branch accounts | Meaning of departmental accounts | Hire purchase system – Meaning & Definition of Hire purchase system | Partnership – Meaning and Definition | Meaning of dissolution of a partnership firm |
| | SLO-2 | Objectives of branch accounts | Objectives of departmental accounts | Features of Hire purchase system | Characteristics of partnership | Realisation account |
| S-2 | SLO-1 | Types of branch accounts | Need and advantages of departmental accounts | Important terminologies in Hire purchase system | Partnership deed and its contents | Disposal of assets and liabilities |
| | SLO-2 | Meaning of Dependent branch | Differences between departmental and branch accounts | Legal provisions in Hire purchase system | Preparation of capital account | Modes of dissolution |
| S-3 | SLO-1 | Features of Dependent branch | Apportionment of common expenses among different departments | Meaning of Instalment system | Fluctuating and Fixed capital | Journal entries in normal distribution |
| | SLO-2 | Debtors system and Stock and debtors system | Inter departmental transfers | Distinction between Hire purchase system and Instalment system | Admission of a new partner – Accounting treatment | Problems in normal distribution (Realisation a/c, Capital a/c & Bank a/c) |
| S 4-6 | SLO-1 | Selling goods for cash – Problems | Inter departmental transfer at cost price | Calculation of Interest | New profit sharing ratio and sacrificing ratio | Problems in normal distribution (Realisation a/c, Capital a/c & Bank a/c) |
| | SLO-2 | Selling goods for cash and credit- Problems | Inter departmental transfer at selling price | Cash price and Hire purchase price | Treatment and valuation of goodwill | Problems in normal distribution (Realisation a/c, Capital a/c & Bank a/c) |
| S-7 | SLO-1 | Problems in debtors system at cash price | Stock Reserve | Journal entries in the books of Hire purchaser | Problems in admission of a partner | Insolvency of a partner |
| | SLO-2 | Problems in debtors system at invoice price | Preparation of departmental trading | Journal entries in the books of Hire purchaser | Problems in admission of a partner | Problems in insolvency of a partner |
| S-8 | SLO-1 | Problems in stock and debtors system at cost price | Preparation of departmental trading | Journal entries in the books of Hire vendor | Retirement of old partner – Accounting treatment | Insolvency of all partners |
| | SLO-2 | Problems in stock and debtors system at cost price | Preparation of departmental trading and profit and loss account | Journal entries in the books of Hire vendor | Problems in retirement of a partner | Problems in Insolvency of all partners |
| S-9 | SLO-1 | Problems in stock and debtors system at invoice price | Preparation of departmental trading and profit and loss account | Methods of computation of profit (debtors method only) (Excluding repossession of assets) | Advance level Problems in retirement of a partner | Garner Vs. Murray – Rule |
| | SLO-2 | Problems in stock and debtors system at | Preparation of trading, Profit and loss and balance sheet | Advantages and Disadvantages of Hire purchase system | Problems in retirement of a partner | Problems in Garner Vs. Murray -Rule |

| | | | | | | |
|------------------------------------|---------|---|---|---|--|---|
| | | invoice price | | | | |
| S-10-12 | SLO-1 | Problems in stock and debtors system at invoice price | Preparation of Balance sheet | Difference between hire purchase and agreement to sell | Problems in retirement of a partner | Problems in Garner Vs. Murray -Rule |
| | SLO-2 | Problems in stock and debtors system at invoice price | Preparation of Balance sheet | Meaning of Instalment purchase system | Death of a partner – Accounting treatment | Gradual distribution of assets and Piecemeal distribution |
| S - 13 | SLO -1 | Meaning of Independent branch | Preparation of trading, Profit and loss and balance sheet | Accounting under Instalment purchase system | Problems in death of a partner | Gradual distribution of assets and Piecemeal distribution |
| | SLO-2 | Features of Independent branch | Preparation of trading, Profit and loss and balance sheet | Rights and duties of hire vendor | Problems in death of a partner | Problems in Maximum loss method |
| S – 14 | SLO – 1 | Incorporation of branch transactions in head office books | Accounting in columnar form | Journal entries in the books of buyer | New profit sharing ratio and gaining ratio | Problems in Maximum loss method |
| | SLO-2 | Adjustment entries in the books of head office only | Accounting in columnar form | Journal entries in the books of buyer | Adjustment on goodwill | Problems in Maximum loss method |
| S – 15 | SLO -1 | Goods in transit and Cash in transit | Preparation of Inter departmental transfer at invoice price | Journal entries in the books of vendor | Revaluation of assets and liabilities | Problems in Proportionate capital method |
| | SLO-2 | Inter branch transactions | Preparation of Inter departmental transfer at invoice price | Journal entries in the books of vendor | Problems in admission of a partner with adjustments | Problems in Proportionate capital method |
| S-16-18 | SLO – 1 | Problems in Independent branch | Preparation of Inter departmental transfers at cost price | Calculation of Interest, Cash price with Journal entries in the books of buyer | Problems in retirement of a partner with adjustments | Advance problems in maximum loss method |
| | SLO-2 | Problems in Independent branch | Preparation of Inter departmental transfers at cost price | Calculation of Interest, Cash price with Journal entries in the books of vendor | Problems in death of a partner with adjustments | Advance problems in proportionate capital method |
| Learning Resources/Reference books | | <ol style="list-style-type: none"> 1. Thotadri and Nafeesa, Financial Accounting, Vijay Nicole Imprints Pvt. Ltd. Chennai. 2. P.C. Tulshiyar Financial Accounting by S Chand Publications, New Delhi 3. R.L. Gupta and V.K. Gupta - Financial Accounting , Sultan Chand & Sons Publishers, New Delhi 4. Murugadoss, Financial Accounting, Vijay Nicole Publications | | | <ol style="list-style-type: none"> 5. S.P. Jain and Narang - Financial Accounting , Kalyani Publishers, New Delhi 6. T.S. Reddy and Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai | |
| | | | | | | |

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Understand | | | | | | | | | |
| Level 2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| | Analyze | | | | | | | | | |
| Level 3 | Evaluate | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Create | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| Experts from Industry | | Experts from Higher Technical Institutions | | Internal Expert | |
|-----------------------|---|--|---|--------------------------------------|--|
| 1. | Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. | Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Dr. A. Thilagaraj K.P. Ezhilmaran | |
| | | 2. | Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | | |

| Course Code | UCM23202J | Course Name | Banking Law & Practices | | | Course Category | C | Discipline-Specific Core Course | | | | | | | | | | L | T | P | O | C |
|----------------------------------|---|----------------------|-------------------------|-----------------------------|--------------------------|---------------------|---------------------------------|---------------------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|-----------------------|-----------------------|-----------------------|------------------------|------------|---|
| | | | | | | | | | | | | | | | | | | 3 | 0 | 3 | 2 | 4 |
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | | | | |
| Course Offering Department | Commerce | | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | |
| CLR-1 : | To Apply the various tools of banking concepts | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | To Learning banking relationship | | | Level of Thinking | Expected Proficiency (%) | Expected Attainment | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Experiential learning | Experiential learning | Employability options | Decision making skills | ICT Skills | |
| CLR-3 : | To Discern the negotiable instruments practiced by the banks in day-to-day activity | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To Identify the types of bankers | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To Determine ways of getting loans | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Apply the various tools of banking concepts | | | 3 | 75 | 65 | H | M | M | M | H | L | - | L | M | H | M | M | M | M | M | |
| CLO-2 : | Learning banking relationship | | | 3 | 75 | 65 | H | H | M | M | M | L | - | L | H | M | M | H | M | M | M | |
| CLO-3 : | Discern the negotiable instruments practiced by the banks in day-to-day activity | | | 3 | 75 | 65 | H | H | M | M | M | L | - | L | L | H | M | M | M | M | M | |
| CLO-4 | Identify the types of bankers | | | 3 | 75 | 65 | M | M | M | M | H | L | - | L | L | M | H | H | M | M | M | |
| CLO-5 | Determine ways of getting loans | | | 3 | 75 | 65 | H | H | M | M | M | L | L | L | L | M | M | H | M | M | M | |

| Duration (hour) | | Learning Unit / Module 1 | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 |
|-----------------|-------|--|--|--|-------------------------------|--|
| | | 18 | 18 | 18 | 18 | 18 |
| S-1 | SLO-1 | Introduction to Banking Concepts | Banker and Customer | Negotiable Instruments Act Meaning | Loans and Advances | Technological Impact on Banking Operations |
| S-2 | SLO-1 | Meaning and Definition of Banks | Distinguish Factor between Banker and Customer | Features of negotiable instruments | Principles of Good Lending | Total Branch Computerization |
| S-3 | SLO-1 | Evolution of Banks | Banker and Customer Relationship | Significance of negotiable instruments | Creditworthiness of borrowers | Challenges faced in computerization |
| S-4 | SLO-1 | Significance of Banks for Economic Development | Liabilities and Duties of a Banker | Cheques Meaning and Definitions | Securing Advances | ATM, Internet and Mobile Banking and Apps |
| S-5 | SLO-1 | Classification of banks and its chart | Liabilities and Role of Customers | Features and Functions of Cheques | Lien | UPI, BHIM, Paytm, Phone pay, Google Pay |

| | | | | | | |
|------|-------|---|--|---|-----------------------------------|--|
| S-6 | SLO-1 | Traditional functions of Commercial Banks | Special Features | Types of Cheques, MICR, Dishonor Of Cheque | Pledge | Employee Training, Customer Services, Customer Relationship and Management Control |
| S-7 | SLO-1 | Modern functions of commercial banks | Types of Accounts | Crossing of Cheques | Mortgage | Document Handling, Document Storing, Document Security |
| S-8 | SLO-1 | Central Banking – Meaning & definitions | Opening and Closing of Accounts | Mistakes, rectifications of Cheques | Hypothecation | Bank payment systems and Inter-Bank Payment |
| S-9 | SLO-1 | Central Banking - Objectives | Types of Forms | Holder in Due Course, | Pros and Cons of Hypothecation | Electronic Fund Transfer, Electronic Clearing System, NEFT, RTGS, IMPS |
| S-10 | SLO-1 | Central Banking - Functions | Cheques | Payment in Due Course | Documents of title to goods | e-Cheques,, SWIFT |
| S-11 | SLO-1 | Impact of Central Bank on Economic Growth and Development | Salient features of Cheque | Endorsements – Features, Types, and Impact in Banks | LIC,FDR | Crypto Currencies, |
| S-12 | SLO-1 | Recent Trends in Commercial Banks and Central Banks | Passbooks | Paying Banker | Mutual Funds | Online Frauds |
| S-13 | SLO-1 | Progress of Commercial Banking from its Inceptions | Mistakes in Passbooks | Duties and Liabilities of Paying Banker | Government Securities | RBI Guidelines |
| S-14 | SLO-1 | Differentiating Central Banking vs. Commercial Banking | Pros and Cons of Different Types of Accounts | Material Alteration and Refusal of Payments | Procedures | Cyber Security Systems , Confidentiality of information |
| S-15 | SLO-1 | Organizational Structure of RBI | Demand Draft | Protection for Paying Banker | Merits and Demerits | Security of Data, Mistakes made by people |
| S-16 | SLO-1 | Functions of RBI | Demand Draft - Features | Collecting Banker and Capacities | GoldLoans | Upcoming Trends in Banking System |
| S-17 | SLO-1 | Credit control of RBI and its monetary measures | Special Types of Account holders | Duties and Liabilities of Collecting Banker | Procedures and required Documents | Contemporary Issues in Banking Techniques |
| S-18 | SLO-1 | Benefits and Limitations of Online Banking | Special Types of Account holders | Protection of Collection Banker | Other types of Loans | Redressal Mechanism |

| | | | | | | | | | | |
|--|------------------------------|--|----------|--|--|---|----------|--|----------|--------------------------------------|
| Learning Resources/Reference books | | Banking Law and Practice -- S N Maheshwari and S K Maheshwari Principles and practices of Banking—Indian Institute of Banking and Finance— Macmillan Publishers India Private Limited E. Gordon & K. Nataraj – Banking Theory Law & Practice – Himalaya Publishing | | | | Banking Theory Law and Practice – K.P.M. Sundaram & P.N. Varshney Banking Theory Law and Practice – S. Gurusamy, Vijay Nicole Publications | | | | |
| Learning Assessment | | | | | | | | | | |
| | Bloom's Level of Thinking | | | | Continuous Learning Assessment (50% weightage) | | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |
| # CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc., | | | | | | | | | | |
| Course Designers | | | | | | | | | | |
| Experts from Industry | | | | Experts from Higher Technical Institutions | | | | Internal Expert | | |
| 1. Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | | | | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | | | | 1. Dr. D. Bhuvaneshwari 2. J. Prabhuraj | | |

| Duration (hour) | Learning Unit / Module 1 | | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 |
|-----------------|--------------------------|---|--|---|--|---|
| | 15 | | 15 | 15 | 15 | 15 |
| S-1 | SLO-1 | Indian Economy in thePre-Independent Era | Resources Development | Agricultural Development | Industrial Development | Trade Development |
| | SLO-2 | Indian Economy in thePost Independent Era | Land Resources | Contribution of Agriculture to India's Economic Development | Pattern of Industrialization | Internal/Domestic Trade |
| S-2 | SLO-1 | Indian economy as a Developing Economy | Land Utilization pattern inIndia | Share of Agriculture in the National Economy | Effects of Industrialization | Importance of Internal Trade |
| | SLO-2 | Major issues of Development | Land use Classification | Employment in Agriculture | Industrial Pattern on the eve of Planning | Advantages and Disadvantagesof Internal Trade |
| S-3 | SLO-1 | Determinants of Economic Development | Forest Reserves | Agricultural Problems | Industrial Development during theFive-Year Plans | State Trading |
| | SLO-2 | Economic Factors | Types of Forests | Agricultural Holdings | Industrial Policy | Arguments in Favour and Against State Trading |
| S -4 & 5 | SLO-1 | Non-Economic Factors | Advantages and Disadvantages of Forest | Subdivisions, Fragmentation | Industrial Policies of India prior to1991 | State Trading Corporation(STC) Incorporation of STC |
| | SLO 2 | Stages of Economic Development | Problem of Deforestation | Agricultural Production | Industrial Licensing Policy - Overall Objectives and Legislative measuresto Implement Industrial licensing | Objectives of STC |
| S6 | SLO 1 | Rostow's Stages of Economic Development | Massive Deforestation | Agricultural Productivity | M RTP Act 1969 | Functions of STC |
| | SLO-2 | Economic Growth | Forest Policies | Causes for Low Productivity | FERA and FEMA Act | Evaluation of STC |
| S-7 | SLO-1 | Difference between Economic Development and Economic Growth | Forest Policy of 1952 | Measures to improve the Productivity | New Industrial Licensing Policy1991- Features and Criticism | Weaknesses of STC |
| | SLO-2 | Models of Economic Growth | National Forest Policy 1988 | Crop Pattern | Industrial Sickness - Causes and Rehabilitation | India's Foreign Trade - Evolution |
| S-8 | SLO-1 | Gandhi vs Nehru Model | Water Resources in India | Factors influencing Crop Pattern | Industrial Finance | Importance of Foreign Trade |
| | SLO-2 | Nehru Vs Mahalanobis Model | Water Resources in India | Mechanization of Agriculture | Classification of Financial Institutions in India | Components of Foreign Trade |
| S-9-10 | SLO-1 | Rao – Manmohan Model | Mineral Resources | Green Revolution | Role of Public Sector for the development of Indian Economy | India's Volume of Foreign Trade |
| | SLO-2 | PURA Model | Mineral Production | Achievements of Green Revolution | Role of Private Sector for the development of Indian Economy | India;s Composition of ForeignTrade |
| S-11 | SLO-1 | Parallel Economy in India | Mineral Policy 1993 | Weaknesses of Green Revolution | Large Scale Industries and its advantages and disadvantages | India's Directions of ForeignTrade |

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|----------------|--------------|---|---|--|---|---|
| | SLO-2 | Black Income in India | National Mineral Policy 2019 | Agricultural Credit | Small Scale industries contribution to Economic Development | Balance of Trade and Balance of Payment |
| S-12 | SLO-1 | Estimates of Black Income in India | Human Resources | Sources of Agricultural Credit | Industrial Sickness in India | Components of Balance of Payment Account |
| | SLO-2 | Factors responsible for Generation of Black Money | The Theory of Demographic Transition | Institutional Sources of Farm Credit | Causes for Industrial Sickness | Current Account and Capital Account |
| S-13 | SLO-1 | Impact of Black Income | Population Growth as a retarding factor to Economic Development | Non-Institutional Sources of Farm Credit | Role of BIFR | Unilateral Transfer Account and Official Adjustment Account |
| | SLO-2 | Measures undertaken to unearth Black Income | Economic Development and Environment Degradation | Agricultural Marketing | Industrial Finance | Export Promotion |
| S-14-15 | SLO-1 | Tax Evasion, Demonetization | Land Degradation and Soil Erosion | Measures taken by the Government in the field of Marketing | Classification of Financial Institutions in India | Import Substitution |
| | SLO-2 | Voluntary Disclosure Scheme, Special Bearer Bond Scheme | Industrialization and Atmospheric Pollution | Food Security - Public Distribution System - Significance, Issues and Revamps of PDS | Classification of Financial Institutions in India | India's Foreign Trade Policy of 2023 |

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|----------------------------|---|
| Learning Resources: | Textbooks: 1. Gaurav Datt & Ashwani Mahajan - Indian Economy - S Chand & Co Ltd 2. Agarwal.A.N. (2004) Indian Economy, Wishwa Prakashan, New Delhi. 3.S.K.Misra and V.K.Puri – Indian Economy – Himalaya Publishing House – Mumbai. |
| | References: 1. Government of India, Economic Survey (Annual issues). Ministry of Finance, New Delhi 2. I.C.Dhingra – The Indian Economy (Environment and Policy) – Sultan Chand and Sons- New Delhi. 2. S.Sankaran - Indian Economy(Problems, Policies and Development) Margham Publications Chennai. |

| Bloom's Level of Thinking | | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------------------------|------------|--|----------|---------------|----------|---------------|----------|---------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%) | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% | - |
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% | - |
| | Create | | | | | | | | | | |
| TOTAL | | 100% | | 100% | | 100% | | 100% | | 100% | |

#CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| Expert from Industry | Experts from Academic | Internal Experts |
|---|--|--|
| Mr.Naveen Prakash, Director, Global Logistics Solutions India Pvt.,Ltd., Nungambakkam, Chennai | 2. Dr. P.G. Babu, Director, Madras Institute of Development Studies, 79, II Main Road, Gandhi Nagar, Adyar, Chennai. Dr. Merlin Juliat Arulthangam, Associate Professor, Department of Economics, Madras Christian College, East Tamaram, Chennai | 1. Dr. K. Selvasundaram, Professor and Head, Dept. of CS and AF, SRMIST, KTR. |
| | | 2. Ms. J. Ramadevi, Assistant professor, Dept. of CS and AF, FSH, SRMIST, Kattankulatur, |
| | | 3. Dr. N. Venkatesan, Assistant Professor, Dept. of Commerce, CSH, SRMIST, Trichy Campus |
| | | 4. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AFFSH, SRMIST, Kattankulathur |

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|-------------|-----------|-------------|--------------------------------------|-----------------|---|--------------------------|---|---|---|---|---|
| Course Code | UCD23S02T | Course Name | Verbal Ability and Skill Development | Course Category | S | Skill Enhancement Course | L | T | P | O | C |
| | | | | | | | 2 | 0 | 0 | 2 | 2 |

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|----------------------------|----------------------|----------------------|-----------------------------|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Career Guidance Cell | | Data Book / Codes/Standards | - | |

| Course Learning Rationale (CLR): | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | |
|--|---|--|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|---|---|
| The purpose of learning this course is to: | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | |
| | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | | |
| CLR-1 : | Critically evaluate basic mathematical concepts related to mixtures and alligations, Numbers, time and work | | | | | | | M | - | M | H | H | - | M | M | - | M | - | M | M | - | M |
| CLR-2 : | Use their logical thinking and analytical abilities to solve reasoning problems | | | | | | | M | - | M | H | H | - | M | M | - | M | - | M | M | - | M |
| CLR-3 : | Develop soft skills relating to the need for job recruitment | | | | | | | - | H | - | M | - | - | M | M | M | H | H | M | H | M | M |
| CLR-4 : | Provide students with the necessary skills to generate and interpret data sufficiency, problems on Chain Rule, Pipes and Cisterns, Boats and streams, | | | | | | | M | - | M | H | H | - | - | M | - | M | - | M | M | - | M |
| CLR-5 : | Enable students to understand problems on graphs and also increase their ability in language skills | | | | M | - | M | - | H | L | M | M | - | M | - | M | M | - | M | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Understand the concepts of mixtures and alligations, Numbers, time and work and to approach questions in a simpler and innovative method | 3 | 80 | 70 | | | | | | | | | | | | | | | | | | |
| CLO-2 : | Establish a student's interest and awareness in seating arrangements, mathematical operations, logical reasoning | 3 | 80 | 75 | | | | | | | | | | | | | | | | | | |
| CLO-3 : | Acquire soft skills that will help for applying jobs | 3 | 85 | 70 | | | | | | | | | | | | | | | | | | |
| CLO-4 : | Demonstrate various principles involved in aptitude problems | 3 | 85 | 80 | | | | | | | | | | | | | | | | | | |
| CLO-5 : | Ability to solve problems on reasoning and to interpret English language | 3 | 85 | 75 | | | | | | | | | | | | | | | | | | |

| Duration (hour) | 6 | 6 | 6 | 6 | 6 | |
|-----------------|-------|--------------------------------------|---|----------------------------------|--|---|
| S-1 | SLO-1 | Time and Distance – Introduction | Seating Arrangements (Circular andtable) Introduction | Resume Building - Introduction | Chain Rule, Pipes and Cistern – Introduction | Functions and Graphs Introduction |
| | SLO-2 | Time and Distance – Problems | Seating Arrangements (Circular andtable) – Problems | Resume Building | Chain Rule, Pipes and Cistern – Problems | Functions and Graphs – Problems |
| S-2 | SLO-1 | Time & Work- Introduction | Mathematical Operations – Basic Problems | Group Discussions - Introduction | Data Sufficiency – Introduction | Comprehension |
| | SLO-2 | Time & Work – Problems | Mathematical Operations – Tricky Problems | Group Discussions – Mock GD | Data Sufficiency – Problems | Comprehension – Practise session |
| S-3 | SLO-1 | Alligation or Mixture – Introduction | Data Arrangements - Introduction | Group Discussions - Activity 1 | Logarithms – Introduction | Idioms and Idiomatic Expressions – Introduction |
| | SLO-2 | Alligation or Mixture - Problems | Data Arrangements – Problems | Group Discussions - Activity 1 | Logarithms – Problems | Idioms and Idiomatic Expressions – Practise Session |
| S-4 | SLO-1 | Numbers – Basic Problems | Logical Deductions – Introduction | Group Discussions - Activity 2 | Boats and Streams – Basic Problems | Cause and Effect - Introduction |
| | SLO-2 | Numbers – Tricky Problems | Logical Deductions – Problems | Group Discussions - Activity 2 | Boats and Streams – Tricky Problems | Cause and Effect – Practise Session |
| S-5 | SLO-1 | Problems on Trains – Introduction | Letter and Symbol Series – Basic Problems | Leadership Skills Introduction | True Discount – Introduction | Theme detection – Introduction |

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| | SLO-2 | Problems on Trains – Problems | Letter and Symbol Series – Tricky Problems | Leadership Skills | True Discount – Problems | Theme detection – Activity |
| S-6 | SLO-1 | Races and Games – Basic Problems | Input Output Tracing Introduction | How to Handle Criticism and Feedback | Geometry and Mensuration Introduction | Ordering of words _ Introduction |
| | SLO-2 | Races and Games – Tricky Problems | Input Output Tracing – Problems | How to Handle Criticism and Feedback | Geometry and Mensuration – Problems | Ordering of words – Practise Session |

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|---------------------------|--|--|
| Learning Resources | 1. James Barrett & Tom Barrett - Ultimate aptitude tests: over 1000 practice questions for abstract visual, numerical, verbal, physical, spatial and systems tests, Kogan Page, London, 2018. Fourth edition | 4. David Bartlett, The art of general practice: soft skills to survive and thrive, Scion, Banbury, 2018,eBook, 2018 5.Zsolt Nagy, Soft skills to advance your developer career: actionable steps to help maximize yourpotential, A press, Berkeley, CA, 2019, eBook, 2022 |
| | 2. Kathy A. Zahler & Over Drive, Inc (Distributor) Conquering GRE verbal reasoning and analytical writing, McGraw-Hill Education, New York, 2020 Second Edition | |
| | 3. Archana Ram, Place Mentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018 | |

| Learning Assessment | | | | | |
|---------------------|---------------------------|---|---------------|---------------|----------------|
| Level | Bloom's Level of Thinking | Continuous Learning Assessment (100% weightage) | | | |
| | | CLA – 1 (20%) | CLA – 2 (20%) | CLA – 3 (30%) | CLA – 4 (30%)# |
| | | Theory | Theory | Theory | Theory |
| Level 1 | Remember | 30% | 20% | 30% | 30% |
| | Understand | | | | |
| Level 2 | Apply | 30% | 50% | 30% | 30% |
| | Analyze | | | | |
| Level 3 | Evaluate | 40% | 30% | 40% | 40% |
| | Create | | | | |
| | Total | 100% | 100% | 100% | 100% |

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|--|--|---|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| <i>Mr. M. Ponnuragan, Executive PMOSS, Cognizant TechnologySolutions India Pvt. Limited, Chennai</i> | <i>Dr. G. Saravana Prabu, Asst. Professor, Department of English,Amrita Vishwa Vidyapeedam, Coimbatore</i> | <i>Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST</i> |
| | | <i>Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance Cell, FSH,SRMIST</i> |

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| Course Code | UEN23V01L | Course Name | Communication Skills | Course Category | V | Value Addition Course | L | T | P | O | C |
| | | | | | | | 0 | 0 | 4 | 2 | 2 |

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| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | |
| Course Offering Department | Department of English, FSH, SRMIST | | Data Book / Codes/Standards | Nil | | |

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| Course Learning Rationale (CLR): | The purpose of learning this course is to: |
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Learning

Program Learning Outcomes (PLO)

| | |
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| CLR-1 : | Develop fluency in spoken English by practicing and engaging in various speaking activities. |
| CLR-2 : | Improve pronunciation and intonation to enhance clarity and effectiveness in oral communication. |
| CLR-3 : | Expand vocabulary and idiomatic expressions to communicate more accurately and expressively. |
| CLR-4 : | Enhance listening skills to understand and respond appropriately to spoken English in different situations. |
| CLR-5 : | Employ effective communication strategies, such as active listening, summarizing, paraphrasing, and asking clarifying questions, to enhance interpersonal and intercultural communication. |

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|---------------------------|---|---|---|
| | 1 | 2 | 3 |
| Level of Thinking (Bloom) | | | |
| Expected Proficiency (%) | | | |
| Expected Attainment (%) | | | |

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|-------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Fundamental Knowledge | | | | | | | | | | | | | | | |
| Application of Concepts | | | | | | | | | | | | | | | |
| Link with Related Disciplines | | | | | | | | | | | | | | | |
| Procedural Knowledge | | | | | | | | | | | | | | | |
| Skills in Specialization | | | | | | | | | | | | | | | |
| Ability to Utilize Knowledge | | | | | | | | | | | | | | | |
| Skills in Modelling | | | | | | | | | | | | | | | |
| Analyze, Interpret Data | | | | | | | | | | | | | | | |
| Investigative Skills | | | | | | | | | | | | | | | |
| Problem Solving Skills | | | | | | | | | | | | | | | |
| Communication Skills | | | | | | | | | | | | | | | |
| Analytical Skills | | | | | | | | | | | | | | | |
| ICT Skills | | | | | | | | | | | | | | | |
| Leadership Skills | | | | | | | | | | | | | | | |
| Life Long Learning | | | | | | | | | | | | | | | |

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| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: |
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|---------|--|---|----|----|
| CLO-1 : | Demonstrate improved fluency in spoken English by expressing ideas and thoughts confidently and coherently. | 2 | 75 | 60 |
| CLO-2 : | Pronounce English words and phrases accurately, using appropriate intonation and stress patterns. | 2 | 80 | 70 |
| CLO-3 : | Expand and effectively use a range of vocabulary and idiomatic expressions to enhance communication. | 2 | 70 | 65 |
| CLO-4 : | Understand and comprehend spoken English in various contexts, including informal conversations, lectures, and presentations. | 2 | 70 | 70 |
| CLO-5 : | Deliver well-structured and engaging oral presentations, incorporating effective body language and visual aids. | 2 | 80 | 70 |

| Duration (hour) | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | Learning Unit / Module 4 | | Learning Unit / Module 5 | |
|-----------------|--------------------------|---|--|---|---|--|--------------------------|---|--------------------------|--|
| | 12 | | 12 | | 12 | | 12 | | 12 | |
| S-1 | SLO-1 | Introduction to Listening Skills. Exploring Effective Ways of Listening. Barriers of Listening. Active and Passive Listening. | Introduction to Reading Skills. Discussion of techniques of reading like Skimming and Scanning, Intensive reading and extensive reading. | Introduction to Speaking Skills. Explaining the importance of phonetics and vocabulary in order to improve the speaking skills. | Introduction to Writing Skills- The Importance of writing skills and explaining the difference between formal and informal writing. | | | Introduction to appreciation of texts. Introducing the students to what it means to appreciate texts. | | |

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| | SLO- 2 | Students are given activities to speak on any of their favourite topic and listen. Checking the listening skills of the peer members will enable both the speaking students and listening students understand the barriers of listening and understand how effective listening can be implemented. | Identifying common reading problems in students after making them read a few passages. | Explaining the usage of the Oxford Learner's Dictionary to learn phonetics of the words at the fundamental level. | Explaining various forms of writing with examples: Persuasive writing- letter of recommendation, testimonials, descriptive writing- an article about any specific scientific process or working model of any technology, travelogue, narrative writing- personal memoir writing, short story or novel, poetry writing, and expository writing- objective writing for the purpose of imparting knowledge and facts- cook books and scientific reports. The instructor and the students can choose any one writing style to learn deeply about it and master the specific style through the practice of writing according to the context. | Encouraging the students to share a few of their favourite lines from any sources they have read. This can be translated in to Tamil as sharing a few lines from paditthadhil piditthadhil. They can share a few favourite text lines that they have preserved in their collection. |
| S-2 | SLO-1 | Introduction to Digital language lab/ usage of mobile applications like 6 Minute English from BBC Learning English - help in the listening skills by providing an interactive environment to the students | Learners are enabled to record their speech and listen to it in order to correct their problematic areas while reading like decoding, poor comprehension, and speed. One will know himself where he/she has gone wrong Fluency and Pronunciation has to be evaluated | The right enunciation of certain words to be taught through phonetic representation and decoding the phonetic symbols by learning to use the dictionary. The instructor can give a demo of some model words through pronunciation according to phonetics. | Introduction to letter writing. Types of letters- Formal and Informal letters with examples. Instructing how to write a formal letter- business mail. Guiding how to write an informal letter- personal and subjective letter to family and friends. Learning E-mail etiquette. | Explaining why appreciating texts creates a good reader. |
| | SLO- 2 | Equipping the listening skill of the learners by making them engage with the listening exercises played in language lab or with mobile applications. Listening to English songs and/or news bulletins may be done as an introductory level of listening. This kind of warming-up activity in listening will let the students move towards active listening from passive listening. | After repetitive practices of reading select paragraphs from web resources, their standard will be measured. | The students will observe and repeat and learn the phonetic pronunciation of words by practicing continuously. | Asking the students to write a formal letter and informal letter and check fore-mail etiquettes in writing. This will enable the students to learn how to write letters. | Enabling the students to reflect in the classroom about any of their favourite books/ articles or magazines. |

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| | SLO-1 | Introducing google podcasts. The course instructor has to guide the students to listen to any of the episodes from “7 Good minutes” by Clyde Lee Dennis | The speed, fluency, pronunciation, comprehension of the words in the paragraph are given utmost importance and the students are asked to identify the meanings of the words in the given passage. | Teaching the usage of Thesaurus to understand and develop various words and improve vocabulary. | Enabling the students to unleash their potentials in creative writing through writing transcripts for advertisements of any product. | Introducing the text of Letters by Mathrubootham published in the Hindu. Reading and recitation of the text of the first letter-Enjoy within limits, says Mr. Mathrubootham |
| S-3 – S-4 | SLO- 2 | The students are given task to write down the words from the audio they have listened to. This activity should be done in two steps. 1. Jotting down the words simultaneously as they listen to the speaker. 2. Writing the transcript of the audio through repetitive play and pause. This task enables the instructor and learners to cross check the ability of identifying and grasping the speaker’s words and the improvement levels of the same ability with the same task performed actively, multiple times with different speakers of the English Language. | The instructor has to teach proper pause at right points by giving hints and tricks to follow where the pauses are to be followed. For example, pauses can be explained to be given at places where the following occurs 1. Comma 2. Shift of ideas 3. Usage of conjunctions and prepositions 4. Additional Information about the subjects. 5. Causes and consequences 6. Survey research and inference | Identifying common errors in concord, preposition, direct speech and indirect speech. | Encouraging the students to write a review of any book or a movie or an interview or a debate. Alternatively, students can be shown any specific clipping from any movie and they can be asked to write an interpretation of the clipping that was shown. | Appreciating the text by talking about the personality of the characters represented. Identifying the peculiar usage of Tamil language phrases and incorporating Tamil accent while pronouncing English words. |
| S-5 | SLO-1 | Imitating the speakers by listening to them and attempting to learn the pronunciation of the words uttered in the audio. Instructor can attempt first and the students can follow. | Students can be made into two groups the one which reads and the other which identifies the flaws in reading. Example : wrong pronunciation, incorrect accent, word meanings etc. | Identifying common errors in tense, punctuation, and syntactical errors.. | Mechanics of writing like capitalization, punctuation, spelling, correct pronoun, preposition, concord usage can be taught. | Reading of the second letter- Nobel? What Nobel, asks Mr. Mathrubootham. |

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| | SLO- 2 | Repetitive listening to enhance pronunciation skills | The roles have to be exchanged between the two groups and the activity should be practiced. | Rectifying the common errors and instructing the learners about the right usage in order to avoid common errors. | A variety of writing tasks can be given to the students through which the mechanics of writing can be assessed and evaluated. | Appreciating the text by talking about Mathrubootham's humour and the language of code switching from Tamil to English and vice-versa. |
| S-6 | SLO-1 | Introducing to the audios of TED TALK American Speakers. Listening to the native speakers of English Language through TED TALKS. 1. Your body language may shape who you are -by Amy Cuddy. 2. The power of introverts- by Susan Cain 3. How great leaders inspire action- by Simon Sinek | The instructor can teach how to identify the key arguments in a passage by identifying the introductory point, lead point, supportive argument statement, concluding point and the common connecting word between all the key words in the passage. | Practicing how to avoid common errors. This can be done through yes or no quiz that enables the students to identify correct or incorrect usages of sentences with respect to the topics discussed in the previous classes regarding common errors. | Teaching effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags. | Reading of the third letter -Mr. Mathrubootham is fully supporting all new technologies |
| | SLO- 2 | Introducing to the audios of TED TALK British Speakers. Listening to the native speakers of English Language through TED TALKS. 4. Inside the mind of a master procrastinator- by Tim Urban 5. How to speak so that people want to listen- by Julian Treasure 6. Do schools kill creativity?- by Sir Ken Robinson | The students should be encouraged to identify the key arguments in other passages on their own. | The learners are introduced to collocations for quick choice of learning how to speak in short time and how to speak effectively. | Practicing effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags. | Appreciating the text by understanding Mathrubootham's frustration over the failure of technologies and the language that he positively uses to denote hopelessness over technologies. |
| S-7 – S-8 | SLO-1 | American and British styles can be differentiated. The learners will be enabled to understand, recognize and imitate the exact accent and pronunciation. | Guiding the act of reading through scanning and skimming by model reading of the passages by the instructor. | The students are given assignments to work on collocation and create a speech for two minutes that involves usage of collocations. | Teaching effective writing by learning to avoid common errors in tenses, direct and indirect speech and syntax structure. | Reading of the fourth letter in the classroom and discussion Pizza maavu: Welcome to Mr. Mathrubootham food recipe website, |

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| | SLO- 2 | The recognition of different accents should be practiced by speaking after listening. | The students can perform the scanning and skimming activities in reading after observing the instructor and understanding how it is done. | The learners are introduced to idioms and phrases for quick choice of learning how to speak in short time and how to speak easily and effectively. | Practicing effective writing by learning to avoid common errors in tenses, direct and indirect speech and syntax structure. | Appreciating the text by understanding Mathrubootham's love for food and the miscommunication about food. |
| S-9 | SLO-1 | Learning advanced pronunciation and vocabulary through various computer applications like Woodpecker. Students are introduced to the usage and application of the android app and instruct them to install in their mobile phones. | Enabling loud reading of the students. Identifying the benefits of slow mind reading and loud reading. | A speaking task to check the usage of collocations, idioms and phrases, vocabulary and phonetic pronunciation is to be given to the students and enable them improve their speaking skills. | Teaching how to write statement of purpose for admission to higher educations, and practicing the same. | Analysing the text for regional relevance and National significance. |
| | SLO- 2 | To enable them imitate the different sounds and accents and make them repeat it after listening to any of the videos from the library based on individual interest. The instructor can select the following video from wood pecker app: The Withered Arm by Thomas Hardy- A Bitesized Audiobook. Aim for time frames from 00.00 to 02.00. | Pauses, pronunciation, comprehension and fluency can be checked for improvement at this stage through repetitive practices. | Their speaking activity is to be recorded and played again to rectify the errors and highlight the problematic areas in speaking. | Teaching how to write a story by looking at a picture. Developing the writing skill through word ladders. A random set of words are given to the students through which the student has to create an imaginative connection between the random words and build a story. This improves creative writing skill and also enhances the ability to impart coherence in writing. | Appreciating the aesthetics of the comic element and the embodiment of humour in the narrative in the letter |

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|-------------|-------|--|--|--|---|---|
| S-10 | SLO-1 | Repeat listening to the same time frames and move from 02.01 to 03.00 | Students are made into groups for checking the comprehension skills. This can be done after guiding how to analyse the text of a passage. | Automating vocabulary through engaging the students in various activity games like solving crossword puzzle and playing scattergories. The instructor can get the instructions of playing different games that improve vocabulary from the following websites and instruct the same to the learners. https://www.fluentu.com/blog/english/learn-english-puzzle/ https://swellgarfo.com/scattergories/ | Introduction to blog writing and steps to become an effective blog writer. Introducing some of the blog writers who have developed a great fan following for their writing and content. Studying the blogs of some famous bloggers and explore their techniques of effective writing. | Appreciating the importance of bringing in the Indianized way of speaking the English Language in order to depict the character called Mathrubootham. |
| | SLO-2 | Complete practicing of speaking back limited short time frames by simultaneously looking at the transcript at each time frame and listening to the respective audio. Listening to the words in the audio video visual clip with the transcript should follow speaking activity of the student. | Brainstorming the comprehension skills among the student groups by questioning the key points in the passage. This will help them check their level of comprehension if they are able to answer the questions from the passages correctly. | Engaging the students to play the games in order to learn the vocabulary. | Encourage the readers to create their own blogs and post articles on a regular basis. This will improve their writing skill over a period of time. | Appreciating the text for portraying and bringing in the conversation with the relatable characters of both formal and informal everyday life experiences and contexts of relevance. |
| S 11 - S 12 | SLO-1 | Interested students can complete listening and reflecting the complete audio listening practice and speaking. | The students should be guided where there can be a possibility of misunderstanding a question that leads to incorrect answers, and should be taught to identify the answers properly by cross-checking the hint words that match the question and answers. | Spur of the moment speech.: 1. Giving a speaking task to the students to speak on any random topic to check their usage of vocabulary, pronunciation, fluency, idioms and phrases, collocations and error free speech. 2. Pictionary game practice. Speaking/ giving interpretation about the picture shown. | Selecting any news article and learning the writing style in it. The instructor can guide to improve report writing. | Encouraging the students to talk about their favourite letter from the letters of mathrubootham by recollecting the appreciation of the text according to their perception and understanding. |

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|--|--------|---|---|--|--|--|
| | SLO- 2 | Group activities and games can be conducted to test the listening skills by responding to the speech given by other students similar to the activity that was begun before developing the listening skills. A comparison can be done as a constructive feedback to the learners about the improvement of their listening skills before and after engaging with the activities of listening. | Passages for reading comprehension are to be given for practice that tests their reading skills. A record of the improvement of the reading skills before and after engaging in activities like decoding, skimming and scanning, loud reading, can be shown to the students. Through this language competency of the students will be evaluated and learnt. | Prepared speech : Giving a speaking task to the students to speak on their own choice after giving some time for preparation to check their innovation and creativity in using vocabulary, pronunciation, fluency, idioms and phrases, collocations and error free speech. | Students are given chances to write reports on various topics. This will enhance their ability to understand facts and improve their writing style. | Enabling the students to share their appreciation of any of their favourite lines from the books they have read. |
|--|--------|---|---|--|--|--|

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|--------------------|--|
| Learning Resources | <p>Textbooks:</p> <ol style="list-style-type: none"> 1. Horizon- English Text Book – Compiled and Edited by the faculty of English Department, FSH, SRMIST, 2020 2. <i>English Grammar in Use by Raymond Murphy</i> 3. <i>Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007</i> <p>References:</p> <ol style="list-style-type: none"> 1. R.P. Bhatnagar, <i>English for Competitive Examinations, Trinity Press, 3rd Edition, 2016</i> 2. http://www.apitudetests.org/verbal-reasoning-test 3. https://www.assessmentday.co.uk/apitudetests_verbal.htm |
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Learning Assessment

| Level | Bloom's Level of Thinking | Continuous Learning Assessment (100% weightage) | | | |
|---------|---------------------------|---|---------------|---------------|-----------------|
| | | CLA – 1 (20%) | CLA – 2 (20%) | CLA – 3 (30%) | CLA – 4 (30%) # |
| | | Practice | Practice | Practice | Practice |
| Level 1 | Remember | 10% | 10% | 30% | 15% |
| | Understand | | | | |
| Level 2 | Apply | 50% | 50% | 40% | 50% |
| | Analyze | | | | |
| Level 3 | Evaluate | 40% | 40% | 30% | 35% |
| | Create | | | | |
| | Total | 100 % | 100 % | 100 % | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|---|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| <p><i>Krishna Raj Sutherland Krishna.Raj1@sutherlandglobal.com</i></p> | <p><i>Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English EthirajCollege for Women Chennai jmbwilson97@gmail.com</i></p> | <p><i>1. Dr. Shanthichitra, Professor, & Head, Department of English, FSH,SRMIST</i></p> |
| <p><i>Ann Mariya Thomson RA2232105010015 ll M.A English LiteratureCSH, SRM IST az1160@srmist.edu.in</i></p> | <p><i>Dr. K S Antonysamy Associate Professor and Head, Dept. of English LoyolaCollege Chennai antonysamyks@loyolacollege.edu</i></p> | <p><i>2. Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH,SRMIST</i></p> |

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|--------------------|---|--------------------|------------------|------------------------|---|-------------------|----------|----------|----------|----------|
| Course Code | UNS23M01L/ UNC23M01L/ UNO23M01L/ UYG23M01L | Course Name | NSS/NCC/NSO/YOGA | Course Category | M | Mandatory Courses | L | T | P | C |
| | | | | | | | 0 | 0 | 0 | 0 |

| | | | | | |
|-----------------------------------|------------------|-----------------------------|------------------------------------|----------------------------|------------|
| Pre-requisite Courses | <i>Nil</i> | Co-requisite Courses | <i>Nil</i> | Progressive Courses | <i>Nil</i> |
| Course Offering Department | NSS/NCC/NSO/YOGA | | Data Book / Codes/Standards | <i>Nil</i> | |

Assessment is Fully Internal

| Learning Assessment | |
|---|--------------|
| Assessment Tools | Marks |
| Continuous Learning Assessment –I (CLA-I) | 20 Marks |
| Continuous Learning Assessment –II (CLA-II) | 30 Marks |
| Continuous Learning Assessment –III (CLA-III) | 30 Marks |
| Continuous Learning Assessment –IV (CLA-IV) | 20 Marks |
| Total Marks | 100 Marks |

SEMESTER - III

| Course Code | UCM23301J | Course Name | Corporate Accounting – I | Course Category | C | Discipline Specific Core Course | | | | | | | | | | L | T | P | O | C | | |
|----------------------------------|---|-------------|--------------------------|-----------------------------|---------------------------|---------------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| | | | | | | | | | | | | | | | | 3 | 0 | 3 | 2 | 4 | | |
| Pre-requisite Courses | | Nil | Co-requisite Courses | | Nil | Progressive Courses | | Nil | | | | | | | | | | | | | | |
| Course Offering Department | | Commerce | | Data Book / Codes/Standards | Nil | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | Understand the Fundamental concept of the issue of shares. | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Create awareness about the redemption of Preference shares. | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3 : | To know the procedure to prepare the financial statement of the company. | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Understand the concept and procedure to determine the valuation of goodwill and Shares. | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To know the reasons behind that to prepare inflation accounting, Financial Reporting. | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | To understand the accounting treatment of Share Capital and be aware of the process of book building. | | | | 3 | 75 | 65 | H | M | L | M | M | H | - | L | - | H | - | M | - | M | M |
| CLO-2 : | To know the provision related to the redemption of preference shares. | | | | 3 | 75 | 65 | H | M | - | M | M | H | L | L | - | H | - | M | - | M | M |
| CLO-3 : | Get knowledge about provisions of the Companies Act, 2013, and prepare the financial statement of a company with Adjustments. | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | L | H | - | M | - | M | M |
| CLO-4 : | To know the importance to determine the value of goodwill & valuation of shares. | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | L | M | - | - | M |
| CLO-5 : | To know the reasons behind that to prepare inflation accounting, Financial Reporting. | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | - | M | L | - | M |

| Duration (hour) | | Learning Unit / Module 1 | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 |
|-----------------|-------|--|---|--|---|---|
| | | 18 | 18 | 18 | 18 | 18 |
| S1 | SLO-1 | Company Accounts: Meaning of a Company; Characteristics of a Company; Kinds of Company; Books of Accounts; Shares; Stocks; Difference between Shares and Stocks; | Redemption Preference Shares: Meaning of Preference Shares; Types of Preference Shares; | Financial Statements of Companies: Statutory Books; Constitution of Financial Reporting Authority; | Valuation of Goodwill: Nature of Goodwill; Feature of Goodwill; Types of Goodwill; Classes of Goodwill; | Accounting for Price level Changes: Limitation of Historical Accounting; Meaning of Accounting for Price level Changes; |
| | SLO-2 | Kinds of Shares; Book Building; Advantages and Disadvantages. Procedure for the Book Building Process; | Provisions regarding the redemption of preference shares u/s 55 of the Company Act. 2013. | Compliance with the Accounting Standards; | Recoding of Goodwill; Factors relating to Goodwill | Approach to Inflation Accounting |
| S2 | SLO | Issue of Shares: Term/Mode of Issue of Shares; Application for Shares; Expansion of Share Capital; Allotment of Shares; Share Capital | Procedure for solving problems; Journal entries applicable for redemption; | Formats of Financial Statements; Form and Contents Statement of Profit or Loss as per Schedule III | Methods of valuing Goodwill; Average Profit Method; | Current Purchasing power Accounting (CPPA); |

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| | | suspense Account; Application Supported by Blocked Amount (ASBA); Calls on Shares; | Problem relating to the redemption of preference shares out of profit – redeemed at par/ premium | Form and Contents Statement of Profit or Loss as per Schedule III | Capitalisation of Expected Future Net Profits; | Current Cost Accounting (CCA); |
| S3 | SLO | Journal Entries for Issue of Shares: Both Preference and Equity Shares are Issued; Issue of Shares or Securities for Purchase of Assets; | Problem relating to the redemption of preference shares out of Fresh issue – redeemed at par / Premium | Form and Contents of Balance Sheet as per Schedule III | Purchase of Super Profits method; Annuity Methods; | Importance characteristics’ of CCA; |
| | | Issue of Shares at a Premium; Journal Entries; Prohibition on Issue of Shares at Discount; | Problem relating to the redemption of preference shares out of Fresh issue – redeemed at par / Premium | Form and Contents of Balance Sheet as per Schedule III | Capitalisation of Super Profit Methods; | Advantage of CCA; |
| S4 – S6 | SLO-1 | Over Subscription of Shares; Reservation for retail Individual Applications; Calls in Arrears and Calls in Advance; Journal Entries | Problem relating to the redemption of preference shares – Fresh issue computation for redemption of preference shares | Treatment of Divisible Profit i.e. Dividend such as Interim / Final / Proposed; | Problem related to Goodwill under average profit methods | Specific and General Price Level Accounting (SGPLA) |
| | SLO-2 | Forfeiture of Shares; Surrender of Shares, Distinguish between Surrender and Forfeiture of Shares; Journal Entries Reissue of Forfeited Shares; Journal Entries | Problem relating to the redemption of preference shares - Fresh issue computation under Algebraic Equation. | Treatment of Provision for Taxation | Problem related to Goodwill under average profit methods | Practical Problem related to Accounting for Price level changes |
| S07 | SLO-1 | Problem solved under Forfeiture and Reissue | Problem relating to the redemption of preference shares. | Treatment of Managerial Remuneration while Preparation of Financial statement of company | Problem related to Goodwill under Capitalisation of expected average profit methods | Practical Problem related to Accounting for Price level changes |
| | SLO-2 | Problem solved under Forfeiture and Reissue | Problem relating to the redemption of preference shares. | Problem related to Statement of Profit or Loss | Problem related to Goodwill under Capitalisation of expected average profit methods | Practical Problem related to Accounting for Price level changes |
| S08 | SLO-1 | Problem solved under Forfeiture and Reissue | Problem relating to the redemption of preference shares. | Problem related to Statement of Profit or Loss | Problem related to Goodwill under Super Profit Methods | Practical Problem related to Accounting for Price level changes |
| | SLO-2 | Problem solved under Forfeiture and Reissue | Problem relating to the redemption of preference shares. | Problem related to Statement of Profit or Loss | Problem related to Goodwill under Super Profit Methods | Practical Problem related to Accounting for Price level changes |
| S09 | SLO-1 | Employees Stock Option Plan (ESOP); Meaning; Accounting treatment for ESOP; | Problem relating to the redemption of preference shares. | Problem related to Statement of Profit or Loss | Problem related to Goodwill under Capitalisation of Super profit methods | Practical Problem related to Accounting for Price level changes |
| | SLO-2 | Journal Entries for the employees do not exercise the option; | Problem relating to the redemption of preference shares. | Problem related to Balance sheet | Problem related to Goodwill under Capitalisation of Super profit methods | Practical Problem related to Accounting for Price level changes |
| S10 – S12 | SLO-1 | Problem under ESOP | Problem relating to the redemption of preference shares. | Problem related to Balance sheet | Problem-related to Goodwill under the Annuity Method | Underwriting of Shares and Debentures; Types of Underwriting; Underwriting Commission; |
| | SLO-2 | Problem under ESOP | Debentures: Meaning of Debenture; Types of Debentures; Difference between Debenture and debenture Stock; | Problem related to Statement of Financial Statement | Problem related to Goodwill under Annuity Method | Payment to Underwriting Commission; SEBI Guidelines for Underwriting; |
| S13 | SLO-1 | Problem under ESOP | Redemption of Debentures: Problem related to Redemption out of profits Problem related to Redemption out of Capital / By Conversion | Problem related to Statement of Financial Statement | Valuation of Shares: Need for Valuation of Shares; Factors Affecting valuation of Shares; Method of Valuation; | Marked Application and Unmarked Application; Complete Underwriting; Partial Underwriting; Firm Underwriting; |
| | SLO-2 | Buy Back of Shares; Meaning of Buy Back of Shares; Advantages of Buy Back of Shares; | Problem related to Redemption out of Capital / By Conversion | Problem related to Statement of Financial Statement | Net Asset Method; Earning Capacity Methods (or) Yield Basis (or) Market Value Methods; Fair Value Methods; | Determining the liability of Underwriters – Complete Underwriting/Partial Underwriting; |
| S14 | SLO -1 | Accounting Treatment for Buy Back of Shares; | Own Debentures; Interest on own Debentures; Ex-Interest and Cum-Interest. Problem related to redemption of Debentures | profit Prior to Incorporation; Nature of Profit or Loss; Calculation of Time Ratio and Sales Ratio Calculation of Weighted Ratio (or)n | Problem relating to Valuation of Share under Net Asset Method | Determining the liability of Underwriters – Firm Underwriting; |

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|------------------|--------------|--|---|---|--|--|
| | | | | Adjusted Time Ratio | | |
| | SLO-2 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Net Asset Method | Determining the liability of Underwriters – Firm Underwriting; |
| S15 | SLO-1 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Yield Method | Determining the liability of Underwriters – Firm Underwriting; |
| | SLO-2 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Yield Method | Determining the liability of Underwriters – Firm Underwriting; |
| S16 – S18 | SLO-1 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Fair Value Method | Journal Entries Applicable to underwriting Problem |
| | SLO-2 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Fair Value Method | Journal Entries Applicable to underwriting Problem |

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| Learning Resources/Reference books | <ol style="list-style-type: none"> 1. Corporate Accounting- P C Tulsian, Bharat Tulsian– S Chand Publications 2. Corporate Accounting – R.L. Gupta and M. Radhaswamy – Sultan Chandand Sons Publications. 3. Corporate Accounting – S.P. Jain & K.L. Narang -Kalyani Publication. | <ol style="list-style-type: none"> 4. Corporate Accounting –Bhushan Kumar Goyal - Taxmann Publications 5. Corporate Accounting – Pazhaniappan – Vijay Nicole Publications 6. Corporate Accounting - S N Maheshwari, S K Maheshwari -Vikas PublishingHouse. |
|------------------------------------|--|---|

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| Experts from Industry | Experts from Higher Technical Institutions | Internal Expert |
|---|--|--|
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | <ol style="list-style-type: none"> 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | <ol style="list-style-type: none"> 1. Dr. M. JEEVARATHINAM 2. Dr. G. SANGEETHA |

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|-------------|-----------|-------------|---------------------------|-----------------|---|---------------------------------|---|---|---|---|---|---|---|---|
| Course Code | UCM23302J | Course Name | LEGAL ASPECTS OF BUSINESS | Course Category | C | Discipline Specific Core Course | | | | L | T | P | O | C |
| | | | | | | 3 | 0 | 3 | 2 | 4 | | | | |

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|----------------------------|----------|----------------------|--------------------------|---------------------|-----|--|--|--|--|--|--|--|--|--|
| Pre requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | |
| Course Offering Department | Commerce | | Datebook/Codes/Standards | Nil | | | | | | | | | | |

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|---|---|--|-----------------|-----|-----|
| Course Learning Rationale (CLR): | | <i>The purpose of learning this course isto:</i> | Learning | | |
| CLR-1: | To understand the Nature of agreement and contract | | 1 | 2 | 3 |
| CLR-2: | To analyze the legal rules under Indian Contract Act | | | | |
| CLR-3: | To know the various types partnership | | | | |
| CLR-4: | To understand the formation, management and other activity of the companies | | min | Pro | Att |
| CLR-5: | To Impart the basic knowledgeoftheProvisionsoftheCompaniesAct2013. | | tin | ncy | ent |

| | | | | | |
|---------------------------------------|---|--|----------|----------|----------|
| Course Learning Outcomes(CLO): | | <i>At the end of this course ,learners will be able to.:</i> | Level of | Expected | Expected |
| CLO-1: | Apply the concepts of fundamentals act | | 3 | 95 | 90 |
| CLO-2: | Ascertain the rights and duties of contract and Surety | | 3 | 95 | 95 |
| CLO-3: | Explain the significance of Discharge of Contract | | 3 | 90 | 90 |
| CLO-4: | Understand the various clauses of Indian Companies Act 2013, | | 3 | 85 | 80 |
| CLO-5 | Classifythedifferenttypesofcompaniesandsummarizetheprocedureofformationofacompany | | | | |

| Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| H | M | L | M | L | M | - | L | L | - | H | L | L | M | M |
| H | M | H | M | - | H | M | M | L | L | M | - | L | H | H |
| H | M | M | H | L | L | M | L | L | - | H | L | L | M | M |
| H | M | M | H | - | L | - | L | L | - | M | - | L | M | M |
| H | H | M | M | L | H | M | M | L | - | H | - | M | H | H |

| Duration(hour) | | 15 | 15 | 15 | 15 | 15 |
|----------------|-------|---|---|---|--|---|
| S-1 | SLO-1 | TheIndianContractAct,1872 - Introduction | Free consent – Meaning & Definition | LawofSaleofGoodsofAct,1930 – Definition | Meaning and Definition of Companies Act 2013 | <i>Prospectus meaning and Definition</i> |
| | SLO-2 | Definition of contract | Coercion – Definition & Meaning | Difference between Sale and Agreement | History of a Company | <i>Types of Prospectus</i> |
| S-2 | SLO-1 | Nature of Contract | Effect of Coercion | Types of Goods | Characteristics of a Company | <i>Misstatement in Prospectus</i> |
| | SLO-2 | Concept of Contract | Undue influence – Meaning & Definition | Agreement to sell | Nature of a Company | <i>Book Building –Issue of Shares –Allotment of Shares</i> |
| S-3 | SLO-1 | Classification of contract - Validity | Relations which give arise to undue Influence | Law of sale of goods | Significance of a Company | <i>Forfeiture of Shares – Calls on Shares –Transmission of shares</i> |
| | SLO-2 | Classification of contract Formation &Performance | Difference between coercion and undue Influence | Pricing of Goods | Advantages of a Company | <i>Issue of Sweat Capital – Employee Stock Options</i> |
| S-4 | SLO-1 | Essentials of a valid contract | Misrepresentation – Meaning & Definition | Documents of Title of Goods | Disadvantages of a Company | <i>Issue of Bonus Shares - Buy-Back Shares</i> |
| | SLO-2 | Distinguish between void and voidable contracts | Essentials of Misrepresentations | Classification of goods | Features of a Company | <i>Reduction of Share Capital - Variation of Shareholder's Rights</i> |

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|------|-------|---|--|---|---|--|
| S-5 | SLO-1 | Distinguish between Illegal and Void agreements | Fraud – Meaning & Definition | Conditions – Definition | Characteristics of companies | <i>Meetings of shareholders and Board</i> |
| | SLO-2 | All contracts are agreement but all agreements are not contract | Essentials of Fraud | Warranties - Definition | Statutory Recognition of Lifting of corporate veil | <i>Types of Meeting</i> |
| S-6 | SLO-1 | Offer – Meaning & Definition | Distinction between Misrepresentation & Fraud | Distinguished between Condition and warranties | Lifting the corporate veil of small scale Industry | <i>Convening and Conduct of Meetings</i> |
| | SLO-2 | Kinds of Offer | Mistake – Meaning & Definition | Doctrine of Caveat Emptor | Types of Companies | <i>Requisites of a Valid Meeting</i> |
| S-7 | SLO-1 | Legal Rules as to Offer | Classification and Exceptions of Mistake | Transfer of property | Group discussion about types of companies | <i>Notice – Agenda - Chairman</i> |
| | SLO-2 | Acceptance – Meaning & Definition | Void Agreements – Meaning & Definition | Title of goods | Differences between Public Limited and Private Limited Company | <i>Quorum – Proxy - Postal Ballot</i> |
| S-8 | SLO-1 | Legal Rules or Essentials of valid Acceptance | Types of Void Agreement | Rights of unpaid Seller | Association not for profit | <i>Minutes - Meeting through Video Conferencing</i> |
| | SLO-2 | Communication of Offer and Acceptance | Performance of Contract – Meaning & Definition | Rights and duties of Buyer | Formation of a Company | <i>Committees of Board of Directors</i> |
| S-9 | SLO-1 | Revocation of Offer - Modes | Offer of Perform | Discharge of Contract – Meaning & Definition | Promoters-Meaning & Definition | <i>Audit Committee</i> |
| | SLO-2 | Consideration – Meaning & Definition | Rules Regarding Tender | Discharge By Performance | Importance of Promoters | <i>Nomination and Remuneration Committee</i> |
| S-10 | SLO-1 | Essentials of a valid consideration | Appropriation of Payments – Clayton’s Rule | Discharge By Agreement | Kinds of Promoters | <i>Resoulution – meaning – Types</i> |
| | SLO-2 | Case Study | Indemnity & Guarantee – Meaning & Definition | Discharge by Impossibility of performance | Legal position of promoters | <i>Types of resoulution</i> |
| S-11 | SLO 1 | Exception to the rule – No Consideration No Contract | Case Study | Case Study | Case Study | Case Study |
| S-12 | SLO-1 | Capacity to parties - Meaning & Definition | Rights of indemnity Holder | Discharge by Lapse of Time | Incorporation of aCompany – Meaning | <i>Winding up – meaning & Definitions</i> |
| | SLO-2 | Incapacity arising from status | Contract of Guarantee | Dischrge by Operation of Law | Merits of Incorporation of a Company | <i>Concept of Winding up</i> |
| S-13 | SLO-1 | Incapacity arising from Mental deficiency | Distinguish between Indemnity & Guarantee | Discharge by Breach of Contract | Demerits of Incorporation of a Company | <i>Modes of Winding up of</i> |
| | SLO-2 | Incapacity arising from unsoundness of mind | Types of Guarantee | Case Study | Provisional Contracts – Pre incorporation Contract | <i>Liquidator</i> |
| S-14 | SLO 1 | Case Study | Case Study | Distinction between Novation and Alteration | Case Study | Case Study |
| S-15 | SLO-1 | Positions of minor under Indian Contract Act | Surety – Meaning | Distinction between Recession and Remission | On-line Contracts – Discussion with example for contract | <i>National Company Law Tribunal (NCLT)</i> |
| | SLO-2 | Position of Minors Agreement | Rights of Surety | Remedies for Breach of contract –Meaning & Definition | Meaning of MOA - Importance of MOA and AOA | <i>Appellate Tribunal (NCLAT)</i> |
| S-16 | SLO-1 | Contracts with person of unsound mind | Discharge of Surety by Revocation | Recession of Contract | Forms of Alteration of Memorandum | <i>Special Courts</i> |
| | SLO-2 | Rules of estoppels does not apply to minor | Circumstances under which surety is not discharged | Damage | Content of Memorandum of Association - Articles of Association – Meaning - Purpose of AOA | <i>Definition of Depositories - Significance of Depositories</i> |

| | | | | | | |
|------|-------|------------------------------------|---|-------------------------|---|---|
| S-17 | SLO-1 | Alien Enemy | Discharge of Surety by Conduct of Creditor | Rules regarding Damages | UltraVires and Doctrine of UltraVires Table of Contents of AOA | <i>Pros of depositories- Cons of Depositories</i> |
| | SLO-2 | Minor 's liability for necessaries | Discharge of Surety by Invalidation of Contract | Suit upon Quantum Merit | <i>Distinction between MOA and AOA</i> | <i>Rights of Depositories - Obligations of Depositors</i> |
| S-18 | SLO 1 | Case Study on Contract | Case Study | Case Study | Case Study | Case Study |

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|---------------------------|---|
| Learning Resources | <ol style="list-style-type: none"> 1. <i>Legal aspects of Business, Ravinder kumar ,Cengage learning.</i> 2. <i>Business law, Dr K N Ramasamy , RR Educational publishers</i> 3. <i>Business law, by Dr. M .R. Sreenisan</i> 4. <i>Business Law and Corporate Law – Balachandran, Vijay Nicole Publications</i> 5. <i>Dr. N.D. Kapoor, 2019, Elements of Company Law, Companies amendment act 2019, 31st Edition, Sultan Chand & Sons</i> 6. <i>C.A .Kamal Garg Bharat's Corporate and Allied Laws, 2013 Institute of Company Secretaries of India. Companies Act 2013, CCH Wolter Kluwer Business, 2013</i> 7. <i>Dr O.P.Gupta, Dr Vijay Gupta & Mrs.S.K.Gupta, 2020, Company law, on Companies Act 2013 and amendment Act 2017, SBPD Publishing House</i> |
|---------------------------|---|

| Learning Assessment | | | | | | | | | | |
|----------------------------|---------------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|--------------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

*CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, certifications,

| Course Designers | | |
|---|---|------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Dr. R. JOSPHIN |
| | | Dr KANCHANA |
| | 2. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Dr. G. SANGEETHA |

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|-------------|-----------|-------------|----------------------|-----------------|---|---------------------------------|---|---|---|---|---|
| Course Code | UCM23303J | Course Name | MARKETING MANAGEMENT | Course Category | C | Discipline Specific Core Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | | |
|----------------------------|----------|---------------------------|-----|---------------------|-----|--|
| Prerequisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | |
| Course Offering Department | Commerce | Data Book/Codes/Standards | Nil | | | |

| Course Learning Rationale(CLR): | The purpose of learning this course is to: | Learning | | | Program Learning Outcomes(PLO) | | | | | | | | | | | | | | | | | |
|---------------------------------|--|--------------------------|-------------------------|------------------------|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|---|---|
| | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | |
| CLR-1: | Understand the basic Marketing concepts and functions | Level of Thinking(Bloom) | Expected Proficiency(%) | Expected Attainment(%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | | |
| CLR-2: | Awareness about new product development and pricing strategy | | | | L | H | M | H | H | H | L | M | L | M | L | M | L | M | L | M | L | M |
| CLR-3: | Consumer buying behavior in different market segmentation | | | | M | H | L | M | M | H | L | M | M | L | M | L | M | L | L | M | L | M |
| CLR-4: | Learn about different distribution channels | | | | M | H | M | H | M | H | L | M | M | L | M | L | M | L | L | L | L | L |
| CLR-5: | To know about various promotional methods and E-Marketing Components | | | | M | H | M | H | H | H | L | M | M | L | M | M | L | M | L | M | M | M |
| | | | | | H | H | M | H | H | H | L | M | M | L | M | M | L | L | M | | | |
| Course Learning Outcomes(CLO): | At the end of this course,learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1: | Gain Knowledge about marketing concepts | 3 | 75 | 65 | | | | | | | | | | | | | | | | | | |
| CLO-2: | Understand the different types of Products and Pricing Strategy | 3 | 75 | 65 | | | | | | | | | | | | | | | | | | |
| CLO-3: | Get awareness of buying decision behaviours | 3 | 75 | 65 | | | | | | | | | | | | | | | | | | |
| CLO-4: | Know various channels of distribution | 3 | 75 | 65 | | | | | | | | | | | | | | | | | | |
| CLO-5: | Awareness in recent trends in E-Marketing | 3 | 75 | 65 | | | | | | | | | | | | | | | | | | |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|---|------------------------------------|--|-------------------------------------|--|
| S-1 | SLO-1 Marketing Management - Introduction | Product - Meaning | Consumer Behaviour - Meaning | Channel Management – Introduction | Promotion - Meaning & Definition |
| S-2 | SLO-1 Concept and Definition of Marketing | Levels of Products | Model of Consumer Behaviour | Types of Channel Members | Objectives of Promotion |
| S-3 | SLO-1 Objectives of Marketing | Types of Products | Consumer Decision Making Process | Importance of Distribution Channels | Types of Promotion |
| S-4 | SLO-1 Nature and Scope of Marketing | Product Life Cycle | Consumer Decision Making Process | Channel Arrangements | Difference types of Advertising |
| S-5 | SLO-1 Difference between Traditional Selling and Modern Selling | New Product Development - Meaning | Types of Buying Decision Behaviour | Retailers – Introduction | Publicity |
| S-6 | SLO-1 Selling Vs Buying | Process of New Product Development | Factors Influencing buying behaviour | Types of Retailer | Public Relation |
| S-7 | SLO-1 Importance of Marketing | Branding | Market Segmentation - Meaning and Definition | Retailer Formats | Personal Selling – Meaning , Objectives , Advantages & Disadvantages |
| S-8 | SLO-1 Types of Marketing | Packaging | Characteristics of Marketing Segmentation | Technology in Retailing | Direct Selling – Meaning , Objectives , Advantages & Disadvantages |
| S-9 | SLO-1 Functions of Marketing | Labelling | Level of Marketing Segmentation | Wholesaler - Introduction | Differences Between Personal Selling |

| | | | | | | |
|-------------|--------------|--|---|--|--|--|
| | | | | | | <i>and Direct Selling</i> |
| S-10 | SLO-1 | <i>Marketing Mix -Meaning</i> | <i>Promotion – Meaning & Objectives</i> | <i>Targeting - Meaning and Importance</i> | <i>Relationship with Wholesaler and Retailer</i> | <i>Sales Promotion and its methods</i> |
| S-11 | SLO-1 | <i>Marketing Mix - 7 P's</i> | <i>Types of Promotion</i> | <i>Selection of Target Segment</i> | <i>Supply chain Management - Introduction</i> | <i>Sales Promotions vs Advertising</i> |
| S-12 | SLO-1 | <i>7 C's of Marketing</i> | <i>Difference between Personal Selling and Direct Selling</i> | <i>Targeting Strategies</i> | <i>Elements of Supply Chain Management</i> | <i>Evolution of Sales Promotion Scheme</i> |
| S-13 | SLO-1 | <i>Marketing Environment - Meaning</i> | <i>Pricing - Meaning and Definition</i> | <i>Positioning - Meaning , Importance</i> | <i>Strategic Supply Chain Management</i> | <i>E-Marketing</i> |
| S-14 | SLO-1 | <i>Importance of Marketing Environment</i> | <i>Objectives of Pricing</i> | <i>Steps involved in Product Positioning</i> | <i>Evolution of Logistic</i> | <i>Recent Trends in E-Marketing</i> |
| S-15 | SLO-1 | <i>Factors Influencing Marketing Environment</i> | <i>Types of Pricing</i> | <i>Product Positioning Strategies</i> | <i>Phase of Logistic Development</i> | <i>Components of E-Marketing</i> |

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| Learning Resources | <ol style="list-style-type: none"> <i>Essentials of Marketing by K. Sundar, Vijay Nicole Imprints Publications</i> <i>Marketing Management by Pearsons, Mcgraw Publication - 2020</i> | <ol style="list-style-type: none"> <i>An Introduction to Marketing Management by Jaya Prakash, Chand Publication -2018</i> |
|---------------------------|---|---|

| Learning Assessment | | | | | | | | | | |
|----------------------------|---------------------------|---|-----|------------|----------|------------|----------|-------------|----------|----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50% weightage) | | | | | | | | Final Examination(50% weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember Understand | 15% | 15% | 15% | 15% | % | 15% | 15% | 15% | 30% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|---|----------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | <ol style="list-style-type: none"> Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | <i>Dr. SHRUTHI.V</i> |
| | <ol style="list-style-type: none"> Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

| Course Code | ULT23AE01J | Course Name | Applied Tamil – I | Course Category | AE | Ability Enhancement Courses (AE) | | | | | L | T | P | O | C | | | | | | | |
|----------------------------------|---|-------------------------|----------------------------------|------------------------------|---------------------------------------|---|---------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| | | | | | | 1 | 0 | 2 | 2 | 2 | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | | | | |
| Course Offering Department | Tamil | | Data Book / Codes/Standards | Nil | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | |
| CLR-1 : | தமிழின் எழுத்து, சொல் வளர்ச்சி வரலாற்றை அறியச் செய்தல் | | | Level of Thinking (Bloom) | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | மொழியைப் பிழையின்றி எழுதும் ஆற்றலை அடையச் செய்தல் | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-3 : | வாய்மொழி வழக்காறுகளின் நுட்பங்களைத் தெரியச் செய்தல் | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-4 : | கடிதம் எழுதும் முறை, கட்டுரை வரையும் முறை அறியச் செய்தல் | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-5 : | படைப்பாற்றல் திறனை வளரச் செய்தல் | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge Application of Concepts Link with Related Disciplines Procedural Knowledge Skills in Specialization Ability to Utilize Knowledge Skills in Modeling Analyze, Interpret Data Investigative Skills Problem Solving Skills Communication Skills Analytical Skills PSO -1 PSO -2 PSO -3 | | | | | | | | | | | | | | | | |
| CLO-1 : | சொற்களைச் சரியான பொருண்மையில் பயன்படுத்தும் திறன் பெறுதல் | | | 2 | 75 | 60 | H | L | H | M | H | H | L | M | H | M | L | H | - | - | - | |
| CLO-2 : | மொழியைப் பிழையின்றி எழுதுவதன் வழி மொழி ஆளுமை பெறுதல் | | | 2 | 80 | 70 | H | M | H | L | M | H | L | H | M | L | H | H | - | - | - | |
| CLO-3 : | வாய்மொழி மரபின் கூறுகள் வழி, மக்களின் வாழ்வியல் விழிப்புணர்வுகளை அறிந்துகொள்ளுதல் | | | 2 | 70 | 65 | H | L | H | M | H | H | M | H | L | H | M | H | - | - | - | |
| CLO-4 : | அலுவலகப் பயன்பாடு, திறன் மேம்பாடு ஆகியவற்றை நுட்பமாகத் தெரிந்துகொள்ளுதல் | | | 2 | 70 | 70 | H | M | H | L | H | M | M | H | H | L | H | H | - | - | - | |
| CLO-5 : | கவிதை, கதை படைக்கும் ஆற்றலை அறிந்துகொள்ளுதல் | | | 2 | 80 | 70 | H | M | H | H | M | H | L | M | H | L | H | H | - | - | - | |
| Duration (hour) | 9 | | | 9 | | | 9 | | | 9 | | | 9 | | | | | | | | | |
| S-1 | SLO-1 | தமிழின் தொன்மை | மெய்யெழுத்துகளின் வகைகள் | வாய்மொழி மரபு, எழுத்து மரபு | தொடர் அமைப்பு | காலந்தோறும் கவிதை | | | | | | | | | | | | | | | | |
| | SLO-2 | தமிழின் சிறப்புகள் | மூலினம் | வாய்மொழி மரபில் அனுபவம் | எளிய தொடர் | கவிதை வடிவம் | | | | | | | | | | | | | | | | |
| S-2 | SLO-1 | கருத்து - பரிமாற்றம் | ஒற்று இடுதல் | வாழ்வியல் தத்துவம் | நெடுந்தொடர் | மரபுக்கவிதை | | | | | | | | | | | | | | | | |
| | SLO-2 | பயன்பாட்டுத்தமிழ் | வல்லினம் மிகும் இடங்கள் | பழமொழிகள் | பத்தி எழுத்துதல் | வசனகவிதை | | | | | | | | | | | | | | | | |
| S-3 | SLO-1 | காலந்தோறும் தமிழ் | வல்லினம் மிகா இடங்கள் | பழமொழியும் மனித வாழ்வியலும் | ஒரு பொருளை மையமாகக் கொண்டு எழுத்துதல் | புதுக்கவிதை/ புதிய வடிவக் கவிதைகள் | | | | | | | | | | | | | | | | |
| | SLO-2 | எழுத்துகள் - அறிமுகம் | எழுத்துப்பிழை நீக்கம் | பழமொழியின் வடிவம் | காலந்தோறும் கடிதங்கள் | கவிதைக் களங்கள் | | | | | | | | | | | | | | | | |
| S-4 | SLO-1 | தமிழ் எழுத்து வரலாறு | பிழை நீக்கி எழுத்துதலின் அவசியம் | வட்டார மொழி | தமிழில் கடித இலக்கியம் | கவிதை உள்ளடக்கம் | | | | | | | | | | | | | | | | |
| | SLO-2 | எழுத்துகளின் வரிவடிவம் | பிழைகளும் மொழிச் சிக்கல்களும் | வட்டார மொழியில் சொல்வடை | கடித வகைகள் | கவிதை எழுதும் முறை | | | | | | | | | | | | | | | | |
| S-5 | SLO-1 | எழுத்துகளின் பிறப்பு | எதிர்ச்சொல் வரலாறு | பழமொழியும் சொல்வடையும் | கடிதம் எழுதும்முறை | தன்னுணர்ச்சிக் கவிதை | | | | | | | | | | | | | | | | |
| | SLO-2 | உயிர் எழுத்துப் பிறப்பு | எதிர்ச்சொல்லின் உருவாக்கம் | பேச்சுநடையும் சொல்வடையும் | அலுவல் கடிதம் | இயற்கை/ சமூகம் - கவிதை | | | | | | | | | | | | | | | | |
| S-6 | SLO-1 | மெய்யெழுத்துப் பிறப்பு | இணைச்சொல்லும் எதிர்ச்சொல்லும் | மரபுத்தொடர் | வாழ்த்து/ பாராட்டுக் / நட்புக் கடிதம் | காலந்தோறும் கதைகள் | | | | | | | | | | | | | | | | |
| | SLO-2 | மொழி முதல் எழுத்துகள் | தமிழில் எதிர்ச்சொற்கள் | பழமொழி மரபுத் தொடர் வேறுபாடு | கட்டுரை வகைகள் | கதைகளில் கற்பனையும் உண்மையும் | | | | | | | | | | | | | | | | |

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| S-7 | SLO-1 | மொழி இறுதி எழுத்துகள் | ஒரெழுத்து ஒருமொழி - அறிமுகம் | தமிழில் மரபுத்தொடர் | கட்டுரை எழுதும் முறை | வாய்மொழிக் கதை |
| | SLO-2 | எழுத்து வேறுபாடும் பொருளும் | ஒரெழுத்து ஒருமொழியும் பொருளும் | விடுகதை | கட்டுரைக் களங்கள் | ஒரு பக்கக் கதை |
| S-8 | SLO-1 | ணகர - னகர - நகர வேறுபாடு | சொற்களின் தன்மைகள் | நுண்ணறிவு வெளிப்படுத்தல் | போட்டிக் கட்டுரை | சிறுகதை |
| | SLO-2 | லகர - ளகர - ழகர வேறுபாடு | ஒரு சொல் பல பொருள் | கதை மரபில் நாட்டுப்புறக் கதைகள் | அனுபவக் கட்டுரை | கதை எழுதும் முறை |
| S-9 | SLO-1 | சொல்லும் பொருளும் | ஒரு பொருள் பல சொல் | தமிழில் நாட்டுப்புறக் கதைகள் | பயணக் கட்டுரை | சமூக உணர்வின் வெளிப்பாடு |
| | SLO-2 | காலந்தோறும் சொற்கள் | சொல் உருவாக்கத்தின் பயன்கள் | நாட்டுப்புறக் கதைகளும் சமூக வரலாறும் | இதழியல் கட்டுரைகள் | நிகழ்வைக் கதை வழியே வெளியிடல் |

| | |
|---------------------------|---|
| Learning Resources | 1. லெல்ல தமிழ் எழுத்து மலண்டுமம்?, அ. கி. பரந்தாமன், பரிசீலி நிறுவனம், 2010. |
| | 2. அடிப்பறைத் தமிழ் இலக்கணம், எம். ஏ. ருஃஃன், அறையொளம் பதிப்பகம், 2007. |
| | 3. லெட்டெப்பு இயல் ஆய்வு, ச. சக்திமவல், மணிவொகரர் பதிப்பகம், சஃன்றை, 2006. |
| | 4. கட்டெறககள், கடிதங்கள், மயொகி, சதயவப் புலவர், தமிழ் இயல்பியல் ஆராய்ச்சிக் கூமை, 2021. |
| | 5. பறைப்புக்கறல், மு. சதந்திரமுத்து, அறிவுப் பதிப்பகம், சஃன்றை, 2008. |
| | 6. கவிறதயியல், க. பூரணசஃந்திரன், உலகத் தமிழ்ொராய்ச்சி நிறுவைம், சஃன்றை, 2008. |
| | 7. கறதயியல், க. பூரணசஃந்திரன், அறையொளம் பதிப்பகம், சஃன்றை, 2012. |
| | 8. இறணய வழித் தரவுகள் : https://www.tamilvu.org/ |
| | 9. இறணய வழித் தரவுகள் : https://tamilheritage.org/ |

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA - 1 (10%) | | CLA - 2 (10%) | | CLA - 3 (20%) | | CLA - 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - |
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - |
| | Create | | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA - 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|--|---|--|
| Experts from Industry | Expert from Higher Technical Institutions | Internal Experts |
| 1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai - 600 041. | 1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry | 1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR |
| | | 2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP. |

| | |
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| | 3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP. |
| | 4. Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR. |
| | 5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR. |

| Course Code | ULH23AE01J | Course Name | APPLIED HINDI-I | | Course Category | AE | Ability Enhancement Courses (AE) | | | | | | | | | | | | | | | | |
|----------------------------------|---|---------------------------|---|-------------------------------------|-------------------------|---------------------------|----------------------------------|-------------------------|-----------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| | | | | | | | L | T | P | O | C | | | | | | | | | | | | |
| | | | | | | | 1 | 0 | 2 | 2 | 2 | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | Nil | | Progressive Courses | Nil | | | | | | | | | | | | | | | | |
| Course Offering Department | HINDI | | Data Book / Codes/Standards | Nil | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | | Learning | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
| CLR-1 : | Explain and appreciate the Constant moral values of India | | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Focus on Evaluating the social changes through prose | | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 |
| CLR-3 : | To Display moral and social values in the field of religion and communal Unity | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To make translation of good literature and any relevant document from the Hindi Language to English and vice –versa | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To help the learners to tackle Administrative terminology | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Understand the various forms of Prose and different aspects of social issues | | | | | 2 | 75 | 80 | H | H | H | M | L | H | L | M | L | L | H | M | - | - | - |
| CLO-2 : | To create an awerness on Ramayanan | | | | | 2 | 80 | 90 | H | H | H | M | L | H | H | M | L | L | H | M | - | - | - |
| CLO-3 : | To Examine the accuracy in Translation | | | | | 2 | 75 | 95 | H | H | M | L | H | H | M | H | M | M | H | H | - | - | - |
| CLO-4 : | To Provide technical writing skills | | | | | 2 | 80 | 90 | H | H | L | H | M | H | L | H | H | M | H | H | - | - | - |
| CLO-5 : | To evaluate the nuance in essays | | | | | 2 | 85 | 90 | M | H | M | H | L | H | H | L | H | M | H | H | - | - | - |
| Duration (hour) | 9 | | 9 | | 9 | | 9 | | | | | | | | | | | | | | | | |
| S-1 | SLO-1 | KAHANI | NIBANDH | BAL RAMAYAN | ANUVAD | PARIBHASHIK SHABDAVALI | | | | | | | | | | | | | | | | | |
| | SLO-2 | AVDHARNA | VDHARNA | KHATHA VASHTU | AVDHARNA | ARTH | | | | | | | | | | | | | | | | | |
| S-2 | SLO-1 | ARTH | ARTH | AVADHPURI MEN RAM | ARTH | PARIBHASHA | | | | | | | | | | | | | | | | | |
| | SLO-2 | SWARUP | SWARUP | RAM KE ADARSH KE PRATI PRERIT KARNA | SWARUP | SWARUP | | | | | | | | | | | | | | | | | |
| S-3 | SLO-1 | PARIBHASHA | PARIBHASHA | RAMAYAN KE PRATI RUCHI JAGANA | PARIBHASHA | PRAKAR | | | | | | | | | | | | | | | | | |
| | SLO-2 | KAHANI KE TATVA | AHABHARAT KE SAMAY KAHARAT- BHALKRISHNA BHATT | RAMAYAN KA SAMAJ MEN MAHATVA | PRAKAR | AVADHARNA | | | | | | | | | | | | | | | | | |
| S-4 | SLO-1 | UDDESHYA | LEKHAK PARICHAYA | LOKJEEVAN KE PRATI JAGRUP KARNA | MAHATVA | PRAYOJAN | | | | | | | | | | | | | | | | | |
| | SLO-2 | | PATH KA VISLESHAN | JANGAL AUR JANKPUR | UDDESHYA | UDDESHY A | | | | | | | | | | | | | | | | | |
| S-5 | SLO-1 | ANTASH MAN KI JAGRITI | UDDESHYA | GURU KE PRATI ADAR BHAV | ANUBAD PRAKRIYA | MAHATVA | | | | | | | | | | | | | | | | | |
| | SLO-2 | EIDGAH – KAHANI PREMCHAND | SAMAJIK SAMRASTA | VIRTA KE BHAV KO JAGANA | VIVIDH PRAYOG | PRAYOG | | | | | | | | | | | | | | | | | |
| S-6 | SLO-1 | KAHANI KA PARICHAYA | PAURANIK KAHANIYO SEAVAGAT KARANA | VIDHARM KA PRATIFAL | HINDI SE ANGREZI ANUVAD | UDDESHY A | | | | | | | | | | | | | | | | | |

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|-----|-------|------------------------------------|---|---|-------------------------|-------------------------------|
| | SLO-2 | KAHANI VISLESHAN | MAHABHARAT EVAM RAMAYAN KE SAMAJ KI TULNA | VAN JEVAN SE AVAGAT KARANA | ANGREZI SE HINDI ANUVAD | TAKANIKI SHABDAVALI KA MHATVA |
| S-7 | SLO-1 | BAL MANOVIGYAN | BABUL AUR KAKTASH-RAMDARASH MISHRA | SITA KE ADARSH CHARITRA SE AVAGATKARANA | ANUVAD KA PRAYOJAN | HINDI SE ANGREZI SHABD |
| | SLO-2 | ASMANTA KA CHITRAN | LEKHAK PARICHAY | RAM KE CHARITRA SE AVAGAT KARANA | ANUVAD KA PRAYOG | ANGREZI SE HINDI SHABD |
| S-8 | SLO-1 | DIP SE DIP JALE- USHA YADAV | PATH KA VISLESHAN | VIRTA KE BHAV JAGANA | SHROT BHASHA KA GYAN | EK DIN EK SHABD |
| | SLO-2 | SAPNE KE LIYE SANGHARSH | MANVATA KO JIVIT RAKHANEKI PRERNA | PATH KA VISLESHAN | LAKSHYA BHASHA KA GYAN | SHABDON KA VISLESHAN |
| S-9 | SLO-1 | SAMASYA KA SMADHAN JAD MENHOTA HAI | AAJ KE SANDARBH ME MAHABHARAT KI UPYOGITA | PATH PRICHARCHA | ANUVAD KA DAYITVA | PATH PRICHARCHA |
| | SLO-2 | PRASHNABHAYASH | PRASHNABHAYASH | PRASHNABHAYASH | ANUVAD KA ABHYASH | PRASHNABHAYASH |

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|---------------------------|--|--|--|--|------------|
| Learning Resources | Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi. | | | | PUNRIKSHAN |
|---------------------------|--|--|--|--|------------|

| Learning Assessment | | | | | | | | | | | |
|---------------------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember Understand | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - |
| Level 2 | Apply Analyze | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - |
| Level 3 | Evaluate Create | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|---|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301 | 1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu | 1. Dr.S Preeti. Associate Professor & Head, SRMIST |
| Alumni | Student | 2. Dr. Md.S. Islam Assistant Professor, SRMIST |
| Ananya Singh Trainee Associate (Finance Operations)Cargill Business Services India Building 9,2nd and 3rd Floor, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka | Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology | 3.Dr. S. Razia Begum, Assistant Professor, SRM IST |
| | | 4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST |

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|----------------------------|------------|-------------|-------------------------------|-----------------------------|-----------------|---------------------|----------------------------------|-----|--|--|--|---|---|---|---|---|
| Course Code | ULF23AE01J | Course Name | French for Specific purpose-I | | Course Category | AE | Ability Enhancement Courses (AE) | | | | | L | T | P | O | C |
| | | | | | | | | | | | | 1 | 0 | 2 | 2 | 2 |
| Pre-requisite Courses | Nil | | Co-requisite Courses | Nil | | Progressive Courses | | Nil | | | | | | | | |
| Course Offering Department | French | | | Data Book / Codes/Standards | | Nil | | | | | | | | | | |

Course Learning Rationale (CLR): *The purpose of learning this course is to:*

| | |
|----------------|--|
| CLR-1 : | Strengthen the language of the students both in oral and written |
| CLR-2 : | Express their sentiments, emotions and opinions, reacting to information, situations |
| CLR-3 : | Make them learn the basic rules of French Grammar. |
| CLR-4 : | Develop strategies of comprehension of texts of different origin |
| CLR-5 : | Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French |

Learning

| | 1 | 2 | 3 |
|---------------------------|---|---|---|
| Level of Thinking (Bloom) | | | |
| Expected Proficiency (%) | | | |
| Expected Attainment (%) | | | |

Program Learning Outcomes (PLO)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|-------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| Fundamental Knowledge | H | M | H | H | M | H | H | L | M | M | H | L | - | - | - |
| Application of Concepts | M | H | L | H | H | M | H | M | L | L | H | M | - | - | - |
| Link with Related Disciplines | H | H | L | M | H | M | L | H | M | M | H | H | - | - | - |
| Procedural Knowledge | H | L | M | H | M | H | H | M | L | H | M | L | - | - | - |
| Skills in Specialization | M | H | H | L | M | M | H | H | M | L | H | M | - | - | - |
| Ability to Utilize Knowledge | | | | | | | | | | | | | | | |
| Skills in Modeling | | | | | | | | | | | | | | | |
| Analyze, Interpret Data | | | | | | | | | | | | | | | |
| Investigative Skills | | | | | | | | | | | | | | | |
| Problem Solving Skills | | | | | | | | | | | | | | | |
| Communication Skills | | | | | | | | | | | | | | | |
| Analytical Skills | | | | | | | | | | | | | | | |
| PSO-1 | | | | | | | | | | | | | | | |
| PSO-2 | | | | | | | | | | | | | | | |
| PSO-3 | | | | | | | | | | | | | | | |

Course Learning Outcomes (CLO): *At the end of this course, learners will be able to:*

| | | | | |
|----------------|---|---|----|----|
| CLO-1 : | To acquire knowledge about French language | 2 | 75 | 80 |
| CLO-2 : | To strengthen the knowledge on concept, culture, civilization and translation of French | 2 | 80 | 90 |
| CLO-3 : | To develop content using the features in French language | 2 | 75 | 95 |
| CLO-4 : | To interpret & Translate the French language into other language | 2 | 80 | 90 |
| CLO-5 : | To improve the communication, intercultural elements in French language | 2 | 85 | 90 |

| Duration (hour) | 9 | | 9 | | 9 | | 9 | | 9 | |
|-----------------|--------------|--|------------------------------------|--|---|--|--|--|---|--|
| S-1 | SLO-1 | TP de chimie | Le jour des examens | | L'impératif négatif | | Comprendre une lettre de motivation | | Comprendre la structure d'un rapport de stage | |
| | SLO-2 | Les exemples | Les activités | | -Le passé composé avec être | | Les exemples | | Trouver des mots clés- | |
| S-2 | SLO-1 | - Un TP au laboratoire- | Le sms à la française - | | Les exemples | | Repérer le présent | | Les activités | |
| | SLO-2 | Les exemples | Les activités | | Le passé composé des verbes pronominaux | | Les activités | | Comprendre un texte technique- | |
| S-3 | SLO-1 | Comprendre un TP | Les examens | | -La recherche de stage - | | , le passé composé et | | Les activités | |
| | SLO-2 | Les exemples | Les activités | | Les exemples | | Les activités | | Les exemples | |
| S-4 | SLO-1 | -Suivre un protocole expérimental - | -Donner des conseils | | Les activités | | le futur dans un texte | | Relever des arguments dans un texte- | |
| | SLO-2 | Les activités | Les exemples | | Le stage en France | | Les exemples | | Les activités | |
| S-5 | SLO-1 | Lire des équations chimiques - | -Écrire et comprendre un sms - | | Les activités | | - Le rapport de stage et le domainedes carburants - | | Les exemples | |
| | SLO-2 | Les activités | Comprendre une interdiction | | Le CV français | | Les activités | | Les activités | |
| S-6 | SLO-1 | Identifier des formules chimiques à l'oral | Les activités | | Les exemples | | Le stage | | Les activités | |
| | SLO-2 | Les exemples | -Donnez des consignes - | | La lettre de motivation- | | Les exemples | | Les pronoms COI | |
| S-7 | SLO-1 | - L'infinitif pour exprimer un ordre ou | Les exemples | | Comprendre une offre de stage | | La méthode du plan détaillé- | | Les exemples | |
| | SLO-2 | Les activités | Comprendre | | Les exemples | | Les activités | | Les exemples | |
| S-8 | SLO-1 | un conseil (dans les consignes) - | Les exemples | | Les activités | | Les exemples | | Les activités | |
| | SLO-2 | Les exemples | et parler d'actions passées- | | Comprendre et réaliser un CV | | Le contenu du rapport de stage | | Quelques verbes et leur préposition | |
| S-9 | SLO-1 | La nominalisation | Les exemples | | Les activités | | Les exemples | | Les activités | |
| | SLO-2 | Les exemples | L'impératif des verbes pronominaux | | Les exemples | | Les activités | | Les exemples | |

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| Learning Resources | Theory: 1. “Tech French” French for Science and Technology, Ingrid Le Gargasson, Shariva Naik, Claire chaize, Les éditions Didier, India, 2011. |
| | Learning Assessment |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|---|
| Experts from Industry | Expert from Higher Technical Institutions | Internal Experts |
| 1. Mr. Kavaskar DanasegaraneProcess Expert Maersk Global Service Center Pvt. Ltd | 1. Dr. C.Thirumurugan Professor, Department of French, University Pondicherry | 1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR |
| 2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt. | | 2. Mrs. Abigalai Assistant Professor, SRMIST, VDP |

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|-------------|-----------|-------------|-------------------------|-----------------|---|---------------------------------|---|---|---|---|---|
| Course Code | UMS23G05J | Course Name | STATISTICS FOR BUSINESS | Course Category | G | Generic Elective Courses | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | |
|----------------------------|----------------------------|-----------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Mathematics and Statistics | Data Book / Codes/Standards | | Graph paper | |

| | | | |
|----------------------------------|--|----------|---------------------------------|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | Learning | Program Learning Outcomes (PLO) |
|----------------------------------|--|----------|---------------------------------|

| | | | | | | | | | | | | | | | | | | | |
|---------|--|---------------------------|--------------------------|-------------------------|----------------------|------------------|----------------------|----------------------------|-------------------|-------------------|------------------------------|--------|------------------------|---------------|------------------------|--------------------|---------|---------|---------|
| CLR-1 : | To learn and understand fundamental concepts of statistics | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Get understanding on the different methods of statistical techniques | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Scientific Knowledge | Problem Analysis | Design & Development | Analysis, Design, Research | Modern Tool Usage | Society & Culture | Environment & Sustainability | Ethics | Individual & Team Work | Communication | Project Mgt. & Finance | Life Long Learning | PSO - 1 | PSO - 2 | PSO - 3 |
| CLR-3 : | To enable the use of statistical, graphical and algebraic techniques wherever relevant. | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To apply statistical techniques to various business applications | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Get understanding on the different methods of index numbers, Employ appropriate methods in time series | | | | | | | | | | | | | | | | | | |
| CLR-6 : | To have a proper understanding of Statistical applications in Economics and Management. | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|---------------------------|--------------------------|-------------------------|----------------------|------------------|----------------------|----------------------------|-------------------|-------------------|------------------------------|--------|------------------------|---------------|------------------------|--------------------|---------|---------|---------|
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Scientific Knowledge | Problem Analysis | Design & Development | Analysis, Design, Research | Modern Tool Usage | Society & Culture | Environment & Sustainability | Ethics | Individual & Team Work | Communication | Project Mgt. & Finance | Life Long Learning | PSO - 1 | PSO - 2 | PSO - 3 |
| CLO-1 : | To recognize the importance and value of statistical thinking and approach to problem solving | L | - | - | M | L | - | - | - | - | - | - | - | - | - | - | - | - | - |
| CLO-2 : | To have a skill in interpretation and analysing the data by graphical and different measures of averages | L | - | - | - | H | - | - | - | - | - | - | - | - | M | - | - | - | - |
| CLO-3 : | To calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases. | H | - | - | - | M | - | - | - | - | - | - | - | - | M | - | - | - | - |
| CLO-4 | To calculate and apply correlation and Regression concepts | H | - | - | - | M | - | - | - | - | - | - | - | - | M | - | - | - | - |
| CLO-5 | To understand the basic notions of time series and index numbers and its applications | M | - | - | - | H | M | - | - | - | - | - | - | - | - | - | - | - | - |
| CLO-6 | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| Duration (hour) | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | Learning Unit / Module 4 | | Learning Unit / Module 5 | |
|-----------------|--------------------------|---|--|--|---|--|---|--|--|--|
| | 15 | | 15 | | 15 | | 15 | | 15 | |
| S-1 | SLO-1 | Introduction of Statistics, Definitions Background of statistics, Origin and growth of statistics | Introduction of central tendency, good measure of central tendency | | Measures of Dispersion-Definition-Methods of Dispersion | | Concept of univariate and bivariate distribution | | Introduction of Times series-background | |
| | SLO-2 | Characteristics of statistics, Nature and scope of statistics | Definitions of central tendency, functions of Averages | | Range- definitions-merits and demerits-problems | | Correlation Analysis: Correlation - Definition and uses | | Definition and uses of time series | |
| S-2 | SLO-1 | Application, Functions of statistics, Limitations of | Characteristics and types of averages | | Quartile deviations- definitions-merits and demerits | | Types of correlation | | Mathematical and additive model of time series | |

| Duration (hour) | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | Learning Unit / Module 4 | | Learning Unit / Module 5 | |
|-----------------|--------------------------|---|--|--|---|--|--------------------------|--|--------------------------|--|
| | 15 | | 15 | | 15 | | 15 | | 15 | |
| | | statistics | | | | | | | | |
| | SLO-2 | Functions of Statistics | Arithmetic mean -definitions-merits and demerits | Quartile deviations –problems-raw data | Methods of studying correlation – Graphical and mathematical methods | Secular trend-uses | | | | |
| S-3 | SLO-1 | Introduction of Statistical enquiries | Arithmetic mean, Problems on raw data, discrete series | Quartile deviations- Discrete data-problems | Scattering diagram | Secular trend -methods | | | | |
| | SLO-2 | Planning and design of statistical enquiry | Arithmetic mean -problems-continuous data | Quartile deviations- Continuous data- problems | Methods for Finding Correlation Coefficient | Graphical method | | | | |
| S-4, S-5 | SLO-1 | Practical – Statistical Enquiry | Practical – Arithmetic mean - problems- shortcut methods | Practical - Problems on Quartile deviation | Practical – Scatter diagram applications | Practical – Models of time series applications | | | | |
| | SLO-2 | | | | | | | | | |
| S-6 | SLO-1 | Sources and method of data collection | Median-definitions-merits and demerits, | Mean deviations- definitions-merits and demerits | Properties of correlation coefficient | Semi average method- problems | | | | |
| | SLO-2 | Various sampling designs | Median-Raw data-problems | Mean deviations –problems-raw data | Karl Pearson’s Correlation Co-efficient | Moving average method-procedure-uses- | | | | |
| S-7 | SLO-1 | Primary data and its sources | - Median-Raw data-problems | Mean deviations- Discrete data-problems | Karl Pearson’s Correlation Co-efficient-deviation method-problems | Method of least square method-procedure | | | | |
| | SLO-2 | Secondary data and its sources | Median -problems-discrete data | Mean deviations- Continuous data-problems | Karl Pearson’s Correlation Co-efficient-deviation method-from an assumed mean -problems | Methods of least square problems | | | | |
| S-8 | SLO-1 | Classification of data- Types of classification of data | Median -problems-discrete data | Standard deviations- definitions-merits and demerits | Karl Pearson’s Correlation Co-efficient-deviation method-from an actual mean -problems | Methods of least square problems | | | | |
| | SLO-2 | Tabulation – Definition of tabulation, Parts of a table | Median -problems- continuous data | Standard deviations –problems-raw data | Spearman’s Rank Correlation Coefficient-definition-simple problems | Seasonal indices-procedure and problems | | | | |
| S-9, S-10 | SLO-1 | Practical - Classification and Tabulation | Practical – Applications of Median problems | Practical – Problems on Mean deviation | Practical - Problems on correlation | Practical – Problems on least square method | | | | |
| | SLO-2 | | | | | | | | | |
| S-11 | SLO-1 | Diagrammatic presentation- Types of diagrams | Mode-definitions-merits and demerits, raw , | Standard deviations- Discrete data-problems | Regression Analysis: Regression - Regression Co-efficient | Introduction of Index Number | | | | |
| | SLO-2 | Bar diagrams | Mode-discrete data Problems | Standard deviations- Continuous data- problems | Definition and Uses | Unweighted index number | | | | |
| S-12 | SLO-1 | Pie diagram | Mode -problems- Discrete data | Coefficient of Variation problems | Types of Regression Equations | Weighted index number | | | | |
| | SLO-2 | Histogram-Frequency polygon | Mode -problems- Continuous data | Applications of Coefficient of Variation | Regression Equation of X on Y and Regression Equation of Y on X | Test of consistency – Time Reversal test | | | | |
| S-13 | SLO-1 | Cumulative frequency curve (ogive) | Empirical relationship between Mean, median, and mode | Graphical representation of dispersion-Lorenz curve | Relationship between Correlation and Regression Coefficients | Test of consistency – Factor Reversal test | | | | |

| Duration (hour) | | Learning Unit / Module 1 | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 |
|-----------------|-----------------------------|--|---|---|---|--|
| | | 15 | 15 | 15 | 15 | 15 |
| | SLO-2 | Cumulative frequency curve Less than and more than(ogive) | Problems on Empirical relationship | Measures of Skewness- Absolute and Relative measure of skewness | Problems on the Relationship between the Coefficients | Consumer price index number, definition, uses and problems |
| S-14, S-15 | SLO-1 SLO- | Practical – Graphical representation of Statistical data | Practical – Applications of Mode problems | Practical - Skewness and its applications | Practical – Regression equations | Practical – Applications of index number |

| | |
|---------------------------------------|---|
| Learning Resources/ Reference Book | <ol style="list-style-type: none"> Gupta S.P (2012), Statistical Methods , 4th Edition, Sultan Chand & Sons, New Delhi R.S.N. Pillai and Bagavathi, Statistics ,Chand.S and company Pvt.Ltd, New Delhi |
|---------------------------------------|---|

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember Understand | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | - |
| Level 2 | Apply Analyze | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | - |
| Level 3 | Evaluate Create | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | - |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | |
|--|--|
| Experts from Academic | Internal Experts |
| Dr. V. Prakash, Dr. Ambedhkar Government Arts College, Chennai | Ms. Madhumitha J, Ass. Prof., FSH, SRM IST |
| Dr. M. Vasantha, ICMR, Chennai | |

| Course Code | UCM23S01L | Course Name | OFFICE AUTOMATION | | Course Category | S | Skill Enhancement | | | | | | | | | | L | T | P | O | C | | | | |
|----------------------------------|--|--|----------------------|--|-----------------|--|--------------------------|-------------------------|---|----------------------|-------------------|-----------------|--|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|--|--|
| | | | | | | | 0 | 0 | 2 | 2 | 1 | | | | | | | | | | | | | | |
| Pre-requisite Courses | | Nil | Co-requisite Courses | | Nil | Progressive Courses | | Nil | | | | | | | | | | | | | | | | | |
| Course Offering Department | | Commerce | | Data Book / Codes/Standards | | Nil | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
| CLR-1 : | To understand the importance of office automation | | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | |
| CLR-2 : | To understand various types of MS office operations | | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | |
| CLR-3 : | To familiarizes with Documents preparation using Ms-word | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To understand about Excel Functions | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To know about Power point slides presentations. | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Fundamental of office automation | | | | | 3 | 75 | 65 | H | M | M | M | H | L | L | L | M | M | H | H | H | H | H | | |
| CLO-2 : | Practical concepts of Office automation | | | | | 3 | 75 | 65 | H | H | M | H | H | L | L | L | H | M | H | H | H | H | H | | |
| CLO-3 : | Know MS -office operations | | | | | 3 | 75 | 65 | H | H | H | H | H | L | L | L | L | M | H | H | H | H | H | | |
| CLO-4 : | Understand Spreadsheet operations in Business | | | | | 3 | 75 | 65 | H | H | M | M | H | L | L | L | L | M | H | H | H | H | H | | |
| CLO-5 : | Understand the practical usage of Slide presentation | | | | | 3 | 75 | 65 | H | H | M | H | H | L | L | L | L | M | H | H | H | H | H | | |
| Duration (hour) | | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | | | Learning Unit / Module 5 | | | | | | | | | | | | |
| | | 6 | | 6 | | 6 | | | 6 | | | | 6 | | | | | | | | | | | | |
| S-1 | SLO-1 | MS Word - Creating document - Entering or typing text- Select- Undo, Cut, Copy, Pasteand Paste Special | | Table and table properties- MergeCells – Split Cells - split Table - Auto fit | | Starting MS Excel - - Enteringand Editing Text - Entering Numbers, Alignment | | | Copying text between worksheets – Deleting | | | | Power Point-Auto Content Wizard | | | | | | | | | | | | |
| S-2 | SLO-1 | Font style, Bold, Italic, Subscript, Superscript, Bullets | | Text Directions - Convert - Formula – Orientation, Margins, Columns, Hyphenation | | Series Fill - copying and pasting the formula | | | Creating Charts – types ofcharts | | | | Creating Presentation Using Design Templates- Creating Blank Presentation, | | | | | | | | | | | | |
| S-3 | SLO-1 | Insert Picture, Paragraph alignment | | watermark, Page color, PageBorder, Indent, Spacing, | | Formatting cells - Currencynotation | | | Data filters - Auto FiltersCriteria – Functions | | | | Inserting Objects, PowerPointViews Saving & Printing | | | | | | | | | | | | |

| | | | | | | |
|------------|--------------|---|--|---|--|------------------------------------|
| | | | | - Changing font styles and size | | |
| S-4 | SLO-1 | Insert Page break - Pagenumber | Mailings - Mail Merge - Envelopes - Labels - spelling -Thesaurus | Column Auto fit - InsertingRows and Columns - Align | Pivot table, Conditional formatting | Slide Transitions, Slide Animation |
| S-5 | SLO-1 | Header and Footer, Spell check, Chart, Symbol | Translate - Designing | Print Preview- Page set up -Text wrap | clip art – shapes | Slide Show Timings |
| S-6 | SLO-1 | Export document- Pdf Conversion | Print preview, Page layout, Page orientation | sorting - find and select -Saving | what if analysis - protect sheet,work book | Slide show Presentation. |

Learning Resources/Reference books

- 1) Dr. Archana Kumar Computer Basics with Office Automation, Wiley
- 2) Dr.Rizwan Ahmed, Office automation, Margham Publication
- 3) YatendraKumar, Office Automation tools, Nageen Prakashan Publishers

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | Final Examination (50% weightage) |
|---------|---------------------------|--|---------------|---------------|---------------|-----------------------------------|
| | | CLA – 1 (10%) | CLA – 2 (10%) | CLA – 3 (20%) | CLA – 4 (10%) | Practice |
| | | Practice | Practice | Practice | Practice | |
| Level 1 | Remember Understand | 30% | 30% | 30% | 15% | 30% |
| Level 2 | Apply Analyze | 40% | 40% | 40% | 20% | 40% |
| Level 3 | Evaluate Create | 30% | 30% | 30% | 15% | 30% |
| | Total | 100 % | 100 % | 100 % | 100 % | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| Experts from Industry | Experts from Higher Technical Institutions | Internal Expert |
|---|--|----------------------------------|
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | <ol style="list-style-type: none"> 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Dr. K. ALAMELU Dr. D. VENKATESAN |

| | | | | | | | | | | | |
|--------------------|-----------|--------------------|--------------|------------------------|------|---|----------|----------|----------|----------|----------|
| Course Code | UCM23P01L | Course Name | Internship I | Course Category | IAPC | Internship/Apprenticeship / Project/Community Outreach (IAPC) | L | T | P | O | C |
| | | | | | | | 0 | 0 | 0 | 0 | 1 |

| | | | | | |
|-----------------------------------|----------|------------------------------------|-----|----------------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | Data Book / Codes/Standards | | | Nil |

Guidelines for Summer Internship:

- Students must undergo industrial training at the end of Second semester for 15 Days in any industry and submit the report in the Third Semester Examination.
- Industries can be Micro, Small, Medium or Large Scale
- Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
- Students should submit an acceptance letter from the industry for his/her Internship
- Students must submit a Training Report along with a training certificate Issued by the industry
- Report should have the following if Industrial training
 - Industry Profile
 - Company Profile
 - Job Profile
 - Internship Training Details
 - Feedback of the Training
- Reporting Format – Minimum of 50 Pages and Maximum of 75 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5
- Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
- Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of the Semester Examination
- Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
- If the Student has Failure to undergo the training or submit the report will be treated as a failure in that course and the student has to redo it in the forthcoming semesters

| Learning Assessment | | | | |
|----------------------------|--|------------|---|-----------|
| | Continuous Learning Assessment(50% weightage) | | Final Evaluation (50% weightage) | |
| | Review – 1 | Review – 2 | Report | Viva-Voce |
| Project Work / Internship | 20% | 30 % | 30 % | 20 % |

| | | | | | | | | | | | |
|-------------|-----------|-------------|---|-----------------|---|-----------------------|---|---|---|---|---|
| Course Code | UCD23V04T | Course Name | Industry Oriented Employability Skills for Commerce | Course Category | V | Value Addition Course | L | T | P | O | C |
| | | | | | | | 2 | 0 | 0 | 2 | 2 |

| | | | | | |
|----------------------------|----------------------|-----------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Career Guidance Cell | Data Book / Codes/Standards | - | | |

| | |
|---|--|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: |
| CLR-1 : | Demonstrate various principles involved in solving mathematical concepts related to permutation and combination and probability and interpret data |
| CLR-2 : | Learn the basic mechanics of Grammar |
| CLR-3 : | Develop resume-building practice and presentation skills in students |
| CLR-4 : | Prepare students for job interviews |
| CLR-5 : | Instill confidence in students and develop the necessary skills to face interview |

| | |
|--|--|
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: |
| CLO-1 : | Understand the concepts of permutation and combinations, probability and approach questions in a simpler and innovative method |
| CLO-2 : | Understand the different parts of speech and use them in sentences appropriately |
| CLO-3 : | Understand the importance of resume preparation and building a resume |
| CLO-4 : | Face interviews confidently |
| CLO-5 : | Develop their domain skills to face the interview |

| Learning | | |
|---------------------------|--------------------------|-------------------------|
| 1 | 2 | 3 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| 3 | 80 | 70 |
| 3 | 85 | 75 |
| 3 | 85 | 80 |
| 3 | 85 | 80 |
| 3 | 85 | 80 |

| Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| - | - | H | H | H | - | M | - | - | - | - | - | - | - | L |
| M | H | - | - | - | - | M | M | H | H | M | M | - | - | - |
| M | H | M | - | - | - | M | M | H | M | H | M | M | M | - |
| H | M | H | M | - | M | L | M | M | M | M | L | H | M | M |
| H | M | H | M | - | M | L | M | M | M | M | L | H | M | M |

| Duration (hour) | 6 | | 6 | | 6 | | 6 | | 6 | |
|-----------------|--------------|--|--|--|--|--|---|--|---|--|
| S-1 | SLO-1 | Permutation and Combination – Introduction | Puzzles Selections – Introduction | Resume Writing – Introduction | Negotiation Skills - Introduction | Present FY Budget Analysis – Introduction | | | | |
| | SLO-2 | Permutation and Combination – Problems | Puzzles Selections – Problems | Resume Writing – Formats | Negotiation Skills – Practise Session | Present FY Budget Analysis | | | | |
| S-2 | SLO-1 | Probability – Introduction | Puzzles Distribution - Introduction | Resume Writing – Practise Session I | Negotiation Skills - Activity | Advanced Excel - Large Data Handlers & Pivot – Introduction | | | | |
| | SLO-2 | Probability – Problems | Puzzles Distribution – Problems | Resume Writing – Practise Session II | Negotiation Skills – Feedback Session | Large Data Handlers & Pivot – Practise Session | | | | |
| S-3 | SLO-1 | Data Sufficiency – Introduction | Change of Voice – Introduction | Presentation – Introduction | Prioritising Activities for a Productive Work Day | Advanced Excel - VLookup, XLookup, HLookup – Introduction | | | | |
| | SLO-2 | Data Sufficiency – Problems | Change of Voice – Rules & Conversions | Presentation - Do’s and Don’ts | Prioritising Activities for a Productive Work Day – Feedback Session | VLookup, XLookup, HLookup – Practise Session | | | | |
| S-4 | SLO-1 | Escalator Problems – Introduction | Change of Speech – Introduction | Presentation – Types and Rules | How to collect, analyse and share Feedback | Advanced Excel – Functions – Introduction | | | | |
| | SLO-2 | Escalator Problem –Tricky Problems | Change of Speech – Rules & Exercises | Presentation – Using Visual Elements | How to collect, analyse and share Feedback | Functions – Practice Session | | | | |
| S-5 | SLO-1 | Surds and Indices–Introduction | Attention to Details – Introduction | Presentations – Oral & PPT – Mock Presentation | Introduction to Economics, Business & Banking | Tally - Overview & Usage – Introduction | | | | |
| | SLO-2 | Surds and Indices – Problems | Attention to Details – Benefits and its Importance | Suggestions and Tips to improve | Economics, Business & Banking – Characteristics and scope | Tally – Overview & Usage – Practice Session | | | | |
| S-6 | SLO-1 | Cubes & Cuboids – Introduction | Completing Statements – Introduction | Types of Interviews - Group / Stress / HR – Introduction | Banking & Budget Terminology – Introduction | GST - Overview & Monthly Filings for GST & IT – Introduction | | | | |
| | SLO-2 | Cubes & Cuboid – Problems | Completing Statements – Types & Rules | Types of Interviews - Mock Interview | Banking & Budget Terminology – Types and Methodologies | GST - Overview & Monthly Filings for GST & IT – Practice Session | | | | |

| | | |
|---------------------------|--|--|
| Learning Resources | 1. <i>Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition</i> | 3. <i>Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007</i> |
| | 2. <i>Scott Bennett, The Elements of Resume Style: Essential Rules for Writing Resumes and Cover Letters That Work, AMACOM, 2014</i> | |

| Learning Assessment | | | | | |
|---------------------|---------------------------|---|--------------|--------------|---------------|
| Level | Bloom's Level of Thinking | Continuous Learning Assessment (100% weightage) | | | |
| | | CLA-1 (20%) | CLA-2 (20%) | CLA-3 (30%) | CLA-4 (30%) # |
| | | Theory | Theory | Theory | Theory |
| Level 1 | Remember | 10% | 10% | 30% | 30% |
| | Understand | | | | |
| Level 2 | Apply | 50% | 50% | 40% | 40% |
| | Analyze | | | | |
| Level 3 | Evaluate | 40% | 40% | 30% | 30% |
| | Create | | | | |
| Total | | 100 % | 100 % | 100 % | 100 % |

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.

#CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|---|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| <i>Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai</i> | <i>Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore</i> | <i>Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST</i> |
| | | <i>Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST</i> |

SEMESTER – IV

| Course Code | UCM23401J | Course Name | Corporate Accounting – II | | Course Category | C | Discipline-Specific Core Course | | | | | | | | | | L | T | P | O | C | | | | |
|----------------------------------|---|--|---|--|--------------------------|---|---------------------------------|---------------------------------|-------------------|---|----------------------|--------------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|---|---|---|
| Pre-requisite Courses | | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | | 3 | 0 | 3 | 2 | 4 |
| Course Offering Department | | Commerce | | Data Book / Codes/Standards | Nil | | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | |
| CLR-1 : | Understand the Fundamental concept of the issue of shares. | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | |
| CLR-2 : | Create awareness about the redemption of Preference shares. | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | | | |
| CLR-3 : | To know the procedure to prepare the financial statement of the company. | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Understand the concept and procedure to determine the valuation of goodwill and Shares. | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To know the reasons behind that to prepare inflation accounting, Financial Reporting. | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | To understand the accounting treatment of Share Capital and be aware of the process of book building. | | | 3 | 75 | 65 | H | M | L | M | M | H | - | L | - | H | - | M | - | - | M | | | | |
| CLO-2 : | To know the provision related to the redemption of preference shares. | | | 3 | 75 | 65 | H | M | - | M | M | H | L | L | - | H | - | M | - | - | M | | | | |
| CLO-3 : | Get knowledge about provisions of the Companies Act, 2013, and prepare the financial statement of a company with Adjustments. | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | L | H | - | M | - | - | M | | | | |
| CLO-4 | To know the importance to determine the value of goodwill & valuation of shares. | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | L | M | - | - | M | | | | |
| CLO-5 | To know the reasons behind that to prepare inflation accounting, Financial Reporting. | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | - | M | L | - | M | | | | |
| Duration (hour) | | Learning Unit / Module 1 18 | | Learning Unit / Module 2 18 | | Learning Unit / Module 3 18 | | Learning Unit / Module 4 18 | | | | Learning Unit / Module 5 18 | | | | | | | | | | | | | |
| S1 | SLO-1 | Company Accounts: Meaning of a Company; Characteristics of a Company; Kinds of Company; Books of Accounts; Shares; Stocks; Difference between Shares and Stocks; | Redemption Preference Shares: Meaning of Preference Shares; Types of Preference Shares; | Financial Statements of Companies: Statutory Books; Constitution of Financial Reporting Authority; | | Valuation of Goodwill: Nature of Goodwill; Feature of Goodwill; Types of Goodwill; Classes of Goodwill; | | | | Accounting for Price level Changes: Limitation of Historical Accounting; Meaning of Accounting for Price level Changes; | | | | | | | | | | | | | | | |
| | SLO-2 | Kinds of Shares; Book Building; Advantages and Disadvantages. Procedure for the Book Building Process; | Provisions regarding the redemption of preference shares u/s 55 of the Company Act. 2013. | Compliance with the Accounting Standards; | | Recoding of Goodwill; Factors relating to Goodwill | | | | Approach to Inflation Accounting | | | | | | | | | | | | | | | |
| S2 | SLO | Issue of Shares: Term/Mode of Issue of Shares; Application for Shares; Expansion of Share Capital; Allotment of Shares; Share Capital | Procedure for solving problems; Journal entries applicable for redemption; | Formats of Financial Statements; Form and Contents Statement of Profit or Loss as per Schedule III | | Methods of valuing Goodwill; Average Profit Method; | | | | Current Purchasing power Accounting (CPPA); | | | | | | | | | | | | | | | |

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|-----------|--------|---|---|---|--|--|
| | | suspense Account; Application Supported by Blocked Amount (ASBA); Calls on Shares; | Problem relating to the redemption of preference shares out of profit – redeemed at par/ premium | Form and Contents Statement of Profit or Loss as per Schedule III | Capitalisation of Expected Future Net Profits; | Current Cost Accounting (CCA); |
| S3 | SLO | Journal Entries for Issue of Shares; Both Preference and Equity Shares are Issued; Issue of Shares or Securities for Purchase of Assets; | Problem relating to the redemption of preference shares out of Fresh issue – redeemed at par / Premium | Form and Contents of Balance Sheet as per Schedule III | Purchase of Super Profits method; Annuity Methods; | Importance characteristics' of CCA; |
| | | Issue of Shares at a Premium; Journal Entries; Prohibition on Issue of Shares at Discount; | Problem relating to the redemption of preference shares out of Fresh issue – redeemed at par / Premium | Form and Contents of Balance Sheet as per Schedule III | Capitalisation of Super Profit Methods; | Advantage of CCA; |
| S4 – S6 | SLO-1 | Over Subscription of Shares; Reservation for retail Individual Applications; Calls in Arrears and Calls in Advance; Journal Entries | Problem relating to the redemption of preference shares – Fresh issue computation for redemption of preference shares | Treatment of Divisible Profit i.e. Dividend such as Interim / Final / Proposed; | Problem related to Goodwill under average profit methods | Specific and General Price Level Accounting (SGPLA) |
| | SLO-2 | Forfeiture of Shares; Surrender of Shares, Distinguish between Surrender and Forfeiture of Shares; Journal Entries Reissue of Forfeited Shares; Journal Entries | Problem relating to the redemption of preference shares - Fresh issue computation under Algebraic Equation. | Treatment of Provision for Taxation | Problem related to Goodwill under average profit methods | Practical Problem related to Accounting for Price level changes |
| S07 | SLO-1 | Problem solved under Forfeiture and Reissue | Problem relating to the redemption of preference shares. | Treatment of Managerial Remuneration while Preparation of Financial statement of company | Problem related to Goodwill under Capitalisation of expected average profit methods | Practical Problem related to Accounting for Price level changes |
| | SLO-2 | Problem solved under Forfeiture and Reissue | Problem relating to the redemption of preference shares. | Problem related to Statement of Profit or Loss | Problem related to Goodwill under Capitalisation of expected average profit methods | Practical Problem related to Accounting for Price level changes |
| S08 | SLO-1 | Problem solved under Forfeiture and Reissue | Problem relating to the redemption of preference shares. | Problem related to Statement of Profit or Loss | Problem related to Goodwill under Super Profit Methods | Practical Problem related to Accounting for Price level changes |
| | SLO-2 | Problem solved under Forfeiture and Reissue | Problem relating to the redemption of preference shares. | Problem related to Statement of Profit or Loss | Problem related to Goodwill under Super Profit Methods | Practical Problem related to Accounting for Price level changes |
| S09 | SLO-1 | Employees Stock Option Plan (ESOP); Meaning; Accounting treatment for ESOP; | Problem relating to the redemption of preference shares. | Problem related to Statement of Profit or Loss | Problem related to Goodwill under Capitalisation of Super profit methods | Practical Problem related to Accounting for Price level changes |
| | SLO-2 | Journal Entries for the employees do not exercise the option; | Problem relating to the redemption of preference shares. | Problem related to Balance sheet | Problem related to Goodwill under Capitalisation of Super profit methods | Practical Problem related to Accounting for Price level changes |
| S10 – S12 | SLO-1 | Problem under ESOP | Problem relating to the redemption of preference shares. | Problem related to Balance sheet | Problem-related to Goodwill under the Annuity Method | Underwriting of Shares and Debentures; Types of Underwriting; Underwriting Commission; |
| | SLO-2 | Problem under ESOP | Debentures: Meaning of Debenture; Types of Debentures; Difference between Debenture and debenture Stock; | Problem related to Statement of Financial Statement | Problem related to Goodwill under Annuity Method | Payment to Underwriting Commission; SEBI Guidelines for Underwriting; |
| S13 | SLO-1 | Problem under ESOP | Redemption of Debentures: Problem related to Redemption out of profits Problem related to Redemption out of Capital / By Conversion | Problem related to Statement of Financial Statement | Valuation of Shares: Need for Valuation of Shares; Factors Affecting valuation of Shares; Method of Valuation; | Marked Application and Unmarked Application; Complete Underwriting; Partial Underwriting; Firm Underwriting; |
| | SLO-2 | Buy Back of Shares; Meaning of Buy Back of Shares; Advantages of Buy Back of Shares; | Problem related to Redemption out of Capital / By Conversion | Problem related to Statement of Financial Statement | Net Asset Method; Earning Capacity Methods (or) Yield Basis (or) Market Value Methods; Fair Value Methods; | Determining the liability of Underwriters – Complete Underwriting/Partial Underwriting; |
| S14 | SLO -1 | Accounting Treatment for Buy Back of Shares; | Own Debentures; Interest on own Debentures; Ex-Interest and Cum-Interest. Problem related to redemption of Debentures | profit Prior to Incorporation; Nature of Profit or Loss; Calculation of Time Ratio and Sales Ratio Calculation of | Problem relating to Valuation of Share under Net Asset Method | Determining the liability of Underwriters – Firm Underwriting; |

| | | | | | | |
|------------------|--------------|--|---|---|--|--|
| | | | | Weighted Ratio (or)n Adjusted Time Ratio | | |
| | SLO-2 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Net Asset Method | Determining the liability of Underwriters – Firm Underwriting; |
| S15 | SLO-1 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Yield Method | Determining the liability of Underwriters – Firm Underwriting; |
| | SLO-2 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Yield Method | Determining the liability of Underwriters – Firm Underwriting; |
| S16 – S18 | SLO-1 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Fair Value Method | Journal Entries Applicable to underwriting Problem |
| | SLO-2 | Problem-related to Buy Back of Shares; | Problem related to redemption of Debentures | Practical Problems related to Profit Prior to Incorporation | Problem relating to Valuation of Share under Fair Value Method | Journal Entries Applicable to underwriting Problem |

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|------------------------------------|--|---|
| Learning Resources/Reference books | <ol style="list-style-type: none"> 1. <i>Corporate Accounting- P C Tulsian, Bharat Tulsian– S Chand Publications</i> 2. <i>Corporate Accounting – R.L. Gupta and M. Radhaswamy – Sultan Chand and Sons Publications.</i> 3. <i>Corporate Accounting – S.P. Jain & K.L. Narang -Kalyani Publication.</i> | Corporate Accounting –Bhushan Kumar Goyal - Taxmann Publications Corporate Accounting – Pazhaniappan – Vijay Nicole Publications Corporate Accounting - S N Maheshwari, S K Maheshwari -Vikas Publishing House. |
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Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| | | |
|---|---|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Expert |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | <ol style="list-style-type: none"> 1. Dr. A Saraswathy. Associate Professor& Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | <ol style="list-style-type: none"> 1. Dr. M. JEEVARATHINAM 2. Dr. G. SANGEETHA |

| | | | | | | | | | | | |
|-------------|-----------|-------------|---------------------|-----------------|---|---------------------------------|---|---|---|---|---|
| Course Code | UCM23402J | Course Name | Audit and Assurance | Course Category | D | Discipline Specific Core Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 3 | 2 | 4 |

| | | | | | | |
|----------------------------|----------|----------------------|-------------------------------|---------------------|-----|--|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | |
| Course Offering Department | Commerce | | Data Book / Codes / Standards | Nil | | |

| Course Learning Rationale (CLR): | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|--|--|--|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| The purpose of learning this course is to: | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-1 : | Learning about the Knowledge of Audit | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-2 : | Knowing the planning and risk assistance | | | | | | | | | | | | | | | | | | |
| CLR-3 : | Understanding about Internal control systems | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Learning about Audit Evidence | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Knowing about Review And Reporting | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | |
| CLO-1 : | Evaluate the Audit Framework and Regulation | 3 | 75 | 65 | L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |
| CLO-2 : | Understand the planning and Risk Assessment | 3 | 75 | 65 | M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| CLO-3 : | Efficient implication of the Internal control systems | 3 | 75 | 65 | M | H | M | H | M | H | L | M | M | L | M | L | L | L | L |
| CLO-4 : | Analysis and usage of the Audit Evidence | 3 | 75 | 65 | M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| CLO-5 : | Describe the Decision on the conclusions from audit Review And Reporting | 3 | 75 | 65 | H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |

| Duration (hour) | 18 | 18 | 18 | 18 | 18 |
|-----------------|-------|---|---|--|--|
| S-1 | SLO-1 | Audit Framework and Regulation | planning and Risk Assessment | Internal control systems | Audit Evidence |
| S-2 | SLO-1 | Concept of Audit & Assurance Engagements | Obtaining and accepting audit engagements | Five components of internal control Use and evaluation of internal control systems by auditors | Financial statement assertions and audit evidence, Subsequent events purpose of a subsequent events review |
| S-3 | SLO-1 | Objective, principles of external audit engagements | Professional ethics and ISAs | Auditors record internal control systems | Classes of transactions and events and related disclosures Responsibilities of auditors regarding subsequent events |
| S4-6 | SLO-1 | Concepts of accountability, stewardship and agency-Practice | Objectives and importance of quality control procedures - Practical | Internal control components, - deficiencies and significant deficiencies | Account balances and related disclosures at the period end Procedures to be undertaken in performing a subsequent events - Practice |
| | SLO-2 | Five elements of assurance engagement- Practice | Engagement performance, monitoring quality and compliance - Practice | Limitations of internal control components | Audit procedures ,audit evidence - inspection, observation, external confirmation, recalculation -Practice Going concern Define and significance- importance |
| S-7 | SLO-1 | Types of assurance engagement | Plan and perform audit engagements | Tests of control, computer systems controls - general IT controls and application controls | Re-performance, analytical procedures and enquiry, quality and quantity of audit evidence. Respective responsibilities of auditors and management |
| S-8 | SLO-1 | External Audit, statutory regulations, | Assessing audit risks Components, audit risks in the financial statements | Control objectives, procedures, activities, key controls and tests of controls Communication on internal | , Relevance and reliability of audit evidence Procedures, disclosure requirements |

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|---------------|--------------|--|--|--|--|--|
| | | | | <i>control</i> | | |
| S-9 | SLO-1 | <i>Appointment, rights, removal and resignation</i> | <i>Concepts of materiality and performance. calculate materiality levels</i> | <i>Methods of reporting significant deficiencies</i> | <i>Audit procedures and analytical procedures</i> | <i>Written representations, purpose and procedure</i> |
| S10-12 | SLO-1 | <i>Rights and duties, limitations of external audits - Practice</i> | <i>Nature, and purpose of, analytical procedures in planning</i> | <i>Format- report to management, significant deficiencies- Practice</i> | <i>Problems associated with the audit-types of evidence- Practice</i> | <i>-quality and reliability - Practice</i> |
| | SLO-2 | <i>International Standards on Auditing (ISAs) - Practice</i> | <i>Fraud, laws and regulations, fraud and misstatements on the audit strategy-Practice</i> | <i>Internal audit and corporate governance-Practice</i> | <i>Difference between tests of control and substantive procedures - Practice</i> | <i>Audit finalization and the final review Importance of the overall review - Practice</i> |
| S-13 | SLO-1 | <i>Corporate Governance, objectives, and importance</i> | <i>Responsibilities of internal and external auditors, prevention and detection of fraud and error.</i> | <i>Factors- elements of best practice in structure and operations</i> | <i>Audit sampling Define audit sampling and need for sampling.</i> | <i>Procedures an auditor ,overall review offinancial statements</i> |
| S-14 | SLO-1 | <i>Structure and roles of audit committees and benefits and limitations</i> | <i>Auditor's responsibility to consider laws and regulations</i> | <i>Compare and contrast the role of external and internal audit</i> | <i>Principles of statistical sampling- results of statistical sampling</i> | <i>Significance of uncorrected misstatements</i> |
| S-15 | SLO-1 | <i>Importance of internal control and risk management</i> | <i>Audit planning and documentation, benefits of and importance of planning an audit</i> | <i>Scope and Limitations of the internal audit function, advantages and disadvantages of outsourcing</i> | <i>Audit of specific items Receivables, Inventory Payables and accruals</i> | <i>Effect of dealing with uncorrected misstatements</i> |
| S16-18 | SLO-1 | <i>Professional Ethics Define, principles</i> | <i>Contents of the overall audit strategy and audit plan, impact - interim audit on the final audit - Practice</i> | <i>Nature and purpose of internal audit assignments, format and content of internal audit - Practice</i> | <i>Bank and cash, Tangible and intangible non-current assets - Non-current liabilities, provisions and contingencies- Practice</i> | <i>Independent Auditor's report, basic elements modified and unmodified audit opinions in the auditor's report -Practice</i> |
| | SLO-2 | <i>Conceptual framework, auditor's responsibility conflicts of interest and confidentiality - Practice</i> | <i>Contents of working papers and supporting documentation. safe custody and retention of working papers</i> | <i>Review reports and make appropriate recommendations to management - Practice</i> | <i>Computer assisted audit techniques, use of automated tools and techniques - Practice</i> | <i>Format and content of key audit matters, emphasis of matter - Practice</i> |

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|---------------------------|---|--|
| Learning Resources | <ol style="list-style-type: none"> Gupta, Kamal and Ashok Arora, (2015) <i>Fundamentals of Auditing</i>, Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi. Institute of Chartered Accountants of India, <i>Auditing and Assurance Standards</i>, ICAI, New Delhi. | <ol style="list-style-type: none"> Kumar A., Gupta L. and R.J. Arora, <i>Auditing and Corporate Governance</i>, (2016), Taxmann Pvt Ltd. Sharma, J.P. (2016), <i>Corporate Governance, Business Ethics, and CSR</i>, Ane Books Pvt Ltd, New Delhi Tricker, Bob. (2015) <i>Corporate Governance-Principles, Policies, and Practice (Indian Edition)</i>, Oxford University Press, New Delhi. |
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| Learning Assessment | | | | | | | | | | |
|----------------------------|---------------------------|--|----------|---------------|----------|---------------|----------|-----------------|----------|-----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%) # | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember Understand | 20% | 20% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Dr. D. Rengaraj Assistant Professor, Department of Commerce, SRM IST FSH, Ramapuram Campus. Chennai-600089 |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

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|-------------|-----------|-------------|---------------------------|-----------------|-----|---------------------------------|---|---|---|---|---|
| Course Code | UCM23403J | Course Name | Human Resource Management | Course Category | DSC | Discipline Specific Core Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | |
|----------------------------|----------|--------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | DataBook/Codes/Standards | | | Nil |

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|---|--|--------------------------|-------------------------|------------------------|---------------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| Course Learning Rationale(CLR): The purpose of learning this course is to: | | Learning | | | Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
| CLR-1: | To understand and appreciate the importance of the human resources vis-a-vis other resources of the organisation | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2: | To familiarize the students with methods Recruitment and Selections | Level of Thinking(Bloom) | Expected Proficiency(%) | Expected Attainment(%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3: | To help the students to understand with about Training Program conducted in organization | | | | | | | | | | | | | | | | | | |
| CLR-4: | To equip them with the application of the HRM Motivation | | | | | | | | | | | | | | | | | | |
| CLR-5: | To know the basic knowledge about industrial relation among organization | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes(CLO): At the end of this course,learners will be able to: | | | | | | | | | | | | | | | | | | | |
| CLO-1: | To understand basic concepts of HRM and human resource planning. | 3 | 75 | 65 | L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |
| CLO-2: | To analyze the recruitment, selection and training methods in an organization. | 3 | 75 | 65 | M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| CLO-3: | To understand various types of appraisal and salary payments. | 3 | 75 | 65 | M | H | M | H | M | H | L | M | M | L | M | L | L | L | L |
| CLO-4: | To familiarize with the power of union and bargaining. | 3 | 75 | 65 | M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| CLO-5: | To have awareness on various HRM strategies applicable around the world. | 3 | 75 | 65 | H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|--|---------------------------------------|--|---|--|
| S-1 | SLO-1 Introduction, Meaning, Definition | Recruitment – Meaning, Definition | Training – Meaning, Definition | Motivation – Meaning, Definition | Industrial Relations: Meaning & Definition |
| S-2 | SLO-1 Nature & Scope of HRM | Factors affecting recruitment | Concept of Training & Development | Importance of Motivation | Objectives of Industrial Relations |
| S-3 | SLO-1 Objectives, Importance | Sources of recruitment - continuation | Importance of Training & Development | Methods of Motivation | Industrial Disputes: Causes for Industrial Disputes |
| S-4 | SLO-1 Functions of HRM | Sources of recruitment | Methods – On the Job with Merits & Demerits | Theories of Motivation | Settlement of Industrial Disputes |
| S-5 | SLO-1 HRM in India | Process of recruitment | Methods – Off the Job with Merits & Demerits | Employee Morale | Trade Unions – Meaning |
| S-6 | SLO-1 Evolution of HRM | Types of recruitment | Evaluating Training Effectiveness | Wage & Salary Administration | Objectives of Trade Union |
| S-7 | SLO-1 Role & Functions of HR Manager | Selection – Meaning, Definition | Career Development | Compensation: Components of compensation | Functions of Trade Union |
| S-8 | SLO-1 Qualities of good Personnel Manger | Stages in selection process | Performance Appraisal – Meaning, Definition | Methods of wage payment | Rights & Liabilities of Registered Trade Union |
| S-9 | SLO-1 Human Resource Planning – Meaning, Definition | Selection Tests and Interviews | Methods of Performance Appraisal-Traditional | Types of wage incentive plan - continuation | Measures to Strengthen Trade Union Movement in India |

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|------|-------|--------------------------------------|---------------------------------------|--|------------------------------|---|
| S-10 | SLO-1 | Steps in HR Planning | Placement – Meaning, Definition | Methods of Performance Appraisal-modern | Types of wage incentive plan | Collective Bargaining |
| S-11 | SLO-1 | Merits & Demerits in HR Planning | Business Process outsourcing –Need | Essentials of Effective Appraisal System | Fringe Benefits | Objectives of Collective Bargaining |
| S-12 | SLO-1 | Job Analysis & its Process | HR Outsourcing Opportunities in India | Transfer – Types of transfer | Employees Welfare | Importance of Collective Bargaining |
| S-13 | SLO-1 | Job Description & Job Specification, | Induction | Promotion – Criteria for promotion | Safety and Health Measures | Workers Participation in Management |
| S-14 | SLO-1 | Factors affecting job design | Orientation | Ranking, Rating Scales, Critical Incident method | Grievance Procedures | Objectives for Successful Participation |
| S-15 | SLO-1 | Job Evaluation – Objectives, Methods | Coaching and Mentoring | MBO as a method of appraisal | Redressal of Grievances | HRM Audit |

| | | |
|--------------------|---|---|
| Learning Resources | 1. Aswathappa. K, Human Resources Management, TATA McGraw Hill Publishers, New Delhi, (2021). | 3. K. Sundar, J. Srinivasan, Essentials of Human Resource Management, VijayNicole Publishers, Chennai |
| | 2. Dr. C.B. Gupta, Human Resource Management, Sultan and Sons | |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|--|-----|------------|----------|------------|----------|-------------|----------|---------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50%weightage) | | | | | | | | Final Examination(50%weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | | Theory | Practice | Theory | Practice | Theory | Practice | Theory |
| Level1 | Remember Understand | 15% | 15% | 15% | 15% | % | 15% | 15% | 15% | 30% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

| Course Designers | | |
|---|--|-------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Mrs. U. Karthigai Selvi |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

| Course Code | ULT23AE02J | Course Name | Applied Tamil – II | | Course Category | AE | Ability Enhancement Courses (AE) | | | | | L | T | P | O | C | | | | | | | |
|----------------------------------|--|--|-----------------------|-----------------------------|-----------------------------------|--------------------------|----------------------------------|-----------------------|---------------------------------|--|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|--|
| | | | | | | | | | | | | 1 | 0 | 2 | 2 | 2 | | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | Nil | | Progressive Courses | Nil | | | | | | | | | | | | | | | | |
| ;Course Offering Department | | Tamil | | Data Book / Codes/Standards | | Nil | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | அகராதி, கலைச்சொல் குறித்த நுட்பங்களை அறியச் செய்தல் | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | நேர்காணல் செய்யும் திறனும் செய்தி வாசிப்பு முறைகளையும் சதரியச் செய்தல் | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 | |
| CLR-3 : | விமர்சனத்தின் தன்மகளும் செய்தியறிக்கை தயாரிக்கும் முறைகளையும் அறியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | பேச்சுக்கலையின் தனித்துவங்களைப் புரியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | கணிதத்தமிழின் பல்வேறு நுட்பங்களைத் ததரியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | அகராதித்துறை, கலைச்சொல்லாக்கத் துறையைத் தெரிந்துகொள்ளுதல் | | | | 2 | 75 | 60 | H | L | H | M | H | H | L | M | H | M | L | H | - | - | - | |
| CLO-2 : | ஊடகங்களில் மொழி ஆளுமையோடு செயல்படும் திறன் பெறுதல் | | | | 2 | 80 | 70 | H | M | H | L | M | H | L | H | M | L | H | H | - | - | - | |
| CLO-3 : | கலை, இலக்கிய விமர்சன முறைகளையும், செய்தியறிக்கை தயாரிக்கும் நுட்பங்களையும் தெரிந்துகொள்ளுதல் | | | | 2 | 70 | 65 | H | L | H | M | H | H | M | H | L | H | M | H | - | - | - | |
| CLO-4 : | பல்வேறு வடிவங்களைக் கொண்ட பேச்சுக்கலையை அறிவதன்வழி, சிறந்த மேடைப் பேச்சாளராக உருவாகும் தகுதியைப் பெறுதல் | | | | 2 | 70 | 70 | H | M | H | L | H | M | M | H | H | L | H | H | - | - | - | |
| CLO-5 : | தமிழைக் கணினி வழி, இணையம் வழி கொண்டுசேர்க்கும் உலகளாவிய செயல்பாடுகளை அறிந்துகொள்ளுதல் | | | | 2 | 80 | 70 | H | M | H | H | M | H | L | M | H | L | H | H | - | - | - | |
| Duration (hour) | 9 | | 9 | | 9 | | 9 | | | | | 9 | | | | | | | | | | | |
| S-1 | SLO-1 | தமிழில் அகராதிகள் | நேர்காணல் அறிமுகம் | விமர்சனம் - அறிமுகம் | நபச்சுக்கலை | | | | | கணினித்தமிழ் | | | | | | | | | | | | | |
| | SLO-2 | ஒரு சமாழி/ இருசமாழி அகராதி | ஆளுமத்திறன் | விமர்சனத்தின் நோக்கம் | நபச்சின் அடிப்பலகைகள் | | | | | கணினி வழித் தட்டச்சு | | | | | | | | | | | | | |
| S-2 | SLO-1 | பன்சமாழி அகராதி | நோக்கம் - கண்டறிதல் | விமர்சன வலககள் | தன்னம்பிக்கையும் நபச்சம் | | | | | தட்டச்சு செய்யும் சமன்சபாருட்கள் | | | | | | | | | | | | | |
| | SLO-2 | உயிர்/ சமய் எழுத்துகள் | நேர்காணல் முறைகள் | இலக்கிய விமர்சனம் | நபச்சின் வலககள் | | | | | எழுத்துருக்கள் | | | | | | | | | | | | | |
| S-3 | SLO-1 | உயிர்சமய் எழுத்துகள் | இனிய சொற்கள் பயன்பாடு | திரை விமர்சனம் | நமலடப் நபச்சு | | | | | யூனிநகாடு எழுத்துருக்கள்/ பிற எழுத்துருக்கள் | | | | | | | | | | | | | |
| | SLO-2 | அகராதிக்கான அடிப்பலகைகள் | நேர்காணல் வலககள் | கலை விமர்சனம் | பட்டிமன்றப் நபச்சு | | | | | குரல் வழித் தட்டச்சு | | | | | | | | | | | | | |
| S-4 | SLO-1 | அகராதி உருவாக்கப் பயிற்சி | நேரடியாக வினா விலட | விமர்சுந் தகுதிகள் | சொற்சபாழிவு முலற | | | | | எழுத்து வழித் தட்டச்சு | | | | | | | | | | | | | |
| | SLO-2 | அகராதி உருவாக்கப் பயிற்சி | அச்சு ஊடக நேர்காணல் | நதர்ந்த புலம் | நபச்சின் நுட்பங்கள் | | | | | தட்டச்சு செய்யும் பயிற்சி | | | | | | | | | | | | | |
| S-5 | SLO-1 | கலைச்சொல் அறிமுகம் | காட்சி ஊடக நேர்காணல் | எழுத்துவடிவ விமர்சனம் | நபச்சொர்க்களும் நபச்சம் முலறகளும் | | | | | தட்டச்சு செய்யும் பயிற்சி | | | | | | | | | | | | | |

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|-----|-------|--|----------------------------|---------------------------|---------------------------------------|--|
| | SLO-2 | பிறசமாழிச் சோற்களும் தமிழில் கலைச் சோற்களும் | நகட்பு ஊடக நேர்காணல் | காட்சி வடிவ விமர்னம் | நபச்ச - எடுத்துலரப்டும் உடல்சமாழியும் | பிலை திருத்திகள் |
| S-6 | SLO-1 | கலைச்சொல்லாக்க சேரிமுலறகள் | கை ஆய்வில் நேர்காணல் | விமர்னம் செய்யும் பயிற்சி | ேவீன சதாழிலுடபங்களில் நபச்ச முலறகள் | தமிழில் பிலை திருத்தம் செய்யும் சமன்சபாருட்கள் |
| | SLO-2 | கலைச்சொல் உருவாக்க உத்திகள் | நேர்காணல் செய்யும் பயிற்சி | விமர்னம் செய்யும் பயிற்சி | நபச்சொர்க்குரிய தகுதிகள் | வலைப்பூ உருவாக்கம் |
| S-7 | SLO-1 | துலறார் சோற்கள் | நேர்காணல் செய்யும் பயிற்சி | சய்தியறிக்கலக | நபச்சப் பயிற்சி | வலைப்பூவில் எழுதும் முலறகள் |
| | SLO-2 | புதிய கண்டுபிடிப்புகளும் கலைச்சொற்களும் | சய்தி வாசிப்பு முலறகள் | எழக நிகழ்வவ எழுதுதல் | நபச்சப் பயிற்சி | வலைப்பூவின் பயன்கள் |
| S-8 | SLO-1 | பயன்பாட்டுச் சோற்கள் | சய்தி வாசிப்பு நுட்பங்கள் | சய்தியார்க்குரிய தகுதிகள் | கைந்துலரயாடலின் நோக்கம் | தமிழ் இலணய நூகைங்கள் |
| | SLO-2 | கலைச்சொல்லாக்கப் பயன்பாடுகள் | உச்சரித்தல் | உற்றுநோக்குதல் | கைந்துலரயாடலின் தனித்தன்மகள் | இலணய நூகைப் பயன்பாடுகள் |
| S-9 | SLO-1 | கலைச்சொல் உருவாக்கப் பயிற்சி | பிலையின்றி வாசித்தல் | மநிலையில் எழுதுதல் | தம் கருத்தலத சதளிவாக உலரத்தல் | தமிழ்த் சதாடரலடவுகள் |
| | SLO-2 | கலைச்சொல் உருவாக்கப் பயிற்சி | வாசித்தலும் உணர்வும் | சய்தியறிக்கலக தயாரித்தல் | கைந்துலரயாடல் பயிற்சி | சதாடரலடவின் பயன்பாடுகள் |

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| Learning Resources | 1. | அகராதியியல், சப. மாலதயன், தமிழ்ப் பல்கலைக்கைகம், தஞ்சாவூர், 1997. |
| | 2. | கலைச்சொல் அகராதி, பகுதி - 1, ஜி.ஆர். தாநமாதரன், கலைக்கதிர் சவளியீடு, 1985. |
| | 3. | நபச்சக்கலவை, ம. திருமலவை, மீனாட்சி புத்தக நிலையம், மயூராவணாகம், மதுலர, 2009. |
| | 4. | நபச்சொராக, அ.கி.பரந்தாமனார், பாரி நிலையம், சன்லன, 1961 |
| | 5. | தமிழில் விமர்னக் கலை, எம். ஆர். ரகுனாதன், ஸ்ரீ சண்பகா பதிப்பகம், 2016. |
| | 6. | இலணயத் தமிழ், ன்திரிகா சுப்பிரமணியன், ன்திநராதயம் பதிப்பகம், மதுலர, 2020. |
| | 7. | பிலைதிருத்திகள், http://www.neechalkaran.com/ |
| | 8. | நேர்காணல், மின்னூகைம், தமிழ் இலணயக் கல்விக் கைகம், https://www.tamilvu.org/ |
| | 9. | சதாடரலடவு - http://tamilconcordance.in/ |
| | 10. | இலணய வழித் தரவுகள் : https://tamilheritage.org/ |

| Learning Assessment | | | | | | | | | | | |
|---------------------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA - 1 (10%) | | CLA - 2 (10%) | | CLA - 3 (20%) | | CLA - 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember Understand | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - |
| Level 2 | Apply Analyze | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - |
| Level 3 | Evaluate Create | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA - 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|--|---|--|
| Experts from Industry | Expert from Higher Technical Institutions | Internal Experts |
| 1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai - 600 041. | 1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry | 1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR |

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| | 2. <i>Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.</i> |
| | 3. <i>Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.</i> |
| | 4. <i>Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i> |
| | 5. <i>Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i> |

| Course Code | ULH23AE02J | Course Name | APPLIED HINDI-II | | | Course Category | AE | Ability Enhancement Courses (AE) | | | | | | | | L | T | P | O | C | | | |
|----------------------------------|---|-----------------------------|--|----------------------------|--|--|--------------------------|----------------------------------|---------------------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| | | | | | | | | | | | | | | | | 1 | 0 | 2 | 2 | 2 | | | |
| Pre-requisite Courses | | Nil | | Co-requisite Courses | | Nil | | Progressive Courses | | Nil | | | | | | | | | | | | | |
| Course Offering Department | | | HINDI | | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | To find and analyze different types of Cinema | | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To Discover the print Media in the present World | | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 |
| CLR-3 : | Writing report for Employability | | | | | | | | H | H | H | M | L | H | L | M | L | L | H | M | - | - | - |
| CLR-4 : | Writing Reviews and Create Job Oriented learning | | | | | | | | H | H | H | M | L | H | H | M | L | L | H | M | - | - | - |
| CLR-5 : | To Acquire technical words for various job Prospects | | | | | | | | H | H | M | L | H | H | M | H | M | M | H | H | - | - | - |
| : | | | | | | | | | M | H | M | H | L | H | H | L | H | M | H | H | - | - | - |
| Course Learning Outcomes (CLO): | | | At the end of this course, learners will be able to: | | | 2 | 75 | 60 | H | H | H | M | L | H | L | M | L | L | H | M | - | - | - |
| CLO-1 : | To Understand the History and Documentary in Hindi Cinema | | | | | 2 | 80 | 70 | H | H | H | M | L | H | H | M | L | L | H | M | - | - | - |
| CLO-2 : | To Comprehend Media Studies | | | | | 2 | 70 | 65 | H | H | M | L | H | H | M | H | M | M | H | H | - | - | - |
| CLO-3 : | To Evaluate report Writing | | | | | 2 | 70 | 70 | H | H | L | H | M | H | L | H | H | M | H | H | - | - | - |
| CLO-4 : | Enhance their Writing Skills in Media Studies | | | | | 2 | 80 | 70 | M | H | M | H | L | H | H | L | H | M | H | H | - | - | - |
| CLO-5 : | To Understand and usage of technical words in Hindi | | | | | 2 | 80 | 70 | M | H | M | H | L | H | H | L | H | M | H | H | - | - | - |
| Duration (hour) | | 9 | | 9 | | 9 | | 9 | | 9 | | 9 | | 9 | | 9 | | 9 | | 9 | | 9 | |
| S-1 | SLO-1 | HINDI CINEMA | | MEDIA AUR HINDI BHASHA | | REPORTARJ LEKHAN | | FILM REVIEW& VIGYAPAN | | PARIBHASHIK SHABDAVALI | | | | | | | | | | | | | |
| | SLO-2 | CINEMA KI AVDHARNA | | AVDHARNA | | AVDHARNA | | ARTH | | RTH | | | | | | | | | | | | | |
| S-2 | SLO-1 | UDBHAV | | SWARUP | | SWARUP | | ARIBHASHA | | ARIBHASHA | | | | | | | | | | | | | |
| | SLO-2 | VIKASH | | MAHATVA | | DDESHYA | | WARUP | | WARUP | | | | | | | | | | | | | |
| S-3 | SLO-1 | DOCUMENTRI MOVE KI AVDHARNA | | MEDIA MEN BHASHA KA PRAYOG | | AHATVA | | AWADHARNA | | RAKAR | | | | | | | | | | | | | |
| | SLO-2 | COMERCIAL MOVE KI AVDHARNA | | UTTARDAYITVA | | REPORTARJ LEKHAN KE PRATI RUCHI JAGANA | | FILM REVIEW KA MAHATTVA | | VADHARNA | | | | | | | | | | | | | |
| S-4 | SLO-1 | PRAYOJAN | | PRINT MEDIA | | REPORTAJ KI BHUMIKA | | VIGYAPAN AUR BAZAR | | RAYOJAN | | | | | | | | | | | | | |
| | SLO-2 | UDDESHYA | | ELECTRONIC MEDIA | | PRAYOJAN | | VIGYAPAN AUR ROZGAR | | DDESHYA | | | | | | | | | | | | | |

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|-----|-------|---|--------------------|----------------------------|--------------------------|------------------------------|
| S-5 | SLO-1 | MAHATVA | MEDIA KI JIMMEDARI | PRAYOG | PRINT VIGYAPAN | AHATVA |
| | SLO-2 | PRAKAR | SMACHAR LEKHAN | UTTARADAYITVA | VIGYAPAN KI BHASHA | RAYOG |
| S-6 | SLO-1 | PRISHTHBHUMI | REPORTER KE GUN | RIPOTARJ LEKHAN | AWADHARNA | DDESHYA |
| | SLO-2 | KARYASHALA | SAHAJTA | PUNRIKSHAN | ARTH | AKANIKI SHABDAVALI KA MHATVA |
| S-7 | SLO-1 | DOCUMENTRY KI VIDHI | NISPAKSHTA | LEKHAN VIDHI | ARIBHASHA | HINDI SE ANGREZI SHABD |
| | SLO-2 | DOCUMENTRY AUR COMERCIAL MOVE MEN ANTAR | PEET PATRAKARITA | SAMAJIK DAYRA | SWARUP | ANGREZI SE HINDI SHABD |
| S-8 | SLO-1 | COMERCIAL KI VIDHI | UTTARADAYITVA | SAHITYA ME RIPOTARJ LEKHAN | VIGYAPAN KE PRAKAR | EK DIN EK SHABD |
| | SLO-2 | MOVE VISLESHAN | BHASHA GYAN | PARIYOJNA KARYA | VIGYAPAN KI VISHESHTAYEN | SHABDON KA VISLESHAN |
| S-9 | SLO-1 | PARICHARCHA | PARICHARCHA | PARICHARCHA | VIGYAPAN MANG | PATH PRICHARCHA |
| | SLO-2 | PRASHNABHYASH | PRASHNABHYASH | PRASHNABHYASH | VIGYAPAN KA PRABHAV | PRASHNABHAYASH |

Learning Resources Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - |
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - |
| | Create | | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|--|--|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301 | 1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu | 1. Dr.S Preeti. Associate Professor & Head, SRMIST |
| Alumni Ananya Singh Trainee Associate (Finance Operations)Cargill Business Services India Building 9,2nd and 3rd Floor, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka | Student Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology | 2. Dr. Md.S. Islam Assistant Professor, SRMIST 3.Dr. S. Razia Begum, Assistant Professor, SRM IST |
| | | 4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST |

| Course Code | ULF23AE02J | Course Name | French for Specific purpose-II | | | Course Category | AE | Ability Enhancement Courses (AE) | | | | | | | | | | | | | | | L | T | P | O | C | | |
|----------------------------------|--|--------------------------|--|-----------------------------|------------------------|-----------------------------|---------------------------|----------------------------------|---------------------------------|-----------------------|---|-----|---|---|---|---|---|---|----|----|----|----|----|----|---|---|---|---|---|
| | | | | | | | | 1 | 0 | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| Pre-requisite Courses | | Nil | | | Co-requisite Courses | | Nil | | | Progressive Courses | | Nil | | | | | | | | | | | | | | | | | |
| Course Offering Department | | | French | | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | | | | |
| CLR-1 : | Strengthen the language of the students both in oral and written | | | 1 | 2 | 3 | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | | |
| CLR-2 : | Express their sentiments, emotions and opinions, reacting to information, situations | | | 2 | 75 | 60 | | | | Fundamental Knowledge | M | H | H | M | H | H | M | H | L | M | M | H | L | - | - | - | | | |
| CLR-3 : | Make them learn the basic rules of French Grammar. | | | | | | | | | H | H | L | H | H | M | H | M | L | L | H | M | L | L | H | M | - | - | - | |
| CLR-4 : | Develop strategies of comprehension of texts of different origin | | | | | | | | | H | H | L | M | H | M | L | H | M | M | M | H | M | M | H | H | - | - | - | |
| CLR-5 : | Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French | | | | | | | | | H | L | M | H | M | H | H | M | L | H | M | L | H | M | L | H | M | - | - | - |
| CLR-6 : | Extend and expand their savoir-faire through the acquisition of current scenario | | | | | | | | | M | H | H | L | M | M | H | H | M | L | H | M | L | H | M | - | - | - | - | |
| Course Learning Outcomes (CLO): | | | At the end of this course, learners will be able to: | | | 2 | 80 | 70 | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | o enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French | | | 2 | 75 | 60 | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-2 : | To strengthen the knowledge on concept, culture, civilization and translation of French | | | 2 | 80 | 70 | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-3 : | To develop content using the features in French language | | | 2 | 70 | 65 | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-4 : | To interpret the French language into other language | | | 2 | 70 | 70 | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-5 : | To improve the communication, intercultural elements in French language | | | 2 | 80 | 70 | | | | | | | | | | | | | | | | | | | | | | | |
| Duration (hour) | | 9 | | | 9 | | | 9 | | | 9 | | | 9 | | | | | | | | | | | | | | | |
| S-1 | SLO-1 | TOEIC | Les quantificateurs | Les prépositions de lieu | Les verbes irréguliers | La négation | | | | | | | | | | | | | | | | | | | | | | | |
| | SLO-2 | Qu'est-ce que c'est/ | le génitif | Les activités | le futur et | l'interrogation | | | | | | | | | | | | | | | | | | | | | | | |
| S-2 | SLO-1 | À qui est-il destiné ? | Les adjectifs | Les prépositions de temps - | le conditionnel | Les activités | | | | | | | | | | | | | | | | | | | | | | | |
| | SLO-2 | Les compétences évaluées | et pronoms possessifs | Les activités | les modaux | l'exclamation | | | | | | | | | | | | | | | | | | | | | | | |
| S-3 | SLO-1 | Le nom | les pronoms | les temps et | La suggestion | Les activités | | | | | | | | | | | | | | | | | | | | | | | |
| | SLO-2 | Le pluriel des noms | Les pronoms personnels | Les activités | le conseil | l'emphase | | | | | | | | | | | | | | | | | | | | | | | |
| S-4 | SLO-1 | Les indéterminables | les pronoms compléments | les aspects- | Les exemples | Les exemples | | | | | | | | | | | | | | | | | | | | | | | |
| | SLO-2 | Les noms composés | Les activités | Les activités | le reproche | Les activités | | | | | | | | | | | | | | | | | | | | | | | |
| S-5 | SLO-1 | L'adjectif | pronoms réfléchis | Le présent simple | Les activités | l'impératif | | | | | | | | | | | | | | | | | | | | | | | |
| | SLO-2 | Les comparatifs | Les activités | Les activités | L'obligation | Les activités | | | | | | | | | | | | | | | | | | | | | | | |

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|-----|-------|------------------------------------|--------------------------------------|---|-----------------------------|------------------------------------|
| S-6 | SLO-1 | les superlatifs | les adverbes | Le présent be+ing | la permission | la voix passive |
| | SLO-2 | les articles définis (the) | Les activités | Les activités | l'interdiction | Les exemples |
| S-7 | SLO-1 | les articles indéfinis (a, an) | La place de l'adverbe dans la phrase | <i>Les exemples</i> | La capacité | les subordonnées relatives |
| | SLO-2 | Les exemples | Les activités | Le prétérit simple - Le prétérit be+V-ing | l'incapacité | Les activités |
| S-8 | SLO-1 | Les adjectifs | L'ordre des adverbes | Les exemples | les verbes à particule | Les subordonnées circonstancielles |
| | SLO-2 | Les exemples | Les activités | - Le présent perfect be+ing | les verbes suivis de V-ing | Les activités |
| S-9 | SLO-1 | pronoms possessifs (this et that) | les prépositions- | Le past perfect simple - | d'un infinitif avec sans to | A ne pas confondre |
| | SLO-2 | Les activités | Les exemples | Le past perfect be + ving - | Les exemples | Les activités |

| | |
|--------------------|--|
| Learning Resources | Theory: 1. “ <i>Réussir le nouveau TOEIC</i> ” Détails des épreuves, méthodologie, grammaire, et vocabulaire, Studyrama. |
| | Learning Assessment |

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Attendance (5%) | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|---------------|----------|-----------------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (5%)# | | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | | |
| Level 1 | Remember Understand | 30% | 30% | 30% | 30% | 20% | 20% | 20% | 20% | 30% | - | |
| Level 2 | Apply Analyze | 40% | 50% | 50% | 40% | 50% | 50% | 50% | 50% | 50% | - | |
| Level 3 | Evaluate Create | 30% | 20% | 20% | 30% | 30% | 30% | 30% | 30% | 20% | - | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|---|
| Experts from Industry | Expert from Higher Technical Institutions | Internal Experts |
| 1. Mr. Kavaskar Danasegarane Expert Maersk Global Service Center Pvt. Ltd | 1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University | 1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR |
| 2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt. | | 2. Mrs. Abigalai Assistant Professor, SRMIST, VDP |

| Course Code | UMS23G06T | Course Name | Quantitative Technique for business decision | Course Category | G | Generic Elective Course | | | | | | | | | | L | T | P | O | C | | |
|----------------------------------|--|--|---|---|---|--|---------------------|-------------------------------|------------------|----------------------|-------------------|-------------------|-------------------|----------------------|-------------------|---------------|------------------------|--------------------|---------|---------|---------|----|
| | | | | | | 4 | 0 | 0 | 2 | 4 | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | Nil | | Progressive Courses | Nil | | | | | | | | | | | | | | | |
| Course Offering Department | Mathematics and statistics | | Data Book / Codes/Standards | Graphs, Statistical table | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | Learning | | | ogram Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | To understand the concepts of linear programming problem | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To provide the knowledge of optimization techniques and approaches. | | | | Level of Thinking | Expected Proficiency | Expected Attainment | Scientific Knowledge | Problem Analysis | Design & Development | Analysis, Design, | Modern Tool Usage | Society & Culture | Environment & Ethics | Individual & Team | Communication | Project Mgt. & Finance | Life Long Learning | PSO - 1 | PSO - 2 | PSO - 3 | |
| CLR-3 : | To learn the concepts of transportation and assignment problem | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To learn the basic concepts of game theory | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To understand the sequencing problems | | | | | | | | | | | | | | | | | | | | | |
| CLR-6 : | To understand the concepts of linear programming problem | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | L |
| CLO-1 : | Explain the linear programming problem and its properties | | | | L | - | - | M | L | - | - | - | - | - | - | - | - | - | - | - | - | |
| CLO-2 : | Explain the fundamental concepts in linear programming problem and its applications. | | | | L | - | - | M | H | - | - | - | - | - | - | - | - | - | - | - | - | |
| CLO-3 : | Explain the concepts of transportation and Assignment problem | | | | H | - | - | M | M | - | - | - | - | - | - | - | - | - | - | - | - | |
| CLO-4 : | Relate the different types of game theory | | | | H | - | - | M | M | - | - | - | - | - | - | - | - | - | - | - | - | |
| CLO-5 : | Describe the different types of sequencing problems | | | | M | - | - | H | M | - | - | - | - | - | - | - | - | - | - | - | - | |
| | Learning Unit / Module 1 | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 | | | | | | | | | | | | | | | | | |
| Duration (hour) | 12 | 12 | 12 | 12 | 12 | | | | | | | | | | | | | | | | | |
| S-1 | SLO-1 | Introduction to Operations Research(O.R) | Introduction to Transportationmodel | Introduction of Networking Analysis | Game theory- Introduction | Sequencing Problems: Introduction - | | | | | | | | | | | | | | | | |
| | SLO-2 | Scope of O.R | Definition of Feasible, basic feasible and optimal solutions TP | Definitions of Networkingand project | Two person zero sum games | Assumptions made while solving Sequencingproblem | | | | | | | | | | | | | | | | |
| S-2 | SLO-1 | Some O.R. Models | Mathematical Formulation of TP | Basic components of networks | Main characteristics | Basic rules | | | | | | | | | | | | | | | | |
| | SLO-2 | Iconic Models, Analogue Models | General Procedure for finding solution of TP | Logical sequencing | Assumptions and limitations | Total elapsed time, Idle time, No passing Rule | | | | | | | | | | | | | | | | |
| S-3 | SLO-1 | Mathematical Models | Procedure of finding initial basicsolution using North west corner | Rules of Network constructions | Saddle point | Procedure for sequencing n jobs on 2 machines | | | | | | | | | | | | | | | | |
| | SLO-2 | Static Models ,Dynamic Models | finding initial basic solutionusing Least cost method - problems | Rules of Network constructions | Maximin - Minimax Principle | Problems for sequencing n jobs on 2 machines | | | | | | | | | | | | | | | | |
| S 4-5 | SLO-1 | Deterministic Models, Stochastic Models | Procedure of finding initial basicsolution using Row minima, column minima method | Numbering the events | Saddle point and value of the game | Problems for sequencing n jobs on 2 machines | | | | | | | | | | | | | | | | |
| | SLO-2 | Classification of Models | finding initial basic solution using Row minima, column minima -problems | Problems on Projects and number of events | Problems based on two-person zerosum game | Procedure for Sequencing n jobs on 3 machines | | | | | | | | | | | | | | | | |

| | | | | | | |
|------------------------------------|-------|--|--|---|---|--|
| S-6 | SLO-1 | Characteristics of O.R. | Procedure of finding initial basic solution using Vogel's approximate method | Problems on Projects and number of events | Problems based on Games with saddlepoint | Problems for sequencing n jobs on 3 machines |
| | SLO-2 | Principles of Modelling | finding initial basic solution using Vogel's approximate method | Problems to practice successor, preceding events | Problems on pure strategy | Problems for sequencing n jobs on 3 machines |
| S-7 | SLO-1 | General methods for solving O.R. Models | Unbalanced Transportation problem | Critical path analysis Network | Mixed Strategies, without saddle point | Procedure for sequencing n jobs on m machines |
| | SLO-2 | Main phases of O.R | Unbalanced Transportation problem | Critical path calculations-forward path calculations | 2 x 2 rectangular Games—introduction | Problems for Sequencing n jobs on m machines |
| S-8 | SLO-1 | Role of O.R in industry | Resolution of Degeneracy TP | Critical path calculations-backward path calculations | 2 x 2 rectangular Games— procedure | Problems for Sequencing n jobs on m machines |
| | SLO-2 | Role of O.R. in Various fields | Maximization of TP | Float of an activity event | 2 x 2 rectangular Games— problems | Problems for Sequencing n jobs on m machines |
| S 9 | SLO-1 | O.R and decision making | Introduction of Assignment Problem | Total float, free float, Independent float | Matrix oddment method for 3x3 games | Processing of 2 jobs on n machines – Introduction |
| | SLO-2 | Limitations of O.R. | Definition and Assumption of Assignment problem | Problem on Total float, free float, Independent float | Matrix oddment method for n x n games | Method of Processing of 2 jobs on n machines |
| S-10 | SLO-1 | Introduction to Linear Programming Problem (LPP) | Mathematical model of Assignment problem | Introduction of PERT | Procedure: graphical method of solving 2 x n games | Advantages and disadvantages of Method of Processing of 2 jobs on n machines |
| | SLO-2 | Mathematical formulation of LPP | Minimization case assignment problem | Definitions Of PERT, Optimistic time, Pessimistic time and most likely time | Procedure: graphical method of solving n x 2 games | Graphical method |
| S-11 | SLO-1 | Basic assumptions to formulate LPP | Minimization case assignment problem-Hungarian method | Problems on Optimistic time, Pessimistic time and most likely time | <i>Problems on graphical method of solving games</i> | Procedure for Processing of 2 jobs on n machines |
| | SLO-2 | Procedure for forming a LPP model | Unbalanced assignment problem | Problems on Optimistic time, Pessimistic time and most likely time | Domination Property—General Rule | Problems on Processing of 2 jobs on n machines |
| S-12 | SLO-1 | Graphic method of solving LPP | Maximization case assignment problem-Hungarian method | Statistical consideration in PERT | Domination Property—Problems | Problems on Processing of 2 jobs on n machines |
| | SLO-2 | Graphic method Special Cases | Travelling salesman problem | Probability of meeting the schedule time | Domination Property—Problems | Problems on Processing of 2 jobs on n machines |
| Learning Resources/Reference books | | <ol style="list-style-type: none"> 1. Gupta S.P (2012), P.K.Gupta and Dr.Manmohan , Business statistics and operation research, 5th Edition, Sultan Chand & Sons, New Delhi 2. Sundersan , V , Ganapathy Subramanian, K.S and Ganesan , K (2011), Research management technique, A.R. Publications-Nagapattinam 3. C.R.Kothari, “ Quantitative Techniques”, Vikas Publications , New Delhi | | | | |

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember | 30% | - | 30% | - | 30% | - | 30% | - | 30% | - |
| | Understand | | | | | | | | | | |
| Level 2 | Apply | 40% | - | 40% | - | 40% | - | 40% | - | 40% | - |
| | Analyze | | | | | | | | | | |
| Level 3 | Evaluate | 30% | - | 30% | - | 30% | - | 30% | - | 30% | - |
| | Create | | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | |
|--|--|
| Experts from Academic | Internal Experts |
| Dr. V. Prakash, Dr. Ambedhkar Government Arts College, Chennai | Ms. Madhumitha J, Ass. Prof., FSH, SRM IST |
| Dr. M. Vasantha, ICMR, Chennai | |

| Course Code | UCM23S02J | Course Name | Search Engine Marketing | Course Category | S | Skill Enhancement Course | | | | | | | | | | L | T | P | O | C | | | | |
|----------------------------------|--|--|-------------------------|--|---------------------------|-------------------------------------|-------------------------|---------------------------------|------------------------------------|-------------------|-----------------|----------------------|---------------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|--|--|
| | | | | | | | | | | | | | | | | 1 | 0 | 2 | 2 | 2 | | | | |
| Pre-requisite Courses | | Nil | Co-requisite Courses | | Nil | Progressive Courses | | Nil | | | | | | | | | | | | | | | | |
| Course Offering Department | | Commerce | | Data Book / Codes/Standards | Nil | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
| CLR-1 : | To understand the basics and growth of search engine marketing | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | |
| CLR-2 : | To gain a brief knowledge over the outline of various segments of SEOs | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | |
| CLR-3 : | To learn how search engines work and how to improve rankings for any type of website | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To understand the calculation of various costs involved in SEM | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To gain overall knowledge about keywords and selection of the right ones | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Practical understanding of Search Engine Marketing | | | | H | H | M | H | M | M | M | H | L | L | L | M | M | H | H | H | H | H | | |
| CLO-2 : | Overcome obstacles that make search engine marketing daunting | | | | H | H | M | H | H | M | H | L | L | L | H | M | H | H | H | H | H | H | | |
| CLO-3 : | Create a focused search engine marketing program that will be supported by decision makers | | | | H | H | M | H | H | H | H | L | L | L | L | M | H | H | H | H | H | H | | |
| CLO-4 | Identify and resolve problems related to search engine marketing as they emerge | | | | H | H | M | H | H | M | H | L | L | L | L | M | H | H | H | H | H | H | | |
| CLO-5 | Specialize in optimizing web content with the right keyword for search results | | | | H | H | M | H | H | M | H | L | L | L | L | M | H | H | H | H | H | H | | |
| Duration (hour) | | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | | | Learning Unit / Module 5 | | | | | | | | | | | |
| | | 9 | | 9 | | 9 | | | 9 | | | | 9 | | | | | | | | | | | |
| S-1 | SLO-1 | Search Engine Marketing (SEM) - Introduction | | Overview of Search Engine Optimization (SEO) | | Content planning and creation | | | Pay Per Click (PPC) - Introduction | | | | Understanding of Keywords inSEM | | | | | | | | | | | |
| S-2 | SLO-1 | Search engines andtheir functions | | Segments of SEO | | Ad creation and Steps in Adcreation | | | Key Concepts of PPC | | | | Types of Keywords | | | | | | | | | | | |

| | | | | | | |
|------------------------------------|-------|---|---------------------------|--|--|-------------------------------------|
| S-3 | SLO-1 | Search engines and their functions | Concept of Organic SEO | Ad creation and Steps in Ad creation | Key Concepts of PPC | Types of Keywords |
| S-4 | SLO-1 | Objectives of Search Engine Marketing | Concept of Organic SEO | Ad Delivery, Ad Rotation and Ad Scheduling | Calculation of Pay Per Click (PPC) | Steps involved in keywords research |
| S-5 | SLO-1 | Objectives of Search Engine Marketing | On-page and Off-page SEO | Ad Delivery, Ad Rotation and Ad Scheduling | Calculation of Pay Per Click (PPC) | Steps involved in keywords research |
| S-6 | SLO-1 | Types of Search Engine Marketing | On-page and Off-page SEO | Ad Delivery, Ad Rotation and Ad Scheduling | CPM – Cost Per Mile | Steps involved in keywords research |
| S-7 | SLO-1 | Types of Search Engine Marketing | Concept of Local SEO | Site targeting – Introduction | Calculation of CPM Steps to get the best CPM | Keyword targeting |
| S-8 | SLO-1 | Benefits and Drawbacks of SEM | YouTube Ads | Steps involved in site targeting | CPA – Cost Per Acquisition | Campaigning – Types |
| S-9 | SLO-1 | Growth of SEM in India | Outline of Google AdSense | Functions of site targeting | Calculation of CPA Factors affecting CPA | Ad ranking and Ads auction |
| Learning Resources/Reference books | | 1) “Search Engine Marketing”, ANDREAS RAMOS AND STEPHANIE COTA, McGraw Hill Publication, November 2008. 2) “Search Engine Optimization & Marketing”, SUBHANKAR DAS, Chapman and Hall / CRC Publication, January 2021. 3) “Introduction to Search Engine Marketing & Ad words”, TODD KELSEY, Apress Berkeley, CA Publication, June 2017. | | | | |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|---------------|------------------------|---------------|----------|---------------|----------|---------------|----------|-----------------------------------|
| | Bloom's Level of Thinking | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%) | | Final Examination (50% weightage) |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| | | Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Expert |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Mrs. V. AMUDHANILA Mr. R. THANIGAIYARASU |

| | | | | | | | | | | | |
|-------------|-----------|-------------|--|-----------------|---|-----------------------|---|---|---|---|---|
| Course Code | UCD23V06T | Course Name | Career Readiness and Leadership Management | Course Category | V | Value Addition Course | L | T | P | O | C |
| | | | | | | | 2 | 0 | 0 | 2 | 2 |

| | | | | | | |
|----------------------------|----------------------|-----------------------------|-----|---------------------|-----|--|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | |
| Course Offering Department | Career Guidance Cell | Data Book / Codes/Standards | | | | |

| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|--|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|--|
| | | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| | | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | |
| CLR-1 : | Enable students to understand reasoning skills and mathematical concepts | | | | | | | M | M | H | M | M | M | L | M | M | M | M | M | M | H | H | |
| CLR-2 : | Prepare students for job interviews | | | | | | | M | M | H | L | M | M | L | L | M | M | M | L | L | H | H | |
| CLR-3 : | Help learners to develop the vocabulary of a general kind by developing their reading skill | | | | | | | M | M | H | M | M | M | L | M | M | M | H | L | M | M | H | |
| CLR-4 : | Nurture a creative and professional mindset | | | | | | | M | M | H | H | M | M | M | M | M | M | M | L | M | M | H | |
| CLR-5 : | Develop life-long skills students can use to seek jobs, internships and make career changes | | | | | | | M | M | H | H | M | M | M | M | M | M | M | L | M | M | H | |
| CLR-6 : | Assist students in seeking out opportunities to gain experience within their chosen career fields | | | | | | | M | H | M | H | M | M | M | M | M | M | M | L | M | M | H | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Solve the problems on reasoning | | | | 3 | 80 | 75 | | | | | | | | | | | | | | | | |
| CLO-2 : | Face interviews confidently | | | | 3 | 80 | 75 | | | | | | | | | | | | | | | | |
| CLO-3 : | Develop comprehension and interpretation skills | | | | 3 | 75 | 70 | | | | | | | | | | | | | | | | |
| CLO-4 : | Use design thinking as a strategy | | | | 3 | 75 | 70 | | | | | | | | | | | | | | | | |
| CLO-5 : | Assist students in choosing a career path during their course | | | | 3 | 75 | 70 | | | | | | | | | | | | | | | | |
| CLO-6 : | Show a better awareness of the process of career exploration and how their own interests and skills connect with a chosen professional path. | | | | 3 | 75 | 70 | | | | | | | | | | | | | | | | |

| Duration (hour) | 6 | 6 | 6 | 6 | 6 | |
|-----------------|-------|--------------------------------------|----------------------------------|--|--|--|
| S-1 | SLO-1 | Partnership | Self-Image and Self-Presentation | Extempore Practice Session | Entrepreneurship - Introduction | Decision Making |
| | SLO-2 | Partnership related solving problems | Etiquettes | Extempore Practice Session | Entrepreneurship - Vision, Value Proposition | Decision Making – Activity |
| S-2 | SLO-1 | Cryptarithmic | Interview Skills - Introduction | How to approach Virtual & In Person Interviews | Entrepreneurship - Business Model | Leadership Skills - Ethics & Ethical Decision Making |
| | SLO-2 | Cryptarithmic – solving problems | Do's and Don'ts During Interview | Tips & Tricks to Crash Interview | Entrepreneurship – Revenue Streams | Leadership Skills - Decision Making – Case Study |
| S-3 | SLO-1 | Ordering, Ranking | Mock Interview – Session 1 | Types of Paragraph | Entrepreneurship - Sales | Management – Definition |
| | SLO-2 | Grouping | Mock Interview – Session 2 | Paragraph Forming Questions | Entrepreneurship - Marketing Channels | Manager – Traits |
| S-4 | SLO-1 | Venn Diagrams | Mock Interview – Session 3 | Types of Sentences | Entrepreneurship - Quality Control | Leadership Skills - Management Challenges |
| | SLO-2 | Venn Diagrams solved questions | Mock Interview – Session 4 | Ordering of Sentences | Entrepreneurship - Customer Feedback | Change Management |

| | | | | | | |
|-----|-------|---|----------------------------------|------------------------------|------------------------------|--|
| S-5 | SLO-1 | Races and Games | HR Round – Practice Session | Skimming & Scanning | Leadership Skills | Novel Ways to Manage Energy in Work Place – activity |
| | SLO-2 | Problems on Ages | HR personal Interview -Session | Reading Comprehension | Leadership Skills Strategy | Energy Management |
| S-6 | SLO-1 | Clocks & Calendars | Email Etiquettes | Restatement | Leadership Skills – Planning | Work Force management |
| | SLO-2 | Identification of Cross Variable Relation | Email Drafting – Do's and Don'ts | Most Appropriate Restatement | Types of Leadership | Grievance Redressal Policy in Organisations |

| | | |
|--------------------|--|---|
| Learning Resources | 1. Abhijit Guha, <i>Quantitative Aptitude for Competitive Examinations</i> , Tata McGraw Hill, 5th Edition | 4. Bhatnagar R P, <i>English for Competitive Examinations</i> , Trinity Press, 2016. |
| | 2. Dr. Agarwal.R.S, <i>Quantitative Aptitude for Competitive Examinations</i> , S. Chand and Company Limited, 2018 Edition | 5. Craig E Johnson, <i>Meeting the ethical challenges of leadership</i> , Sage publications, 2018 |
| | 3. Edgar Thorpe, <i>Test of Reasoning for Competitive Examinations</i> , Tata McGraw Hill, 6th Edition | 6. Allan R Cohen, David L Bradford, <i>Influence without authority</i> , Wiley, 2018 |
| | | 7. T V Rao, <i>Managers who make a difference: Sharpening your management skill</i> , RandomHouse India, 2016 |

| Learning Assessment | | | | | |
|---------------------|---------------------------|---|-------------|-------------|--------------|
| Level | Bloom's Level of Thinking | Continuous Learning Assessment (100% weightage) | | | |
| | | CLA-1 (20%) | CLA-2 (20%) | CLA-3 (30%) | CLA-4 (30%)# |
| | | Theory | Theory | Theory | Theory |
| Level 1 | Remember | 20% | 10% | 20% | 20% |
| | Understand | | | | |
| Level 2 | Apply | 50% | 50% | 50% | 50% |
| | Analyze | | | | |
| Level 3 | Evaluate | 30% | 40% | 30% | 30% |
| | Create | | | | |
| | Total | 100 % | 100 % | 100 % | 100 % |

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | Experts from Higher Technical Institutions | Internal Experts |
|---|---|--|
| Experts from Industry | | |
| <i>Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai</i> | <i>Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore</i> | <i>Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST</i> |
| | | <i>Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance, FSH, SRMIST</i> |

| | | | | | | | | | | |
|-------------|-----------|-------------|------------------|-----------------|---|-------------------|---|---|---|---|
| Course Code | UMI23M01L | Course Name | My India Project | Course Category | M | Mandatory Courses | L | T | P | C |
| | | | | | | | 0 | 0 | 0 | 0 |

| | | | | | |
|----------------------------|-----------------|-----------------------------|------------|---------------------|------------|
| Pre-requisite Courses | <i>Nil</i> | Co-requisite Courses | <i>Nil</i> | Progressive Courses | <i>Nil</i> |
| Course Offering Department | <i>Commerce</i> | Data Book / Codes/Standards | <i>Nil</i> | | |

Assessment Method – Fully Internal

| Assessment Tools | Marks |
|---|-------|
| Review – I (Activities) | 50 |
| Review – II (Project report and Presentation) | 50 |
| Total | 100 |

SEMESTER - V

| | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|----------------------------------|--|---------------------------|--|----------------------------|--|---|-------------------|-----------------|---|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| Course Code | UCM23501J | Course Name | Basics of Cost Accounting | | | Course Category | C | Discipline-Specific Core Course | | | | | | | | | | L | T | P | O | C |
| | | | | | | | | | | | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | | Nil | | Progressive Courses | | | Nil | | | | | | | | | | | | |
| Course Offering Department | COMMERCE | | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | Impart the basic concepts of Cost Accounting and preparation of cost sheet | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Understand the Material Control and Pricing of Material Issue | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3 : | Familiarize with the accounting and control of labour cost and calculation of wages | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Make the students familiarise with absorption costing and overhead distribution | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Enhance the students to understand the concepts and preparation of Reconciliation of Financial and Cost Records | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Apply the basic concepts of cost accounting | | | | 3 | 75 | 65 | H | H | M | H | M | L | - | - | M | M | L | L | - | M | H |
| CLO-2 : | Efficient implication of concepts and techniques of Material Costing | | | | 3 | 75 | 65 | M | H | M | H | M | L | - | L | M | H | - | H | - | L | H |
| CLO-3 : | Efficient implication of concepts and techniques of Labour Turnover and calculation of remuneration. | | | | 3 | 75 | 65 | M | L | H | M | H | M | L | - | L | H | - | M | L | L | H |
| CLO-4 | Ascertain the methods of absorption of overheads | | | | 3 | 75 | 65 | H | M | M | M | H | L | - | L | L | H | - | M | - | L | L |
| CLO-5 | Apply the concept and prepare the Reconciliation Statement | | | | 3 | 75 | 65 | M | M | M | H | M | L | L | L | L | M | - | H | L | L | M |
| Duration (hour) | | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | | Learning Unit / Module 5 | | | | | | | | | | |
| | | 18 | | 18 | | 18 | | | 18 | | | 18 | | | | | | | | | | |
| S1 | SLO-1 | <i>Cost Accounting - Meaning of Cost, Costing, CostAccountancy</i> | | <i>Tender and Quotation</i> | | <i>Material Control – Meaning and Concepts, objectives</i> | | | <i>Labour Cost – Meaning & Definition</i> | | | <i>Meaning and definition of Overhead</i> | | | | | | | | | | |
| | SLO-2 | <i>Cost Accounting - Definition, Nature and objectives</i> | | <i>Difference between Tender and Quotation</i> | | <i>Essentials & Techniques of material control</i> | | | <i>Types of labour</i> | | | <i>Importance of Overheads</i> | | | | | | | | | | |

| | | | | | | |
|---------|-------|--|--|---|--|--|
| S2 | SLO-1 | <i>Significance of Cost Accounting</i> | <i>Practice Problems of Cost Sheet with Tender and Quotation</i> | <i>Purchase control- Purchase department</i> | <i>Measurement of Labour Turnover</i> | <i>Classification of overhead cost</i> |
| | SLO-2 | <i>Scope of Cost Accounting</i> | <i>Practice Problems of Cost Sheet with Tender and Quotation</i> | <i>Purchase department and its functions</i> | <i>Causes & Effects of Labour turnover</i> | <i>Codification and methods of codification of overhead expenses</i> |
| S3 | SLO-1 | <i>Cost centre, Profit centre and Cost unit, Function of Cost Accounting</i> | <i>Practice Problems of Cost Sheet with Tender and Quotation</i> | <i>EOQ-meaning and determination</i> | <i>Reduction of labour turnover</i> | <i>Steps in overhead accounting-Collection of Production overhead Departmentalization of Overhead and types of departments</i> |
| | SLO-2 | <i>Essentials of a Good Cost Accounting System</i> | <i>Practice Problems of Cost Sheet with Tender and Quotation</i> | <i>Determination of various stock levels</i> | <i>Computation of Labour Turnover</i> | <i>Departmentalization of Overhead and types of departments</i> |
| S4 – S6 | SLO-1 | <i>Simple cost sheet problem</i> | <i>Practices of Cost sheet with Tender and Quotation</i> | <i>Problems on EOQ and stock levels</i> | <i>Calculation of Labour turnover under Separation and Replacement Methods</i> | <i>Allocation and apportionment of overhead costs</i> |
| | SLO-2 | <i>Simple cost sheet problem</i> | <i>Practices of Cost sheet with Tender and Quotation</i> | <i>Practice Problems on EOQ Calculation with frequency of purchase</i> | <i>Computation of Labour turnover under Flux Method</i> | <i>Simple Problems on allocation of overheads</i> |
| S7 | SLO-1 | <i>Advantages of Cost Accounting</i> | <i>Cost ledger accounting-meaning-advantages of cost ledger</i> | <i>Computation of Stock Levels</i> | <i>Motion study, Time study</i> | <i>Difference between allocation and apportionment of overheads</i> |
| | SLO-2 | <i>Limitation of Cost Accounting</i> | <i>Cost control accounts-problems</i> | <i>Stock level computation for two components</i> | <i>Time Keeping department</i> | <i>Bases of Apportionment- principles of apportionment</i> |
| S8 | SLO-1 | <i>Financial accounting Vs Cost Accounting,</i> | <i>Reconciliation of cost and financial accounts-need for reconciliation</i> | <i>Stock level computation for more than one components</i> | <i>Cost accounting department</i> | <i>Primary distribution of overheads</i> |
| | SLO-2 | <i>Cost accounting vs. Management accounting</i> | <i>Reasons for disagreement in profit</i> | <i>Stores control-meaning, Simplification and standardization, storekeeping</i> | <i>Wage rate for costing purposes</i> | <i>Problems on Primary Distribution</i> |
| S9 | SLO-1 | <i>Techniques of costing & Methods of costing</i> | <i>Method of reconciliation</i> | <i>Issue control-Pricing of material issues</i> | <i>Treatment of Idle time and Over time</i> | <i>Allocation of overhead on Primary distribution method</i> |

| | SLO-2 | <i>Classification of cost</i> | <i>Procedure of reconciliation</i> | <i>Types of Pricing of Material Issues</i> | <i>Payroll Procedure</i> | <i>Allocation of overhead on Primary distribution method</i> |
|-----------|-------|---|--|--|---|---|
| S10 – S12 | SLO-1 | <i>Cost sheet – Introduction & Definition, Specimen of Costsheet</i> | <i>Practice Problems in Reconciliation Statement</i> | <i>Problems on FIFO</i> | <i>Remuneration and Incentives</i> | <i>Re – apportionment of service department costs to Production departments-methods</i> |
| | SLO-2 | <i>Cost Sheet with Raw Material- Cost Sheet with Raw Material and Scrap</i> | <i>Practice Problems in Reconciliation Statement</i> | <i>Practice problems on FIFO with a shortage of material</i> | <i>Time & Piece Rate Method – Straight Piece Rate System and Time Rate System</i> | <i>Problems in Re – apportionment-Direct re-distribution method</i> |
| S13 | SLO-1 | <i>Cost Sheet with Work-in-Progress</i> | <i>Memorandum Reconciliation Account</i> | <i>Preparation of stores ledger under LIFO Method</i> | <i>Problem on differential Piece Rate under Taylor’s Method</i> | <i>Practice problems on Repeated Distribution Method</i> |
| | SLO-2 | <i>Cost sheet with stock and inventories</i> | <i>Circumstances in which reconciliation can be avoided</i> | <i>Practice problems on LIFO with a shortage of material</i> | <i>Calculation of Straight piece rate and Differential Piece Rate Methods</i> | <i>Step Ladder Method</i> |
| S14 | SLO-1 | <i>Cost sheet with stock and inventories</i> | <i>Integrated cost accounting-meaning</i> | <i>Adopting FIFO and LIFO for Material Pricing</i> | <i>Problem on Merricks Differential Piece Rate Method</i> | <i>Methods of Absorption of Overheads</i> |
| | SLO-2 | <i>Cost Sheet with Finished Goods</i> | <i>Essential features of integrated accounting</i> | <i>Problems in HIFO method</i> | <i>Premium and Bonus plan</i> | <i>Advantages of Absorption of Overheads</i> |
| S15 | SLO-1 | <i>Cost Sheet with Closing Stock Valuation</i> | <i>Principles of integrated cost accounting system (Only Theory)</i> | <i>Problems in Base Stock method</i> | <i>Comparison between the Halsey plan and Rowan plan</i> | <i>Machine Hour Rate</i> |
| | SLO-2 | <i>Cost sheet with overheads</i> | <i>Principles of integrated cost accounting system</i> | <i>Pricing of Material under Average Pricing Methods</i> | <i>Computation of Premium and Bonus plan</i> | <i>Format of Machine Hour Rate</i> |
| S16 – S18 | SLO-1 | <i>Practice of Cost Sheet with Profit on Cost Calculation</i> | <i>Practice problems in the preparation of</i> | <i>Simple average method- Problems</i> | <i>Comparison between the Halsey plan</i> | <i>Calculation of Machine Hour Rate</i> |

| | | | | | | | | | | |
|--|---------------------------|--|--|----------------------------------|-----------------------------------|--|---|--------|---------------|--------|
| | SLO-2 | Practice of Cost Sheet with Profit on Sales Calculation | Reconciliation statement | Weighted average method-Problems | Comparison between the Rowan plan | Practice problems on Machine Hour Rate | | | | |
| Learning Resources/Reference books | | <ol style="list-style-type: none"> 1. T.S.Reddy & Y.Hari Prasad Reddy - Cost Accounting, Margham Publications, Chennai. 2. S.P. Jain and Narang - Cost Accounting, Kalyani Publishers, New Delhi. 3. Murthy & Guruswamy - Cost Accounting, Vijay Nicole Publications, Chennai 4. R. S. N. Pillai and Bagavathi - S Chand - New Delhi | | | | | | | | |
| Learning Assessment | | | | | | | | | | |
| | Bloom's Level of Thinking | | | | | Final Examination (50% weightage) | | | | |
| | | CLA - 1 (10%) | | CLA - 2 (10%) | | | CLA - 3 (20%) | | CLA - 4 (10%) | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |
| # CLA - 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc., | | | | | | | | | | |
| Course Designers | | | | | | | | | | |
| Experts from Industry | | | Experts from Higher Technical Institutions | | | | Internal Expert | | | |
| 1. Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | | | <ol style="list-style-type: none"> 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | | | | <ol style="list-style-type: none"> 1. Mrs. M.Meerabai 2. Dr.D.Bhuvanewari | | | |

| Course Code | UCM23502J | Course Name | Income tax Law and Practice - I | Course Category | | C | Discipline Specific Core course | | | | | | | | | | L | T | P | O | C | | | |
|----------------------------------|--|--|---------------------------------|---|---------------------------|---|---------------------------------|---|----------------------|---|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|---|
| Pre-requisite Courses | | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | 3 | 0 | 3 | 2 | 4 |
| Course Offering Department | | Commerce | | Data Book / Codes/Standards | Nil | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
| CLR-1 : | To understand the basics concepts of income tax | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | |
| CLR-2 : | To be aware of the component of salary and the tax treatment such | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | |
| CLR-3 : | To determine the tax treatment of salary on account of retirement benefit. | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To assess the income from house property | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To determine the income from business or profession | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Thorough knowledge in income tax | | | | 3 | 75 | 65 | H | M | L | M | M | H | - | L | - | H | - | - | - | - | M | | |
| CLO-2 : | Enriched knowledge in taxable component of salary | | | | 3 | 75 | 65 | H | M | - | M | M | H | L | L | - | H | - | M | - | - | M | | |
| CLO-3 : | Sound knowledge in profit in lieu of salary | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | L | H | - | M | - | - | M | | |
| CLO-4 : | Strongin computation of house property income | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | L | M | - | - | M | | |
| CLO-5 : | Familiar in computation of income from business or profession | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | - | M | L | - | M | | |
| Duration (hour) | | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | Learning Unit / Module 4 | | Learning Unit / Module 5 | | | | | | | | | | | | | | |
| | | 18 | | 18 | | 18 | | 18 | | 18 | | | | | | | | | | | | | | |
| S01 | SLO-1 | Income tax act 1961: Objectives of Taxation, | | Income from Salary: Definition, Features of salary income, Components of salary | | Profit in lieu of salary: Gratuity; their tax treatment, if the amount received during the service. | | Income from House property: Basic Charge; Conditions to be applied; Annual Value; | | Profit and Gains from Business of Profession: Definition of Business / Profession; | | | | | | | | | | | | | | |
| | SLO-2 | Canon of Taxation | | Allowances: Types of Allowances under tax point view; | | Gratuity; their tax treatment, if the amount received during the retirement. | | Procedure to determine Gross Annual Value; | | Meaning of profit; Methods of Accounting; | | | | | | | | | | | | | | |
| S02 | SLO-1 | Meaning of Tax, Types of tax, Direct and Indirect Tax, | | Tax treatment of such Allowance. | | Problems relating to Gratuity | | Procedure to determine Gross Annual Value under different circumstances | | Income chargeable under the head "profits and gains from business or profession"; speculative business; | | | | | | | | | | | | | | |
| | SLO-2 | Taxation system in India. | | Provisions related to fully taxable allowances | | Problems relating to Gratuity | | Municipal tax and conditions to claim such tax against GAV; | | computation of income from business; | | | | | | | | | | | | | | |

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| S03 | SLO-1 | Difference between Direct and Indirect tax | Provisions related to partly taxable | Problems relating to Gratuity | Net Annual Value; Determination of Net Annual Value; Deductions are to be | admissible deductions [sections 30 to 37]; Rent, rates, repairs and insurance for buildings; |
| | SLO-2 | Important Definition, Agricultural Income, Person, | Provisions related to partly taxable | Problems relating to Gratuity | claimed from Net Annual Value | Repairs and insurance of machinery, plant and furniture; Depreciation [section 32] |
| S04 – S06 | SLO-1 | Important Definition, Assessee, Types of Assessee. | Provisions related to exempted allowances; | Pension; Types; Tax treatment of pension. | Income from House Property under different circumstances. | Computation of depreciation allowance; Rates of depreciation; Expenditure on Scientific Research [Section 35]; |
| | SLO-2 | Meaning of Income, Features of Income | Perquisites: Meaning and definition; Types of Perquisites; tax-free Perquisites; | Problems Relating to Pension | Unrealised Rent Recovered and their tax treatment; Arrear Rent Received and their tax treatment; | specified businesses [Section 35AD]; Amortization of Preliminary Expenses [Section 35D]Basic principles of computing income from business |
| S07 | SLO-1 | Assessment year, Previous year, General and exception rule. | Taxable Perquisites for all employees; their tax provisions | Problems Relating to Pension | Provisions to adjustment of House Property Loss and Carry Forward such Loss. | Amortization of expenditure incurred under voluntary retirement scheme[Section 35DDA]; Other Deductions [Section 36]; Residuary Expenses [Section 37]; |
| | SLO-2 | Gross Total Income, Net Income, Procedure to rounding of taxable income/tax. | Taxable Perquisites for all employees; their tax provisions | Problems Relating to Pension | Problem related to determine Income from house property. | Expenses or payments not deductible in certain circumstances [section 40A] |
| S08 | SLO-1 | Rate of tax, Surcharge, Rebate u/s 87A, Tax liabilities | Taxable Perquisites for all employees; their tax provisions | Leave Salary and their tax treatment; | Problem related to determine Income from house property | Profits chargeable to tax [section 41]; Compulsory maintenance of accounts [section 44AA] |
| | SLO-2 | Undisclosed source of income, Tax rate applicable. Rebate u/s 87A; Surcharge. | Taxable Perquisites for specified employees; their tax provisions | Problems Relating to Leave Salary | Problem related to determine Income from house property | Presumptive taxation under section 44AD; Computation of income from business |
| S09 | SLO-1 | Residential status: Individual, HUF, Firm, Company, others. | Taxable Perquisites for specified employees; their tax provisions | Problems Relating to Leave Salary | Problem related to determine Income from house property | Computation of income from business |
| | SLO-2 | Provisions to compute the residential status of individuals. | Taxable Perquisites for specified employees; their tax provisions; Fringe benefits and their tax treatment. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of income from business |
| S10 -S12 | SLO-1 | Problems relating to the residential status of Individuals. | Deduction from gross salary: Standard deduction; Entertainment Allowances and Professional tax , Problems relating to the salary income with allowances and Deductions. | Problems relating to the salary income with allowances, perquisites, | Problem related to determine Income from house property | Computation of income from business |
| | SLO-2 | Problems relating to the residential status of Individuals. | Problems relating to the salary income with allowances and Deductions. | Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of income from business |
| S13 | SLO-1 | Problems relating to the residential status of HUF/Individuals. | Problems relating to the salary income with allowances and Deductions. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of income from business |
| | SLO-2 | Problem relating to the residential status of Firm / Company. | Problems relating to the salary income with allowances and Deductions. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of income from business |
| S14 | SLO-1 | Incidence / Scope of total Income: Indian Income; Foreign Income. Provisions for computation of total Income. | Problems relating to the salary income with perquisites and Deductions. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of income from business |

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| | SLO-2 | The problem relates to the scope of total income. | Problems relating to the salary income with perquisites and Deductions. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Profession: Procedure to computation of Professional Income; Computation of Professional Income |
| S15 | SLO-1 | The problem relates to the scope of total income. | Problems relating to the salary income with allowances, perquisites, and Deductions. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of Professional Income |
| | SLO-2 | The problem relates to the scope of total income. | Problems relating to the salary income with allowances, perquisites, and Deductions. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of Professional Income |
| S16 - S18 | SLO-1 | The problem relates to the scope of total income. | Problems relating to the salary income with allowances, perquisites, and Deductions. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of Professional Income |
| | SLO-2 | The problem relates to the scope of total income. | Problems relating to the salary income with allowances, perquisites, and Deductions. | Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions. | Problem related to determine Income from house property | Computation of Professional Income |

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|------------------------------------|---|--|
| Learning Resources/Reference books | <p>4. V.P. Gaur and D.B. Narang, Income tax law and practice, Kalyani Publications, New Delhi</p> <p>5. Vinod K. Singhania, Students Guide to Income Tax, Taxman. Publication, New Delhi</p> <p>6. H.C Mehrotra, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra.</p> | <p>7. Bhagavathi Pasad , Income Tax Law and Account – Vishwa Prakasan, New Delhi</p> <p>8. M.Jeevarathinam and C. Vijay Vishnu Kumar, Income Taxlaw and Practice, Vijay Nicole Imprints, Chennai</p> |
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Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| Experts from Industry | Experts from Higher Technical Institutions | Internal Expert |
|---|---|---|
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | <p>3. Dr. A Saraswathy. Associate Professor& Head, Department of Commerce,Government Arts College, Nandanam</p> <p>4. Dr. Rajarajen Vanjiko, Associate Professor &Head,Department of Commerce, Pachaiyappa's College, Chennai</p> | <p>1. Dr. M. JEEVARATHINAM</p> <p>2. Ms.A.N Amrin Fathima</p> |

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|--------------------|-----------|--------------------|------------------------------------|------------------------|---|---------------------------------|----------|----------|----------|----------|----------|
| Course Code | UCM23503J | Course Name | GST Procedure and Practices | Course Category | C | Discipline Specific Core | L | T | P | O | C |
| | | | | | | | 3 | 0 | 3 | 2 | 4 |

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|------------------------------|----------|-----------------------------|-----------------------------|----------------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | | Data Book / Codes/Standards | Nil | |

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|----------------------------------|--|----------|---------------------------------|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | Learning | Program Learning Outcomes (PLO) |
|----------------------------------|--|----------|---------------------------------|

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|---------------------------------|--|---|----------------------|-------------------------|------------------------|---------------|-------------------|-----------------|----------------------|----------|---------------------|---------------|------------|--------------|--------------------|---------------------|-----------------------|---------------|-----------------|------------|
| CLR-1 : | Understand the mechanism of indirect taxes in India. | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | Create awareness on changes in Indian Indirect tax system | Level of Thinking Expected Proficiency Attainment (%) | Expected Proficiency | Expected Attainment (%) | Disciplinary knowledge | Communication | Critical thinking | Problem solving | Analytical reasoning | Research | Reflective thinking | Self-directed | Leadership | Readiness/Qu | Life-long learning | Professional skills | Experiential learning | Employability | Decision making | ICT Skills |
| CLR-3 : | Introduce the concepts of goods and services tax in India | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Understand the significance of GST for businesses. | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Learn and understand goods and services tax mechanism in India. Get an idea about customs rules, procedures and documentation. | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Understand basics of GST and tax rates applicable in India | 3 | 75 | 65 | H | M | M | M | H | L | L | L | M | M | L | - | - | - | M | |
| CLO-2 : | Familiarize with GST registration procedures and documentation | 3 | 75 | 65 | H | H | M | H | H | L | L | L | H | M | - | - | - | L | M | |
| CLO-3 : | Understand the working of input tax credit mechanism under GST | 3 | 75 | 65 | H | H | H | H | H | L | L | L | L | M | L | M | - | - | H | |
| CLO-4 : | Get knowledge about supply valuation under GST law. | 3 | 75 | 65 | H | H | M | M | H | L | L | L | L | M | - | - | - | - | - | |
| CLO-5 : | Expertise in accounting and filing of returns for GST transactions. | 3 | 75 | 65 | H | H | H | H | H | L | L | L | L | M | - | - | - | - | - | |

| Duration (hour) | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | Learning Unit / Module 5 | |
|-----------------|--------------------------|--|---|--|---|--|--|--|--|--|--|
| | 18 | | 18 | | 18 | | | 18 | | 18 | |
| S-1 | SLO - 1 | Basic Concepts -Concept | Concept of supply | | GST Composition levy, | | | Procedure relating to Levy (GST) | | Procedures under GST | |
| | SLO - 2 | Indirect tax | levy of GST, 2017 | | Exemptions from GST | | | Implication of levy on GST | | Assignment about the procedures for GST | |
| S-2 | SLO - 1 | Features of Indirect Taxes | Concept of supply related to composite | | Power to grant exemptions | | | Computation of Taxable Value | | Registration under GST law | |
| | SLO - 2 | Difference between Direct and Indirect Taxes | Concept of supply related to mixed supply | | Exempted goods under exemption notifications | | | Determination of Tax liability | | Case study about registration under GST law | |
| S-3 | SLO - 1 | Concept of GST, | Place, Time and Value of taxable supply. | | Exempted services under exemption notifications | | | Computation of Input tax credit | | Tax invoice credit and debit notes | |
| | SLO - 2 | Relevant Definitions under GST law | Practical concept of Time and value determination | | Case study related to exemption under GST taxation | | | Computation of Taxable Value and Tax Liability (IGST) Input Tax Credit | | Case study discussion about tax invoice input credit | |
| S 4 – S6 | SLO - 1 | Constitutional aspects of GST. GST Council: Constitution | Time value determination – practice | | Discussion on GST taxation exemption and levy | | | Relating to Levy (IGST) | | Different GST returns | |
| | SLO - 2 | Assignment on GST constitution | Implication of Time and value concept on GST | | Assignment on exemption limit and criteria for GST taxation | | | Levy calculation related GST | | Discussion about the pros and cons of GST | |

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|------------|---------|---|---|---|--|---|
| S-7 | SLO - 1 | Structure of GST | Significance of consideration. GOODS AND SERVICE TAX ACT | Input tax credit. | simple problems on utilization of Input Tax Credit | Electronic liability Ledger |
| | SLO - 2 | Functioning of GST | Importance towards GST implications | Registration under GST | Basic problems on Input tax credit | |
| S-8 | SLO - 1 | Introduction to Goods and Service Tax | Case study about the GST challenges at beginning | Assignment about GST registration by Small scale business | Meaning of Assessment under GST | Electronic credit Ledger |
| | SLO - 2 | History of Goods and Service Tax | Discussion of Case study about the GST with different forms | Assignment about GST registration by Medium scale enterprises | | |
| S - 9 | SLO - 1 | –Evolution of GST Act in India | The CGST Act, 2017 | Taxable turnover | Types of Assessment under GST - | Electronic cash ledger, |
| | SLO - 2 | Case study of | Implication of CGST | Computation process of Taxable turnover under GST | Furnishing Details of Outward and Inward Supplies | Different assessment under GST |
| S- 10 - 12 | SLO – 1 | Meaning of Goods and Service Tax | The SGST Act, 2017 | GST Registration Forms and Process | Outward supplies and Inward supplies | Interest applicable under GST (Period) |
| | SLO - 2 | Nature of GST - Objectives Of GST | Implication of SGST | Person Liable to Register Under GST | | |
| S- 13 | SLO – 1 | Need for GST | Integrated Goods and Service Tax Act, 2017 | Person Liable to Register Under GST - Compulsory Registration | Claim of ITC provisions and Returns | Penalty under GST |
| | SLO - 2 | Features of GST | Meaning and Definition of Terms Used in GST Act 2017 | Transportation of Goods without Invoice provisions | GST practitioners - provisions | Various provisions regarding e-way bill in GST |
| S-14 | SLO- 1 | Subsuming of taxes | Other Definitions related to GST | Exempted Goods and Services Under GST - | Annual return and Final return | Mechanism of Tax Deducted at Source (TDS) |
| | SLO - 2 | Benefits of Implementing GST | Levy of GST Basis of Charge of GST | Rates of GST | Problems on Assessment of tax and tax liability | tax collected at source (TCS) |
| S-15 | SLO - 1 | Case study of GST benefits | - Inter-State Supply– GST | GST at 5 % - GST at 12 % - | Problems on Assessment of tax and tax liability | Computation Mechanism of Tax Deducted at Source (TDS) |
| | SLO - 2 | Economic development through GST – Discussion as Assignment | Implication of Inter state supply under GST | GST at 18 % - GST at 28% | Assessment of Tax liability | Computation of TCS |
| S – 16 | SLO - 1 | Challenges of GST Regime — | Intra-state supply – GST implication | GST at 5 % - GST at 12 % - GST at 18 % - GST at 28% - problem | Problems on Assessment of tax and tax liability | Audit under GST |
| | SLO - 2 | Constitution of GST Council – | GST rates notified for supply of various goods and services | Procedure Relating to Levy (CGST & SGST) | Set Off – Concept in GST | Introduction to GSTN – Power and Functions of GSTN – |
| S – 17 | SLO - 1 | Structure, Power of GST and | Practical implication of GST | Various Schedules Related to Supply | Set Off computation | Design and Implementation Framework GSTN. |
| | SLO – 2 | Functions of GST Council | Reverse charge mechanism | Computation of Taxable Value and Tax Liability [CSGT & SGST] | Claim of input tax credit | Goods and Service Tax Suvidha Provider (GSP) - concept. |
| S- 18 | SLO – 1 | Revision of GST | Implication of Reverse charge mechanism | Computation of Taxable Value and Tax Liability [CSGT & SGST] | Computation of Claim of input tax credit | Challenges in GST |
| | SLO - 2 | GST amendment | Reverse charge mechanism impact | Determination of Taxable value and tax liability | Determination of Input tax credit | Prospects in GST and its application |

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| Learning Resources/Reference books | <ol style="list-style-type: none"> 1. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia- Barat's Publication 2. Indirect Taxation – Balachandran V – Sultan Chand and Sons Publications. 3. GST Ready Reckoner – V.S Datey - Taxmann Publications 4. GST – Charles – Vijay Nicole Publications | <ol style="list-style-type: none"> 5. Goods and Services Tax – Dr M.C. Mehotra Prof V.P Agarwal – Sahtiya Bhawan Publications 6. GST Law and Practice – R.G.Saha, S.K.Poddar, Shruthi Prabhakkar – Himalaya Publication House. 7. Singhania, V. K., & Singhania, M. (2020). Student's Guide to Income Tax Including GST. New Delhi: Taxmann Publication. 8. The ICAI Study Material for Final Course Group-II, Paper-8: Indirect Tax Laws [Module 1, 2, 3 and 4] | 9. |
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| Learning Assessment | | | | | | | | | | |
|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|--------|-----------------------------------|
| Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | | Final Examination (50% weightage) |
| | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | |
| | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 3 | Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

Practical Exercise:

- Learners are required to:
 - 1. Fill up online application for registration under GST for hypothetical firm.
 - 2. Fill up online various forms of GST Returns for hypothetical firm.
 - 3. Prepare e-Way bill for hypothetical firm.
 - 4. Practical problems on computation of input tax under reverse charge for hypothetical firm.
 - 5. Practical problems on payment of tax and interest, if any, for hypothetical firm

COURSE CONTENTS:

| Unit | Unit wise Weightage of Marks (in %) | | |
|---|-------------------------------------|--|--|
| 1: Basic Concepts | 15 | | |
| 2: Concept of Supply under GST law | 20 | | |
| 3. Levy of GST | 20 | | |
| 4: Procedures under GST | 25 | | |
| 5: Implications of GST and its Challenges | 20 | | |

| Course Designers | | |
|---|--|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | <ol style="list-style-type: none"> 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Dr.G.Sangeetha, Assistant Professor, Department of Commerce, SRM IST, Kattakulathur. |

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|-------------|-----------|-------------|------------------------|-----------------|---|--------------------------------------|---|---|---|---|---|
| Course Code | UCM23D01J | Course Name | BUSINESS COMMUNICATION | Course Category | D | Discipline Specific Elective Courses | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

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|----------------------------|----------|-------------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | Data Book / Codes / Standards | Nil | | |

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| Course Learning Rationale (CLR): | The purpose of learning this course is to: |
| CLR-1 : | To understand the Importance of Business Communication |
| CLR-2 : | To understand various Business language and Presentation |
| CLR-3 : | To understand the basic concepts of Letter writing |
| CLR-4 : | To familiarizes with report writing |
| CLR-5 : | To know various Modern Forms of Communication |

| Learning | | |
|---------------------------|--------------------------|-------------------------|
| 1 | 2 | 3 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| 3 | 95 | 90 |
| 3 | 95 | 95 |
| 3 | 90 | 90 |
| 3 | 85 | 80 |
| 3 | 95 | 90 |

| Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| H | M | H | M | M | M | L | H | H | H | H | L | L | M | M |
| H | M | H | M | M | H | L | H | H | H | H | L | L | M | M |
| H | M | M | H | M | H | L | H | H | H | H | L | L | M | M |
| H | H | M | M | M | H | L | H | H | H | H | L | M | H | H |

| | |
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| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: |
| CLO-1 : | Fundamental of Business Communication |
| CLO-2 : | Understand various Business language and Presentation |
| CLO-3 : | Theoretical and fundamental concepts of Letter writing |
| CLO-4 : | Know with report writing |
| CLO-5 : | Learn Modern Forms of Communication |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|---|-------------------------------------|--|------------------------------------|--|
| S-1 | SLO-1 Introduction of Business Communication | Practice in Effective Communication | Introduction of Business language | Management Information System(MIS) | Report Writing |
| S-2 | SLO-1 Meaning and Definition of Communication | Drafting Notice for Business | Importance of Business language | Definition & Need of MIS | Types of Reports |
| S-3 | SLO-1 Nature of business communication | Circular used in Business | Vocabulary words often confused; Wordsoften misspelt | Elements of MIS | Steps of Report writing |
| S-4 | SLO-1 Objectives of business communication | Minute used in Business | Oral Presentation Importance | Use of IT in MIS (Conceptual) | process of writing a report |
| S-5 | SLO-1 Importance of Communication | Resolution of the Business | Presentation Plan, | Role of MIS in Business | use of visuals such as tables, diagrams and charts in writing a report |

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|-------------|--------------|---|--|--|---|---|
| S-6 | SLO-1 | <i>Process and Types of Communication</i> | <i>CV writing</i> | <i>Power point Presentation, Visual aids.</i> | <i>Role of MIS in Decision Making</i> | <i>apply citation rules (APA style documentation) in reports.</i> |
| S-7 | SLO-1 | <i>Barriers to communication</i> | <i>Business Letter Writing</i> | <i>Letter writing</i> | <i>Decision Support System (DSS)</i> | <i>Introduction to Modern Forms of Communication</i> |
| S-8 | SLO-1 | <i>Principles of effective communication</i> | <i>Office Letter</i> | <i>Contents of Letter</i> | <i>Barriers to Effective Communication and</i> | <i>Modern Forms of Communication</i> |
| S-9 | SLO-1 | <i>Methods of Communication</i> | <i>Content writing for office letter</i> | <i>Kinds of Business Letters: Interview</i> | <i>Ways to Overcome the communication barrier</i> | <i>Fax- e-mail</i> |
| S-10 | SLO-1 | <i>Channels of Communication</i> | <i>Status Enquiry</i> | <i>Appointments, Acknowledgement and Promotion</i> | <i>Listening: Importance of Listening</i> | <i>Video conferencing</i> |
| S-11 | SLO-1 | <i>Types of Communication</i> | <i>Letter to enquire about the product</i> | <i>Specimen of Acknowledgement</i> | <i>Types of Listening</i> | <i>Social Networking</i> |
| S-12 | SLO-1 | <i>Dimensions of Communication</i> | <i>Quotation Order Confirmation</i> | <i>Enquires, Replies and Orders</i> | <i>Barriers to Listening</i> | <i>Blog Writing</i> |
| S-13 | SLO-1 | <i>Sample Business Letter</i> | <i>Writing of quotation letter</i> | <i>Specimen of Enquiries</i> | <i>Overcoming the listening barrier</i> | <i>Content writing</i> |
| S-14 | SLO-1 | <i>Format for Different Types of Business Letters</i> | <i>Refusal and Cancellation of Order</i> | <i>Specimen of Replies for enquiry and order</i> | <i>Listening situations</i> | <i>Internet Websites and their uses in Business</i> |
| S-15 | SLO-1 | <i>Template for Business Letter</i> | <i>Credit Collection & Claim</i> | <i>Sales letter, Circulars and Complaints</i> | <i>Developing Listening Skills</i> | <i>Strategic importance in e-communication</i> |

| | | |
|---------------------------|--|---|
| Learning Resources | 1) <i>Randolf H Hudson (1994), Business Communication, Jaico Publishing House, New Delhi</i> | 4) <i>Asha Kaul (2006), Effective Business Communication, Prentice Hall of India, New Delhi</i> |
| | 2) <i>Ramachandran (2007), Business Communication, Macmillan Publishers, New Delhi</i> | 5) <i>Meenakshi Raman, Prakash Singh, (2012), Business Communication, Oxford University Press, New Delhi.</i> |
| | 3) <i>K. Sundar and A. Kumara Raj, Essentials of Business Communication, Vijay Nicole, Chennai</i> | 6) <i>Jain, V K & Omprakash Biyani, (2012), Business Ethics and Communication, S Chand Co, New Delhi.</i> |

| Learning Assessment | | | | | | |
|----------------------------|---------------------------|--|---------------|-------------|-----------------|-----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | CLA – 2 (10%) | CLA-3 (20%) | CLA – 4 (10%) * | |
| | | Theory | Theory | Theory | Theory | Theory |
| Level 1 | Remember Understand | 40% | 40% | 40% | 30% | 30% |
| Level 2 | Apply Analyze | 30% | 30% | 30% | 40% | 40% |
| Level 3 | Evaluate Create | 30% | 30% | 30% | 30% | 30% |
| | Total | 100% | 100% | 100% | 100% | - |

* Assignments includes Seminars, Market Surveys, Case Study

* CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

| Course Designers | | |
|---|--|-------------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | <i>Ms. A.N. AMRIN FATHIMA</i> |
| | Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

| | | | | | | | | | | | |
|-------------|-----------|-------------|------------------------|-----------------|---|-------------------------------------|---|---|---|---|---|
| Course Code | UCM23D02J | Course Name | Business Ethics | Course Category | D | Discipline Specific Elective Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | | |
|----------------------------|----------|----------------------|--------------------------|---------------------|-----|--|
| Prerequisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | |
| Course Offering Department | Commerce | | DataBook/Codes/Standards | Nil | | |

| | | | |
|---------------------------------|---|---|----|
| Course Learning Rationale(CLR): | The purpose of learning this course is to: | | |
| CLR-1: | To provide best practices in business ethics | | |
| CLR-2: | To Explain professional ethics and issue related to professional ethics | | |
| CLR-3: | It summarize the importance of corporate governance and business ethics in India | | |
| CLR-4: | Business practices and corporate governance will gives clear idea to follow in business | | |
| CLR-5: | Different Indian ethos concepts and put them into effect in their work life | | |
| Course Learning Outcomes(CLO): | At the end of this course, learners will be able to: | | |
| CLO-1: | Describe about the business ethics followed in business | 3 | 80 |
| CLO-2: | Construct how ethics are been followed in business | 3 | 85 |
| CLO-3: | Enumerate the ethical decision making process | 3 | 75 |
| CLO-4: | Summarize the ethical practices in India | 3 | 85 |
| CLO-5: | Relate Indian ethos in business management | 3 | 85 |

| Learning | | |
|---------------------------|--------------------------|-------------------------|
| 1 | 2 | 3 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment(%) |
| 3 | 80 | 70 |
| 3 | 85 | 75 |
| 3 | 75 | 70 |
| 3 | 85 | 80 |
| 3 | 85 | 75 |

| Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |
| M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| M | H | M | H | M | H | L | M | M | L | M | L | L | L | L |
| M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|---|---|---------------------------------------|--|---|
| S-1 | SLO-1 Business Ethics: Introduction | Introduction to Professional Ethics | Ethical Decision: Introduction | Ethical Practices in Business Management | Indian Ethos: Need, |
| S-2 | SLO-1 Importance of Business Ethics | Ethics in Production and Product Development | Need for Ethical Decision | Application of Ethical Principles | purpose & relevance of Indian Ethos |
| S-3 | SLO-1 Characteristics of Business Ethics | Ethics in Marketing | Importance of Ethical Decision Making | Moral and Ethical Problems | Salient feature |
| S-4 | SLO-1 Objectives of Business Ethics | Ethics in HRM | Moral Philosophies in Decision Making | Issues Related to Business | Indian Heritage in Business Management |
| S-5 | SLO-1 Principles of Business Ethics | Ethics in Finance and Accounting Professional | Ethical Issues arise for Manager | Contemporary Cases on Corporate Strategy | Management Lessons from Indian Heritage |

| | | | | | | |
|------|-------|--|---|---|--|---|
| S-6 | SLO-1 | <i>Elements of Business Ethics Management</i> | <i>Ethics in Advertising</i> | <i>Kohlberg's Model</i> | <i>Climate Changes in Business</i> | <i>Concept of Indian Model of Management</i> |
| S-7 | SLO-1 | <i>Challenges in Business Ethics</i> | <i>Ethics in Media Reporting</i> | <i>Ethical Decision Making Process</i> | <i>Concept and Need Corporate Governance</i> | <i>Indian Socio-Political Environment In Business</i> |
| S-8 | SLO-1 | <i>Ethical Performances</i> | <i>Ethical Codes</i> | <i>Ethical Decision Making Process (Continuation)</i> | <i>Parties to Corporate Governance</i> | <i>Risk Mitigation in Business</i> |
| S-9 | SLO-1 | <i>Five Myths about Business</i> | <i>Managing of Business Ethics in Organization</i> | <i>STEP Model</i> | <i>Agency Theory</i> | <i>Types of Business Ethics in Indian Ethos</i> |
| S-10 | SLO-1 | <i>Levels of Business Ethics</i> | <i>Ethical Activities</i> | <i>STEP Model (Continuation)</i> | <i>Stewardship Theory</i> | <i>Leadership Pointers from Kautilya's Arthashastra</i> |
| S-11 | SLO-1 | <i>Stages of Moral Development in Business</i> | <i>Ethical Dilemmas</i> | <i>PLUS Filter Model</i> | <i>Popular Corporate Governance</i> | <i>VEDA Model of Leadership</i> |
| S-12 | SLO-1 | <i>Carol Giligan's Theory</i> | <i>Values, Belief, Norms & Standard</i> | <i>PLUS Filter Model (Continuation)</i> | <i>Japanese Model and Indian Perspective of Corporate Governance</i> | <i>Corporate Rishi Model</i> |
| S-13 | SLO-1 | Meaning of Moral Standards | Introduction on Ethical issues | <i>Case Study on ethical decision</i> | <i>Case Study on Corporate Governance</i> | <i>Case Study on ethics in Indian Companies</i> |
| S-14 | SLO-1 | Universal Standards | Ethical issues and its types | <i>Case Study</i> | <i>Case Study</i> | <i>Case Study</i> |
| S-15 | SLO-1 | <i>Case Study</i> | <i>Case Study on Unethical issues in business concern</i> | <i>Case Study</i> | <i>Case Study</i> | <i>Case Study</i> |

| | | |
|---------------------------|--|---|
| Learning Resources | 1. <i>ICSI and Taxmann Publication in Business Ethics and Corporate Governance 2021</i> 2. <i>B N Ghosh Business Ethics and Corporate Governance S Chand Publication 2019</i> | 3. <i>International Business Ethics by Charles Mitchell World Trade Press Publication 2021</i> 4. <i>Business Ethics: An Indian Perspective by A C Fernando, K P Muralidheeran & E K Satheesh Pearson Publication 2021</i> |
|---------------------------|--|---|

| Learning Assessment | | | | | | | | | | | |
|----------------------------|---------------------------|---|----------|------------|----------|------------|----------|-------------|----------|----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50% weightage) | | | | | | | | Final Examination(50% weightage) | |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level1 | Remember Understand | 20% | 20% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Level3 | Evaluate Create | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% |
| | Total | 100% | | 100% | | 100% | | 100% | | - | |

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini - Projects, Case - Studies, Self - Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|---------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1. Dr. J Srinivasan |

| | | |
|--|---|------------------------|
| | Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Dr. S. THIRUVARANGADAS |
| | | Dr. S. BHUVANESWARI |

| | | | | | | | | | | |
|-------------|-----------|-------------|----------------------------------|-----------------|---|-------------------------|---|---|---|---|
| Course Code | UCM23G01J | Course Name | ADVERTISING AND SALES MANAGEMENT | Course Category | G | Generic Elective Course | | | | |
| | | | | | | L | T | P | O | C |
| | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | |
|----------------------------|----------|----------------------|-------------------------------|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | | Data Book / Codes / Standards | Nil | |

| | |
|---|--|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: |
| CLR-1 : | Identify the role of advertisements adopted by organizations |
| CLR-2 : | Enrich the knowledge of IMC tools in advertising |
| CLR-3 : | Relate communication process among advertising agencies |
| CLR-4 : | Understanding about the various branding concepts |
| CLR-5 : | Explain about sale Management |

| Learning | | |
|---------------------------|--------------------------|-------------------------|
| 1 | 2 | 3 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| 3 | 80 | 70 |
| 3 | 85 | 75 |
| 3 | 75 | 70 |
| 3 | 85 | 80 |
| 3 | 85 | 75 |

| Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |
| M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| M | H | M | H | M | H | L | M | M | L | M | L | L | L | L |
| M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |

| | |
|--|---|
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: |
| CLO-1 : | Illustrate the concepts of advertising in a organization |
| CLO-2 : | Describe the role of IMC and media scheduling in advertising |
| CLO-3 : | Appraise the importance of communication and strategy management in advertising |
| CLO-4 : | Understanding the need of branding in advertising |
| CLO-5 : | Plan the use of sale forecasting and sale management in a organization |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|------|--|--|---|--|
| S-1 | SLO1 | Introduction to advertising | Introduction to IMC | Communication Process | Brand Creation & Concept of Brand |
| S-2 | SLO1 | Concept and Definition of Advertising | Definition and Importance | Nature of Communication | Characteristics of Brand |
| S-3 | SLO1 | Personal Selling vs. Advertising | Tools for IMC | Basic Model of Communication | Brand Evolution |
| S4 - s5 | SLO1 | Perform an action to buy a product | Make Blogging to imaginary company | Draw Advertising Communication layout | Role play the importance branding |
| | SLO2 | Experiment Product Campaign | Role playing the role of social media | Role Play the process of Communication in advertising | Mind Map the essential Need for brandingwith related in adidas company |
| S-6 | SLO1 | Importance of Advertising in Marketing | Modes of Advertising | Creative Strategy | Functions of brand |
| S-7 | SLO1 | Types of Advertising | Key factors influencing media selection | Importance of Creativity in Advertising | Types of brand |
| S-8 | SLO1 | Role of Advertisements | Media Scheduling | Creative Process | Selecting a Brand |
| S9 - | SLO1 | Perform word of mouth advertising | Debating the media of choosing for advertising | Analysis a case study on coco cola | Presentation on Brand value of Samsung |
| | | | | | Sales Management – Introduction |
| | | | | | types of Selling |
| | | | | | Sales Activities |
| | | | | | Debating the quality of sale manager |
| | | | | | Act as sale manager to promote mobilephones |
| | | | | | Selling Skill & Selling Strategies |
| | | | | | Sales Planning Process |
| | | | | | Sales Forecasting Methods |
| | | | | | Analysis Boost company sale details |

| | | | | | | |
|-------------|-------------|---|--|---|--|---|
| s10 | | | | marketing strategy | | |
| | SLO2 | Outline role of advertising in company | Prepare estimation for choosing media | Plan creativity process of any brand | Debating the need of branding | Estimate and prepare your own forecasting method |
| S-11 | SLO1 | Functions of Advertising | Types of Scheduling | Advertising Appeal | Branding Concept | Sales Budgeting Process |
| S-12 | SLO1 | Advertising Plan & Advertising Layout | Public Relations | Types of Advertising Appeal | Brand Equity – Meaning | Sales Force Management |
| S-13 | SLO1 | DAGMAR Approach | Process of Public Relations | Emotional Appeal and Rational Appeal | Building Strong Brands & Brand Positioning | Types of Sales Promotion & Sales Promotion and Product Life Cycle |
| S14- | SLO1 | Prepare how advertising budget | Outline CSR contribution in advertising to build brand | Categorize appeal process for making advertisement | Estimate the Brand Equity of BMW | Case study on Horlicks p/product life cycle |
| S15 | SLO1 | Draw a Advertising Layout for crocs brand | Grading communication tools impact inadvertising | Analysis Britannia advertising in relational appeal | Create a Blogging on your own brand | Write a report on how advertising influence abusiness |

| | | |
|---------------------------|--|---|
| Learning Resources | 1. George E Belch. Advertising and Promotion (11 th edition), Tata McGraw Hill, New Delhi. (2020) | 3. Sales and Advertising Management by S.Rajkumar & V.Rajagoplan S.Chand Publishing 2020. |
| | 2. Advertising and Sale Management by Mukesh Trehan & Ranju Trehan 2016 | 4. Keller, K.L., Parameswaran, A.M.G. and Jacob, I (2015). Strategic Brand Management: Building, Measuring and Managing Brand Equity (4 th Edition). Pearson Education India |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|--|-----|------------|----------|------------|----------|-------------|----------|---------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50%weightage) | | | | | | | | Final Examination(50%weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember Understand | 15% | 15% | 15% | 15% | % | 15% | 15% | 15% | 30% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|-------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1. Dr. R. Vijayalakshmi |
| | Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | 2. Dr. J. Srinivasan |

| | | | | | | | | | | |
|-------------|-----------|-------------|---------------------------------|-----------------|---|-------------------------|---|---|---|---|
| Course Code | UCM23G02J | Course Name | TRAINING AND DEVELOPMENT | Course Category | E | Generic Elective Course | | | | |
| | | | | | | L | T | P | O | C |
| | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | |
|----------------------------|----------|----------------------|---------------------------|---------------------|-----|
| Prerequisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | | Data Book/Codes/Standards | Nil | |

| | |
|--|---|
| Course Learning Rationale(CLR): | The purpose of learning this course is to: |
| CLR-1: | Understand the Basic Concepts of Training |
| CLR-2: | Identifies the linkages of Learning & Training design |
| CLR-3: | Develop T and formulate training & Group building methods |
| CLR-4: | Provide insight on training evaluation |
| CLR-5: | Focuses on the best practices of career management |

| Learning | | |
|----------|-------------------------|------------------------|
| 1 | 2 | 3 |
| Level of | Expected Proficiency(%) | Expected Attainment(%) |
| 3 | 80 | 70 |
| 3 | 85 | 75 |
| 3 | 75 | 70 |
| 3 | 85 | 80 |
| 3 | 85 | 75 |

| | |
|---------------------------------------|---|
| Course Learning Outcomes(CLO): | At the end of this course ,learners will be able to: |
| CLO-1: | Gain knowledge on training sources & needs. |
| CLO-2: | Understanding on Learning & Strategic Training |
| CLO-3: | Have an awareness about the Training methods & implementation |
| CLO-4: | Gain knowledge about Training Evaluation models |
| CLO-5: | Familiar with the concept of Career Management |

| Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |
| M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| M | H | M | H | M | H | L | M | M | L | M | L | L | L | L |
| M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|-------|---|---|--|--|
| S - 1 | SLO-1 | Introduction to Training | Learning - Meaning | Training implementation | Training Evaluation |
| S - 2 | SLO-1 | Rationale for Training, Culture and Other Contexts | Concepts & Theories of Learning | significance of training implementation | Reasons for Evaluating Training |
| S - 3 | SLO-1 | Training Process, Training Needs Assessment | Principles of Learning | implementation process for making and buying decisions | significance of training evaluation - Evaluation Models |
| S - 4 - S - 5 | SLO-1 | Presentation onNeed for Training | Describe the significance of Learning | Debate the need for training Implementation | Relate the Training Evaluation needs |
| | SLO-2 | Outline the process of Training | Presentation on Theories of Learning | Outline the process for makeand buy decisions | Define the significance of training needs |
| S - 6 | SLO-1 | Components & Sources ofData for Training Needs Analysis | Learning Process - Meaning & Nature | Training Methods - Presentation Methods, Hands-on Methods , Group Building Methods | Training Evaluation Design - Types of Evaluation Designs |
| S - 7 | SLO-1 | Needs Assessment Process - Competency Models | Conditions for Effective Learning, Learning Cycle | E-Learning & Use of Technologyin Training | Considerations in Choosing an Evaluation Design |

| | | | | | | |
|-----------------|-------|---|--|--|--|--|
| S - 8 | SLO-1 | Scope of Needs Assessment | Forces influencing working & learning, Strategic Training | Technology's Influence on Training, Technology & Multimedia | data collection for training evaluation | Increased Use of Training Partnerships & Outsourcing Training |
| S - 9 - S - 10 | SLO-1 | <i>Debate the Importance of training need analysis</i> | <i>Debate the process of learning</i> | <i>Role play - Training Methods</i> | <i>Relate the Components of training evaluation design</i> | <i>enumerate the Process of Training & Development</i> |
| | SLO-2 | <i>Relate the Components of Need Assessment</i> | <i>Seminar on Factors affecting strategic Training</i> | <i>Draw the various uses of Technology in e-learning</i> | <i>Draw the Data collection methods for Training Evaluation</i> | <i>Experiment the various the technologies used for training & Development</i> |
| S - 11 | SLO-1 | Implementation of Training Programme | Meaning & significance of training design | Computer-Based Training, Developing Effective Online Learning | Determining Costs & Threats to Validity | Introduction to career management and its Importance |
| S - 12 | SLO-1 | Training Delivery Competencies - Trainers and Training Styles | principles of training design | Mobile Technology & Training Methods, Intelligent Tutoring Systems | Evaluation Practices in different organizations | A Model of Career Development (Career Stages) |
| S - 13 | SLO-1 | Trainers Role & Skills for effective trainer | identifying the training objectives - Process of training design | Distance Learning, Technologies for Training Support | Measuring Human Capital and Training Activity | Career Management Systems |
| S - 14 - S - 15 | SLO-1 | <i>Role play : Training Styles</i> | <i>Demonstrate how training design works.</i> | <i>Relate Intelligent Tutoring System</i> | <i>Discuss the various evaluation practices in the organisations</i> | <i>outline the model for career management system</i> |
| | SLO-2 | <i>Role Play : Skills for effective Trainer</i> | <i>Discuss on the process of Training Design</i> | <i>Analyse the need for Training Support</i> | <i>Implement the measurement of human capital</i> | <i>Predict in brief about career management system</i> |

| | | |
|---------------------------|--|----|
| Learning Resources | Noe A. Raymond, "Employee Training and Development", Tata McGraw Hill Publications. Lynton P. Rolf & Pareek, Udai, "Training for Development", Vistaar Publications | 3. |
|---------------------------|--|----|

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|--|----------|------------|----------|------------|----------|-------------|----------|---------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination(50%weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember Understand | 20% | 20% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level3 | Evaluate Create | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

| Course Designers | | |
|---|--|------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1. Mr. R. Mohana Ruban |
| | Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

| | | | | | | | | | | | | | | | | | |
|----------------------------|-----------|-------------|------------------------------|-----|--|-----------------|---------------------|---------------------------|--|--|--|---|---|---|---|---|---|
| Course Code | UCM23S03J | Course Name | Fundamentals of Stock Market | | | Course Category | S | Skill Enhancement Courses | | | | | L | T | P | O | C |
| | | | | | | | | | | | | 1 | 0 | 1 | 2 | 1 | |
| Prerequisite Courses | Nil | | Co-requisite Courses | Nil | | | Progressive Courses | Nil | | | | | | | | | |
| Course Offering Department | Commerce | | Data Book/Codes/Standards | | | NIL | | | | | | | | | | | |

| | |
|---------------------------------|--|
| Course Learning Rationale(CLR): | The purpose of learning this course is to: |
| CLR-1: | To Understand Basics of stock market analysis and latest trends in today's stock markets |
| CLR-2: | To know how to operate Demat account and understand mutual Fund |
| CLR-3: | To study and learn the foundations of Marketing Analysis |
| CLR-4: | To explain how the trading activities are carried on stock market |
| CLR-5: | To understand the settlement Procedure |

| | | | | |
|--------------------------------|--|---|----|----|
| Course Learning Outcomes(CLO): | At the end of this course, learners will be able to: | | | |
| CLO-1: | summarize the overview of stock market | 3 | 80 | 70 |
| CLO-2: | Explain the student to operate Demat account for trading | 3 | 85 | 75 |
| CLO-3: | Indicates the types of trading activities | 3 | 75 | 70 |
| CLO-4: | Analyze to understand the risk in stock market | 3 | 85 | 80 |
| CLO-5: | Manipulate about placing and claim of trade activities | 3 | 85 | 75 |

| Learning | | | Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|---------------------------|--------------------------|-------------------------|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| | | | L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |
| | | | M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| | | | M | H | M | H | M | H | L | M | M | L | M | L | L | M | L |
| | | | M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| | | | H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |

| Duration (hour) | 6 | 6 | 6 | 6 | 6 |
|-----------------|---|--|---|--|--|
| S-1 | SLO-1 Capital Market in India, Investment in Stock Market - The process to invest | Demat - Demat and Depository | Introduction to Commodity Market, Currency Market | Portfolio Management, Trading Account and Free Demat Opening | Understanding Stock Quotations, Online trading of stock |
| S-2 | SLO-1 Primary Market vs Secondary Market | Opening of Demat Account and its application | Trading practices with Commodity Market | Equity - Cash and Derivative Market, Tools of Trading | Limit Order & Market Order |
| S-3 | SLO-1 Practical Learning on instruments of Primary and Secondary Markets | Mutual Funds - Introduction to Mutual Funds, Working of Mutual Fund with practices | Future and options | Fundamental Analysis – Economic Analysis with Practices | Trading Pattern & Settlement |
| S-4 | SLO-1 Indices & Initial Public Offering(IPO) | Types and Benefits of Mutual Fund, Factors Affecting the Choice of Mutual Fund | Call and Put Options | Industry and Company Analysis with Practices | Broker Registration – Procedure |
| S-5 | SLO-1 Practices on IPO applications | Debt & Hybrid Mutual Funds | Investment Psychology, Investor Types, Delivery, and Intraday Trading | Best Practices in Trading & Trading Psychology | Qualification of Stock Broker |
| S-6 | SLO-1 Learn from scratch about Indian Stock Markets, How the Indian stock market works | Investment practices on mutual funds | Intraday Trading Strategies | Risk of Investing in the Stock Market | Activities of Brokers & Broker Charges, Settlement Procedure |

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|------------------------------------|---|
| Learning Resources/Reference books | <ol style="list-style-type: none"> 1. <i>Introduction to Stock Market by Zerodha.com 2022</i> 2. <i>Stock Market investing by warren Anderson Smart finance publishing 2021</i> 3. <i>An Introduction to stock market and investment by Rod Davis Mcgraw Publication 2020.</i> |
|------------------------------------|---|

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment(50%weightage) | | | | | | | | Final Examination(50%weightag Theory |
|--------|---------------------------|--|----------|------------|----------|------------|----------|-------------|----------|---|
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember Understand | 15% | 15% | 15% | 15% | % | 15% | 15% | 15% | 30% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

| Course Designers | | |
|---|--|------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1.Dr.J.Srinivasan |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | 2.Ms.A.N Amrin Fathima |

| | | | | | | | | | | | |
|--------------------|------------------|--------------------|-----------------------|------------------------|------|---|----------|----------|----------|----------|----------|
| Course Code | <i>UCM23P02L</i> | Course Name | <i>Internship - 2</i> | Course Category | IAPC | Internship/Apprenticeship / Project/Community Outreach (IAPC) | L | T | P | O | C |
| | | | | | | | 0 | 0 | 0 | 0 | 1 |

| | | | | | |
|-----------------------------------|-----------------|------------------------------------|------------|----------------------------|------------|
| Pre-requisite Courses | <i>Nil</i> | Co-requisite Courses | <i>Nil</i> | Progressive Courses | <i>Nil</i> |
| Course Offering Department | <i>Commerce</i> | Data Book / Codes/Standards | <i>Nil</i> | | |

Guidelines for Summer Internship:

1. Students must undergo industrial training at the end of the Fourth semester for 20 Days in any industry and submit the report in the Fifth Semester Examination.
2. Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
3. Students should submit a acceptance letter from the industry for his/her Internship
4. Students must submit a Training Report along with training certificate. Issued by the industry
5. Report should have the following if Industrial training
6. Industry Profile
7. Company Profile
8. Job Profile
9. Internship Training Details
10. Feedback of the Training
11. Reporting Format – Minimum of 50 Pages and Maximum of 75 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5
12. Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
13. Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of Semester Examination
14. Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
15. If the Student has Failure to undergo the training or submit the report will be treated as a failure in that course and the student has to redo it in the forthcoming semesters

| Learning Assessment | Continuous Learning Assessment(50% weightage) | | Final Evaluation (50% weightage) | |
|----------------------------|--|------------|---|-----------|
| | Review – 1 | Review – 2 | Report | Viva-Voce |
| Project Work / Internship | 20% | 30 % | 30 % | 20 % |

SEMESTER - VI

| Course Code | UCM23601J | Course Name | Management Accounting | Course Category | | C | Discipline Specific Core | | | | | | | | | | L | T | P | O | C | | | |
|----------------------------------|---|---|-----------------------|---|---------------------------|--|--------------------------|---------------------------------|---|-------------------|-----------------|----------------------|--|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|---|
| Pre-requisite Courses | | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | 3 | 0 | 3 | 2 | 4 |
| Course Offering Department | | Commerce | | Data Book / Codes/Standards | Nil | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
| CLR-1 : | To understand the fundamentals of concepts of Management Accounting | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | |
| CLR-2 : | To study about various ratios | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | |
| CLR-3 : | To familiarize with fund and cash flow | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To study the techniques of budget | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To study various technique of making decisions related to Management Accounting | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Find out the ideal source of Management Accounting | | | | 3 | 75 | 65 | H | M | L | M | M | H | - | L | - | H | - | M | - | - | M | | |
| CLO-2 : | Ascertain the financial conditions using Management Accounting | | | | 3 | 75 | 65 | H | M | - | M | M | H | L | L | - | H | - | M | - | - | M | | |
| CLO-3 : | Apply the various tools of Management Accounting | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | L | H | - | M | - | - | M | | |
| CLO-4 | Efficient implication of budget | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | L | M | - | - | M | | |
| CLO-5 | Make a decision on the Management Accounting | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | - | M | L | - | M | | |
| Duration (hour) | | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | | | Learning Unit / Module 5 | | | | | | | | | | | |
| | | 18 | | 18 | | 18 | | | 18 | | | | 18 | | | | | | | | | | | |
| S1 | SLO-1 | Management Accounting meaning and Introduction | | Ratio Analysis Introduction, Meaning, Definition, Types, Advantages, Limitations, | | Fund Flow - introduction, Meaning | | | Meaning and Definition of Budget and Budgetary Control | | | | Marginal costing : Concept | | | | | | | | | | | |
| | SLO-2 | Definition, objectives of management accounting | | Types, Advantages and Limitations | | Transactions related to the flow of funds | | | Definition & Objectives | | | | Assumptions of marginal costing | | | | | | | | | | | |
| S2 | SLO-1 | Management Accounting – Functions | | Importance of Ratio Analysis | | Transactions related to the non-flow of funds, and | | | Essentials of Budget and Budgetary Control, | | | | Marginal Costing and Absorption costing, | | | | | | | | | | | |
| | SLO-2 | Advantages of management accounting | | Profitability ratios & Liquidity ratios - concept | | Steps required to prepare fund flow statement. | | | Uses and Limitations of Budget and Budgetary Control, Types | | | | Marginal costing vs absorption costing | | | | | | | | | | | |

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| S3 | SLO-1 | Limitations of management accounting | Turnover ratios – Concept | Techniques for the preparation of a schedule of changes in working capital | production Budget, Material Budget, Sales Budget - - Meaning | Advantages and limitations of marginal costing | |
| | SLO-2 | Financial statement analysis – Meaning and Methods | Solvency ratios - Concept | Necessary ledger Accounts / Funds from operation / Funds Flow Statement | Selling overheads budgets, Cash budget, Fixed budget & Flexible Budget – Meaning | Cost volume profit analysis, Break-even point, Margin of safety – Meaning | |
| S4-6 | SLO-1 | Problems related to Comparative Income statement | Problems Related to Profitability Ratios | Problem-related to fund flow statement - Working capital calculation | Problem related to production budget. | Simple Problem related to application of technique of marginal costing | |
| | SLO-2 | Problems related to Comparative Income statement | Problems Related to Profitability Ratios | Problem-related to fund flow statement - Working capital calculation | Problem related to production budget. | Simple Problem related to application of technique of marginal costing | |
| S7 | SLO-1 | Problems related to Comparative Income statement | Problems Related to Profitability Ratios | Problem-related to fund flow statement – Funds from operation | Problem related to Material budget. | Simple Problem related to application of technique of marginal costing | |
| | SLO-2 | Problems related to Comparative Balance sheet | Problems Related to Profitability Ratios | Problem-related to fund flow statement - Working capital calculation | Problem related to Material budget. | Simple Problem related to application of technique of marginal costing | |
| S8 | SLO-1 | Problems related to Comparative Balance sheet | Problems Related to Liquidity Ratios | Problems related preparation of non-current account ledger accounts | Problem related to Sales budget. | Problems related to Key Factors, | |
| | SLO-2 | Problems related to Comparative Balance sheet | Problems Related to Liquidity Ratios | Problems related preparation of non-current account ledger accounts | Problem related to Sales budget. | Problems related to Key Factors, | |
| S9 | SLO-1 | Problem related to Common Size Income statement | Problems Related to Liquidity Ratios | Problem-related statement. To fund flow | Problem related to Selling overheads budget. | Problems related to Sales Mix, | |
| | SLO-2 | Problem related to Common Size Income statement | Problems Related to Turnover Ratios | Problem-related statement. To fund flow. | Problem related to Selling overheads budget. | Problems related to Sales Mix, | |
| S10-12 | SLO-1 | Problem related to Common Size Balance sheet | Problems Related to Turnover Ratios | Problem-related statement. To fund flow | Problems related to production and materials budget | Problems related to Make or Buy decision, | |
| | SLO-2 | Problem related to Common Size Balance sheet | Problems Related to Profitability, Liquidity and Turnover Ratios | Problem-related statement. To fund flow | Problems related to sales selling and overheads budget | problems related to Explore in new markets. | |
| S13 | SLO-1 | Problem related to Common Size Balance sheet | Problems Related to Solvency Ratios | Cash flow statement, Introduction, meaning, Cash flow from operating activities. Cash flow from investing activities, Cash flow from financing activities. | Problem related to Cash budget. | problems related to plant merger decision | |
| | SLO-1 | Problem related to Common Size Balance sheet | Problems Related to Solvency Ratios | Procedure to the preparation of cash flow statement as per AS 3. Cash Flow Statement as Per AS 3 | Problem related to Cash budget. | Standard costing & Variance analysis: Concept and difference between estimated costing and standard costing | |
| S14 | SLO-1 | Problem related to Common Size Income statement and Balance sheet | Problems Related to Solvency Ratios | Cash Flow Statement as Per AS 3 | Problem related to Cash budget. | Types of variance analysis, Material, Labour. | |
| | SLO-2 | Problem related to Common Size Income statement and Balance sheet | Reverse method of Ratio. Problem related to determining the Proprietary funds | Cash Flow Statement as Per AS 3 | Problem related to Fixed budget. | problem related to Material cost Variance. | |
| S15 | SLO-1 | Problem related to Trend Analysis | Problem related to determining the Proprietary funds | Cash Flow Statement as Per AS 3 | Problem related to Flexible budget. | problem related to Material cost Variance. | |

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| | SLO-2 | Problem related to Trend Analysis | Problem-related to determining the BalanceSheet | Cash Flow StatementsPerAS3 | Problem related to Flexible budget. | problem related to Labour costVariance. |
| S16 - S18 | SLO-1 | Problem related to Trend Analysis | Problem-related to determining the BalanceSheet | CashFlow StatementsPerAS3 | Problem related to Flexible budget. | problem related to Labour costVariance. |
| | SLO-2 | Problem related to Trend Analysis | Problem-related to determining the BalanceSheet | CashFlow StatementsPerAS3 | Problem related to Flexible budget. | problem related to Labour costVariance. |

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| Learning Resources/Reference books | <ol style="list-style-type: none"> 1. S.N. Maheswari, Management Accounting – Sultan Chand & Sons, New Delhi 2. Manmohan & Goyal, Management Accounting – Sahithiya Bhavan, Agra 3. S.P. Gupta, Management Accounting – Sultan Chand & Sons, New Delhi | <ol style="list-style-type: none"> 4. R.S.N. Pillai & Bhagavathi, Management Accounting – S. Chand & Co. Ltd.,New Delhi 5. T.S. Reddy & Hari Prasad Reddy, Management Accounting – Margham Publications, Chennai 6. A. Murthy and S. Gurusamy, Management Accounting, Vijay Nicole Publishers, |
|------------------------------------|---|---|

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
|---|--|--|
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | <ol style="list-style-type: none"> 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | <ol style="list-style-type: none"> 1. Dr. M. JEEVARATHINAM 2. Dr. G. SANGEETHA |

| Course Code | UCM23602J | Course Name | Income Tax Law and Practice– II | Course Category | | C | Discipline Specific Core | | | | | | | | | | L | T | P | O | C | | | |
|----------------------------------|--|--|---------------------------------|---|---------------------------|---|--------------------------|---------------------------------|---|-------------------|-----------------|----------------------|-------------------------|---|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|---|
| Pre-requisite Courses | | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | 3 | 0 | 3 | 2 | 4 |
| Course Offering Department | | Commerce | | Data Book / Codes/Standards | Nil | | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
| CLR-1 : | To understand the basics concepts of Capital Gains | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | |
| CLR-2 : | To aware about the income from other sources | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | |
| CLR-3 : | To aware about the set-off and carry forward losses and aggregation of income. | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To know the deduction viz Chapter VI | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To determine the income from Individual and firm | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To determine the income from Individual and firm | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Knowledge gained from capital asset transfer. | | | | 3 | 75 | 65 | H | M | L | M | M | H | - | L | - | H | - | M | - | - | M | | |
| CLO-2 : | Enlightened knowledge about income from other sources | | | | 3 | 75 | 65 | H | M | - | M | M | H | L | L | - | H | - | M | - | - | M | | |
| CLO-3 : | Comprehensive knowledge in set-off and carry forward losses and Clubbing ofIncome. | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | L | H | - | M | - | - | M | | |
| CLO-4 | Solid in computation of deduction viz chapter VI | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | L | M | - | - | M | | |
| CLO-5 | Conversant in computation of income of Individual and Firm | | | | 3 | 75 | 65 | H | M | - | M | M | H | - | L | - | H | - | M | L | - | M | | |
| Duration (hour) | | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | | Learning Unit / Module 4 | | | | | Learning Unit / Module 5 | | | | | | | | | | |
| | | 18 | | 18 | | 18 | | | 18 | | | | | 18 | | | | | | | | | | |
| S1 | SLO-1 | Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Asset;Which is not included in a word of Capital Assets, Types of Capital Assets; | | Income from OtherSources: Definition, The income chargeable only under the head 'Income from othersources, Specified Income u/s52, General Income u/s 51, | | Clubbing of income: Transferring incomewithout transferring asseteither by way of an agreement or any otherway, | | | Deduction viz Chapter VI A: Deduction u/s 80C | | | | | Assessment of Individual: Computation of Total Income and Tax Liability in Case of Individual | | | | | | | | | | |

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|------------------|--------------|--|--|--|--|---|
| | SLO-2 | Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain / Long Term Capital Gain, | Dividends, Winnings from Lotteries / Card games / Crossword etc | Transferring asset on the condition that it can be revoked, Any income arising or accruing to your minor child where child includes both step child and adopted child. The clubbing provisions apply even to minor married daughter. | Problems related to Deduction u/s 80C | Computation of Total Income of Individual |
| S2 | SLO-1 | Transfer, Transaction is not treated as transfer, Cost of acquisition Capital Asset, Provision to determine Cost of Acquisition of Capital Assets / Cost of Improvement/ Indexed Cost and rules to determine Indexed Cost / Improvement. | Employees' contributions to provident fund etc, Interest on Securities, Amount received as a gift to be treated as income, | spouse receives any remuneration, Direct or indirect transfer of assets to your spouse by you for inadequate consideration, | Deduction u/s 80CCC and their relevant Problem | Computation of Total Income of Individual |
| | SLO-2 | Exemption availed from Capital Gain u/s 54, 54B, 54D, 54EC, 54EE, 54F, 54G, 54GA, 54GB | Income from letting of plant, machinery, or furniture, Income from letting of plant, machinery or furniture with building | Transfer of assets transferred directly or indirectly to your daughter in-law by you for inadequate consideration | Deduction u/s 80CCC and their relevant Problem | Computation of Total Income of Individual |
| S3 | SLO-1 | Exemption availed from Capital Gain u/s 54, | Deductions from income from other sources | Transferring any assets directly or indirectly for an inadequate consideration to any person or association of persons to benefit your daughter in-law either immediately or on deferred basis | Deduction u/s 80CCD(1) and their relevant Problem | Computation of Total Income of Individual |
| | SLO-2 | Exemption availed from Capital Gain u/s 54, | Computation of Income under the head of 'Income from other Sources'. | Computation of total clubbing Income with provision | Deduction u/s 80CCD(1B) and their relevant Problem | Computation of Total Income of Individual |
| S04 – S06 | SLO-1 | Exemption availed from 54D, Capital Gain u/s 54EC, | Computation of Income under the head of 'Income from other Sources'. | Computation of total clubbing Income with provision | Deduction u/s 80CCD (2) and their relevant Problem | Computation of Total Income of Individual |
| | SLO-2 | Exemption availed from 54D, Capital Gain u/s 54EC, | Computation of Income under the head of 'Income from other Sources'. | Computation of total clubbing Income with provision | Deduction u/s 80CCD (2) and their relevant Problem | Computation of Total Income of Individual |

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|-----------|-------|---|--|--|---|--|
| S07 | SLO-1 | Exemption availed from 54EE, Capital Gain u/s 54F, | Computation of Income under the head of 'Income from other Sources'. | Computation of total clubbing Income with provision | Deduction u/s 80D and their relevant Problem | Computation of Total Income of Individual |
| | SLO-2 | Exemption availed from 54G, Capital Gain u/s 54GA, 54GB | Computation of Income under the head of 'Income from other Sources'. | Computation of total clubbing Income with provision | Deduction u/s 80DD, 80U and their relevant Problem | Computation of Total Income of Individual |
| S08 | SLO-1 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Set-off and Carry forward Losses: Set off of losses, Intra-head Set off, Inter-head Set Off, | Deduction u/s 80DDB and their relevant Problem | Computation of Total Income of Individual |
| | SLO-2 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Exception rule of intra and inter Set Off losses, Procedure to Carry forward losses, | Deduction u/s 80E and their relevant Problem | Computation of Total Income of Individual |
| S09 | SLO-1 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80EE and their relevant Problem | Assessment of Firm: Conditions To Be Fulfilled By A Firm To Be Assessed As Such (PFAS): |
| | SLO-2 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80G and their relevant Problem | Claiming Deduction of Remuneration Paid To Partners; Claiming Deduction of Interest Paid/Payable To Partners |
| S10 – S12 | SLO-1 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80G and their relevant Problem | Provisions to Compute Book Profit |
| | SLO-2 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80G and their relevant Problem | Provisions to Compute Book Profit |
| S13 | SLO-1 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80G and their relevant Problem | Provisions to Compute Book Profit |
| | SLO-2 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80G and their relevant Problem | Provisions to Compute Book Profit |
| S14 | SLO-1 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80GGA, and their relevant Problem | Provisions to Compute Book Profit |
| | SLO-2 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80GGC and their Relevant Problem 80GGB, | Computation of firm's total Income |

| | | | | | | |
|-----------|-------|---|--|--|---|------------------------------------|
| S15 | SLO-1 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80QQB and their relevant Problem | Computation of firm's total Income |
| | SLO-2 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80RRB and their relevant Problem | Computation of firm's total Income |
| S16 – S18 | SLO-1 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80TTA, 80TTB and their relevant Problem | Computation of firm's total Income |
| | SLO-2 | Computation of Capital Gain with Exemptions | Computation of Income under the head of 'Income from other Sources'. | Computation of total Income with the provisions to set off and carry forward losses. | Deduction u/s 80TTA, 80TTB and their relevant Problem | Computation of firm's total Income |

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|------------------------------------|--|---|
| Learning Resources/Reference books | <ol style="list-style-type: none"> V.P. Gaur and D.B. Narang, Income tax law and practice, Kalyani Publications, New Delhi Vinod K. Singhania, Students Guide to Income Tax, Taxman. Publication, New Delhi H.C Mehrotra, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra. | <ol style="list-style-type: none"> Bhagavathi Pasad, Income Tax Law and Account – Vishwa Prakasan, New Delhi M.Jeevarathinam and C. Vijay Vishnu Kumar, Income tax Law and Practice, Vijay Nicole Imprints, Chennai |
|------------------------------------|--|---|

| Learning Assessment | | | | | | | | | | |
|---|---------------------------|--|----------|--|----------|---------------|----------|--|----------|-----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |
| Course Designers | | | | | | | | | | |
| Experts from Industry | | | | Experts from Higher Technical Institutions | | | | Internal Expert | | |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | | | | <ol style="list-style-type: none"> Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | | | | <ol style="list-style-type: none"> Dr. M. JEEVARATHINAM Ms.A.N Amrin Fathima | | |

| | | | | | | | | | | |
|-------------|-----------|-------------|---|-----------------|---|---------------------------------|---|---|---|---|
| Course Code | UCM23603T | Course Name | Research Methodology for Social Science | Course Category | C | Discipline Specific Core Course | | | | |
| | | | | | | L | T | P | O | C |
| | | | | | | 4 | 0 | 0 | 2 | 4 |

| | | | | | |
|----------------------------|----------|----------------------|----------------------------|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | | Data Book/ Codes/Standards | Nil | |

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|---|--|--|--|-----------------------------|--------------------------|-------------------------|--|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1: | Understand the basic concepts of research, types, process and ethics | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2: | Identification of research problem and sample | | | Level of T thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3: | Familiarize with various source of data collection and hypothesis testing | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | Disseminate the knowledge about data processing and statistical tools - SPSS | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | Layout or structure of research report and research publication | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes(CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1: | Apply basic concepts, approach and types of research | | | 3 | 75 | 75 | H | M | M | H | L | H | L | M | L | - | - | - | L | H | M |
| CLO-2: | Formulate research problem and design sample | | | 3 | 70 | 70 | M | H | H | H | L | H | H | L | M | L | M | M | H | L | L |
| CLO-3: | Know about sources of data collection, hypothesis testing and assumptions | | | 3 | 75 | 75 | H | M | L | H | H | H | H | M | M | L | L | H | L | H | M |
| CLO-4: | SPSS and its basic understanding and data processing | | | 3 | 85 | 85 | H | H | L | L | L | M | M | M | L | M | L | H | H | M | M |
| CLO-5: | Analysis of data and research report writing concepts | | | 3 | 85 | 85 | M | H | L | H | H | H | L | H | H | H | H | H | M | H | M |

| | Learning Unit/Module | Learning Unit/Module | Learning Unit/Module | Learning Unit/Module | Learning Unit/Module |
|----------------|----------------------|--|--|--|---|
| Duration(hour) | 12 | 12 | 12 | 12 | 12 |
| S-1 | SLO-1 | Research – meaning and importance | Research Design | Data-Meaning and importance | SPSS – Introduction, meaning and importance |
| | SLO-2 | Characteristics and objectives of research | Research Design (Continuation) | Source of data collection | Objective |
| S-2 | SLO-1 | Research Methodology and Social Science-Meaning & Introduction, Definition | Identification of research topic | Primary source of data collection meaning and importance | Data view and variable view |
| | SLO-2 | Importance research for social science | Selection of broad area | Methods of primary source of data | Data processing |
| S-3 | SLO-1 | Qualities of researcher | Focus on problem | Interview – importance and methods | Editing of data – meaning |
| | SLO-2 | Criteria for Good Research | Changing approach | Survey method | Types of editing |
| S-4 | SLO-1 | Types of Research | Problem identification | Questionnaire – importance and types | Coding of data |
| | SLO-2 | Types of Research (Continuation) | Formulation and statement of the problem | Secondary source – meaning | Importance of coding |

| | | | | | | |
|------|-------|--|---|--|--|---|
| S-5 | SLO-1 | Types of Research (Continuation) | Research methods | Methods of secondary data collection | Classification of data | Need of executive summary |
| | SLO-2 | Research Approaches | Importance and framing | Methods of secondary data collection | Importance | Chapterization meaning and importance |
| S-6 | SLO-3 | Research Approaches (continuation) | Choosing and constructing Variables –Types | Pilot study – meaning and objective | Methods of classification | Content of chapters |
| | SLO-2 | Inductive approach | Framing of Models | Hypothesis: Meaning and Importance's | Tabulation of data | Content of chapter |
| S-7 | SLO-1 | Deductive approach | Research questions- framing a questionnaire | Types of Hypothesis | Importance of tabulation | Appendix |
| | SLO-2 | Review of Literatures – Meaning | Types of Questions | Procedure for framing Hypothesis | Data diagrams | Bibliography |
| S-8 | SLO-2 | Importance and Need of Reviews | Population Vs sample | Testing of hypothesis | Graphical presentation | Presentation techniques |
| | SLO-2 | Procedure to be following in writing reviewof literature | Sampling: Meaning – Definition | Errors and its types | Analysis – meaning | Footnote and end note |
| S-9 | SLO-3 | Research Process | Types of Sampling | Type I and Assumptions | Interpretation meaning | References |
| | SLO-2 | Research Process (Continuation) | Importance of sampling | Type II and Assumptions | Objective of interpretation | Final proof |
| S-10 | SLO-1 | Identification of Research Gap | Tools used for sampling | Types III and Assumptions | Techniques of interpretation | Publishing research article |
| | SLO-2 | Development of Research Gap | Sampling Errors & Standard Errors | Type IV and Assumptions | Precautions of interpretation | Importance of publishing |
| S-11 | SLO-1 | Research ethics | Reason and need to understand | Tools used for analysis- meaningand importance | Importance of Analyze | Ways to publish data |
| | SLO-2 | Importance of research ethics | Controlling error | Types of statistical tools | Importance of Parametric Test and Nonparametric test | Ethical issues related to publishing data |
| S-12 | SLO-1 | Plagiarism meaning and types | Significance Value – Assumptions | Importance of Tool Implications | Types of parametric and non parametrictest | Mendeley |
| | SLO-2 | Ways to prevent plagiarism | Significance Value – Assumptions | Significance of ethical Conduct in Research | Parametric Vs Non Parametric Test | Importance for social science research |

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| Learning Resources/Reference books | <ol style="list-style-type: none"> 1. CR Kothari Gaurav Garg, Research Methodology Methods and Techniques 2. Ravilochanan P ,Research Methodology, Margham Publications 3. R.Prabhu,T.Raju&V.Krishnapriya, Research Methodology in Business Management, Vijay Nicole Publication, Chennai | |
|------------------------------------|--|--|

| Learning Assessment | | | | | | |
|---------------------|---------------------------|--|---------------|---------------|----------------|-----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | CLA – 2 (10%) | CLA – 3 (20%) | CLA – 4 (10%)# | |
| | | Theory | Theory | Theory | Theory | |
| Level 1 | Remember Understand | 30% | 30% | 30% | 30% | 30% |
| Level 2 | Apply Analyze | 40% | 40% | 40% | 40% | 40% |
| Level 3 | Evaluate Create | 30% | 30% | 30% | 30% | 30% |
| | Total | 100 % | 100 % | 100 % | 100 % | 100 % |

*CLA-4 can be from many combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1. Dr. R. Angayarkanni |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | 2. Dr. J Srinivasan |

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|-------------|-----------|-------------|-------------------|-----------------|----------|-------------------------------------|---|---|---|---|---|---|---|---|---|
| Course Code | UCM23D03J | Course Name | E-BUSINESS | Course Category | D | Discipline Specific Elective Course | | | | | L | T | P | O | C |
| | | | | | | 3 | 0 | 2 | 2 | 4 | | | | | |

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|----------------------------|-----------------|----------------------|---------------------------|---------------------|------------|
| Pre-requisite Courses | <i>Nil</i> | Co-requisite Courses | <i>Nil</i> | Progressive Courses | <i>Nil</i> |
| Course Offering Department | <i>Commerce</i> | | Data Book/Codes/Standards | <i>Nil</i> | |

| | |
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| Course Learning Rationale(CLR): | <i>The purpose of learning this course is to:</i> |
| CLR-1: | <i>To understand the basic concepts of Electronic Business</i> |
| CLR-2: | <i>To study the growth of in E-Commerce in modern Business world</i> |
| CLR-3: | <i>To provide an insight into various processing and information systems.</i> |
| CLR-4: | <i>To study the recent trends in Business</i> |
| CLR-5: | <i>To study the Government's Role in E-Business</i> |

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| Course Learning Outcomes(CLO): | <i>At the end of this course, learners will be able to:</i> |
| CLO-1: | <i>Gain knowledge about basic concept to Electronic Business</i> |
| CLO-2: | <i>Application of E-Commerce</i> |
| CLO-3: | <i>Apply Information Technology in Business</i> |
| CLO-4: | <i>Awareness on recent trends in Business</i> |
| CLO-5: | <i>Knowing the various E-Governance Techniques</i> |

| Learning | | |
|---------------------------|-------------------------|------------------------|
| 1 | 2 | 3 |
| Level of Thinking (Bloom) | Expected Proficiency(%) | Expected Attainment(%) |
| 3 | 75 | 65 |
| 3 | 75 | 65 |
| 3 | 75 | 65 |
| 3 | 75 | 65 |
| 3 | 75 | 65 |

| Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| H | L | M | H | L | H | L | M | L | L | M | L | L | M | M |
| H | H | L | M | M | H | - | M | M | L | M | L | L | M | L |
| H | H | M | H | - | H | L | M | M | L | M | L | - | - | L |
| H | H | M | H | M | H | - | M | M | L | M | M | L | M | M |
| H | H | M | H | M | M | L | M | M | L | M | M | - | L | M |

| Duration (hour) | Learning Unit /Module 1 | | Learning Unit /Module 2 | | Learning Unit /Module 3 | | Learning Unit /Module 4 | | Learning Unit /Module 5 | |
|-----------------|-------------------------|---|---|------------------------------------|---|--|-------------------------|--|-------------------------|--|
| | 15 | | 15 | | 15 | | 15 | | 15 | |
| S-1 | SLO-1 | <i>Introduction to e-Commerce</i> | <i>Internet Marketing and e-Tailing</i> | <i>Definition of E-Procurement</i> | <i>Meaning of E – Payment System</i> | <i>Meaning & Definition of E-Startups</i> | | | | |
| | SLO-2 | <i>Introduction to e-Business</i> | <i>Business-to-Consumer (B2C)</i> | <i>Processes of E-Procurement</i> | <i>Features of E – Payment System</i> | <i>Nature of E – Startups</i> | | | | |
| S-2 | SLO-1 | <i>Define the e-Commerce and e-Business</i> | <i>Business-to-Business (B2B)</i> | <i>E-sourcing, E-Tendering</i> | <i>Acceptability, Convertibility, Flexibility, Efficiency</i> | <i>Benefits of E – Startups</i> | | | | |
| | SLO-2 | <i>Features of E-Commerce</i> | <i>Consumer-to-Consumer (C2C)</i> | <i>E- Auctioning, E-Ordering</i> | <i>E - Payment System VS Traditional Payment System</i> | <i>Helps Cut Down Expenses, A Better Avenue to Communicate with Your Customers, Easy Inventory Tracking, Better Marketing and Advertising Platform</i> | | | | |

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|--------|-------|--|--|--|---|--|
| S-3 | SLO-1 | Pervasiveness | Benefits of Consumer-to-Consumer (C2C) | Uses and benefits of E-auctioning in the current scenario | Advantages of E - Payment System | Increased Business Reach, Increased Revenue Generation |
| | SLO-2 | Accessibility | Consumer-to-Business (C2B) | | Disadvantages of E - Payment System | Convenience and Safety |
| S-4 | SLO-1 | Inter-activity, Determination of Place | E-Business | Methods of E-Procurement | Types of E- Payment Systems | Challenges of E – Startups |
| S-5 | SLO-2 | Benefits of E-Commerce | Differences between E-Commerce and E-Business | Benefits of E-Procurement | Debit card, Credit card | Fierce Competition, Unrealistic Expectations, |
| S-6 | SLO-1 | Uses of E-Commerce | Differences; Operation | Time savings, Increased Efficiency | Smart Card, E-wallet | Hiring Suitable Candidates, Partnership Decision Making |
| | SLO-2 | E-Commerce VS Traditional Commerce | Resources, Business models | Improved communication and collaboration | Net banking, Mobile payments | Financial Management, Cyber Security, Winning Trust of Customers |
| S-7 | SLO-1 | Need for E-Commerce | Coverage | Reduced risk, Increased compliance with legal requirement | Electronic Clearing Services | Steps of Launching Online Business |
| | SLO-2 | objectives of E-Commerce | Define e-Marketplace | E-Governments & its implementation | Credit and Debit Card Payments | Develop your business plan, Validate your business idea, Be familiar with your competitors |
| S8- | SLO-1 | Nature of E-Business | Functions of e-market place | E-Government Services | Contactless Cards, Rupay Cards | Create a new product or service, Determine a scalable business plan |
| | SLO-2 | Scope of E-Business | Matching of buyers and sellers, | Meaning of E-Security | UPI | Establish your financial structure |
| S-9-10 | SLO-1 | E-Business Models | Facilitation of transactions | Dimensions of E-Security | RTGS | Locate potential vendors and suppliers, |
| | SLO-2 | Brokerage model | Institutional Infrastructure | Integrity, Non repudiation, | NEF | Create your business website, Choose an Ecommerce platform |
| S-11 | SLO-1 | Aggregator Model | E-Market Places | Authenticity, Confidentiality | IMPS | Understand the requirements for starting an online business from different perspectives |
| | SLO-2 | Infomediary Model | Types of E-market places | Privacy, Availability, | E-Payment | The Impact of E-Business on Different Fields and Industries |
| S-12 | SLO-1 | Community Model | Product online marketplace, online service marketplace, | Risk management, Application security, | AePS, E-Money | E-Tourism · Employment and Job Market |
| | SLO-2 | Value Chain Model | online rental marketplace, Hybrid model Hyperlocal marketplace | Physical security, Network security, compliance, Authorization | Benefits of E – Payment System- Reduced Transaction Costs, Secure ePayment Transactions | Online Real Estate |
| S-13 | SLO-1 | Manufacturer Model | e-Marketplace - applications | Scope of E – Security | Saved Time and Resources, Speed of ePayments | Online Publishing and e-Books |
| | SLO-2 | Advertising Model, Subscription | Features of e-market place | E-Commerce Security Environment | Complete Visibility into Electronic Payment Process | Banking and Personal Finance Online |

| | | | | | | |
|----------------------|--------------|-----------------------------------|---|--|--|---|
| | | <i>Model</i> | | | | |
| S-14 S-15 | SLO-1 | <i>Advantages of E-Business</i> | <i>Auctions & Its types</i> | <i>Threats in Computer Systems: Virus, Hacking</i> | <i>Limitations of E – Payment System</i> | <i>On-Demand Delivery Systems and E-Grocers</i> |
| | SLO-2 | <i>Disadvantage of E-Business</i> | <i>Benefits & Limitations of auctions</i> | <i>Sniffing, Cyber – Vandalism</i> | <i>Technical difficulties, Threats to passwords, Cost of fraud, Security concerns, Lack of technology literacy</i> | <i>Online Delivery of Digital Products</i> |

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|---------------------------|--|---|
| Learning Resources | <i>1. Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006</i> | <i>3. Dr. Sudeshna Chakraborty , Priyanka Tyagi - E Commerce for Entrepreneurs-1st edition BPB Publications</i> |
| | <i>2. Electronic Commerce: A Managerial Perspective, Turban, E. et al., Prentice Hall-2008.</i> | |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|---|-----|------------|----------|------------|----------|-------------|----------|----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50% weightage) | | | | | | | | Final Examination(50% weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember | 15% | 15% | 15% | 15% | % | 15% | 15% | 15% | 30% |
| | Understand | | | | | | | | | |
| Level2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| | Analyze | | | | | | | | | |
| Level3 | Evaluate | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Create | | | | | | | | | |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

#CLA-4 can be from many combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|--------------------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1. Mr. I. Enock, Assistant Professor |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | 2. Dr. Lenin S |

| | | | | | | | | | | | |
|-------------|-----------|-------------|-------------------|-----------------|---|-------------------------------------|---|---|---|---|---|
| Course Code | UCM23D04J | Course Name | Financial Markets | Course Category | D | Discipline Specific Elective Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | |
|----------------------------|----------|---------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | Data Book/Codes/Standards | | | Nil |

| Course Learning Rationale(CLR): | | The purpose of learning this course is to: | | Learning | | |
|---------------------------------|--|--|----|---------------------------|--------------------------|-------------------------|
| CLR-1: | | Understand the basics of financial markets to make informed investment decisions. | | 1 | 2 | 3 |
| CLR-2: | | Analyse market trends and identifying potential risks to mitigate losses. | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| CLR-3: | | Utilize financial instruments and strategies to maximize returns on investment. | | | | |
| CLR-4: | | Evaluate the impact of global events on financial markets and adjusting investment strategies. | | | | |
| CLR-5: | | Understand Derivatives markets and to device suitable strategies | | | | |
| Course Learning Outcomes(CLO): | | At the end of this course, learners will be able to: | | | | |
| CLO-1: | Ability to analyse and interpret financial data to make informed investment decisions. | 3 | 80 | 70 | | |
| CLO-2: | Proficiency in using financial tools and strategies to manage risk and maximize returns. | 3 | 85 | 75 | | |
| CLO-3: | Understanding the role of financial markets in the broader economy and their impact on society. | 3 | 75 | 70 | | |
| CLO-4: | Knowledge of the Foreign exchange and the ability to ensure compliance with exchange. | 3 | 85 | 80 | | |
| CLO-5: | Critical thinking skills to evaluate market trends and adjust investment strategies accordingly. | 3 | 85 | 75 | | |

| Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| H | M | M | M | H | H | M | M | - | L | - | H | M | M | H |
| H | M | M | M | H | M | L | L | M | M | M | M | M | M | H |
| H | H | M | M | H | H | M | H | M | L | M | M | H | M | H |
| M | M | M | - | M | H | L | M | M | M | - | M | H | M | M |
| H | H | M | M | H | M | M | H | H | H | M | M | H | M | H |

| | Learning Unit / Module 1 | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 |
|-----------------|--|--|---------------------------------------|--|------------------------------------|
| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
| S-1 | SLO-1 Introduction to Financial system | Overview of Indian Banking System | Introduction to Indian Capital Market | Foreign Exchange Markets | Introduction to Derivatives Market |
| S-2 | SLO-1 Financial system in India | Importance of Banking | Classifications of Capital Market | History of the Foreign Exchange Market | Definition to Derivatives Market |
| S-3 | SLO-1 Financial Market – Meaning | Functions of Banks | Primary Markets | Understanding Foreign Exchange Market | Types of Derivatives Market |
| S-4 | SLO-1 Importance of Financial market | Brick and Mortar Banking Model | Participants in Primary Market | Types of Foreign Exchange Market | Forward & Futures |
| S-5 | SLO-1 Role of financial market in economic development | Online Banking system in India | Trading System in Primary Market | Functions of Foreign Exchange Market | Options |
| S-6 | SLO-1 Classification of financial market | Roles of Banking in economic development | Secondary Market | Advantages of Foreign Exchange Market | Types of Options |
| S-7 | SLO-1 Financial market system in India | NBFCs – Nonbank Financial Companies | Importance of Secondary Market | Disadvantages of Foreign Exchange Market | Swaps |

| | | | | | | |
|------|-------|--|---|--------------------------------------|---|--|
| S-8 | SLO-1 | Financial Institutions-meaning | Role & Functions of NBFCs | Stock Exchanges in India | Impact of Exchange rates in foreign trade | Trading Mechanism |
| S-9 | SLO-1 | Functions of Financial Institutions in financial Markets | Ombudsman | BSE & Role of BSE | Exchange rate Theories | Types of OTC Securities |
| S-11 | SLO-1 | Financial Instruments | Financial Technology – Meaning Advantages of fintech | Capital indices | Factors influencing Exchange rates | Types of Traders |
| S-12 | SLO-1 | Types of Financial Instruments | Disadvantages of fintech | Sensex | Forex Leverage | Types of Settlement |
| S-13 | SLO-1 | Financial Services-Meaning | Role of Fintech in Financial markets | NIFTY | Tools for Exchange rate variations | Risks associates with Derivatives Market |
| S-14 | SLO-1 | Types of Financial Services | Regulations of Fintech in India | Global Indices | Spot Forex market | Advantages of Derivatives Market |
| S-15 | SLO-1 | Financial service sectors in India | Case Study on Fintech Companies | SEBI functions on market regulations | Forward forex market | Disadvantages of Derivatives Market |

| | | |
|---------------------------|---|---|
| Learning Resources | Text Books | <i>Reference Books</i> |
| | <ol style="list-style-type: none"> 1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services”, Pearson, Delhi. 2. Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House, New Delhi. | <ol style="list-style-type: none"> 3. M.Y. Khan, Financial services, Tata McGraw – Hill Publishing Company Limited, New Delhi 4. Gurusamy, Financial Markets and Institutions, Vijay Nicole Publications. 5. Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House, New Delhi. 6. B. Santhanam, Margham Publication |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|--|
| | Bloom’s Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Understand | | | | | | | | | |
| Level 2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| | Analyze | | | | | | | | | |
| Level 3 | Evaluate | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Create | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | <i>Mr K Murugan, Assistant Professor (Selection Grade), Department of Commerce, College of Science and Humanities, SRM IST, Ramapuram Campus</i> |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | <i>Dr.J. Kumar, Assistant Professor, Department of Commerce, College of Science and Humanities, SRM IST, Ramapuram Campus</i> |

| Course Code | UCM23G03J | Course Name | SERVICE AND RELATIONSHIP MARKETING | | | Course Category | G | Generic Elective Courses | | | | | L | T | P | O | C | | | | |
|----------------------------------|---|--------------------------|------------------------------------|-----------------------------|--------------------------|-------------------------|---------------------------------|--------------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| | Nil | | Co-requisite Courses | Nil | Progressive Courses | | Nil | | | | | | | | | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | | | | | | |
| Course Offering Department | COMMERCE | | | Data Book / Codes/Standards | | | Nil | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 | Learners will understand the concept of Service and RelationshipMarketing. | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 | Learners would find factors create awareness on consumerbehaviour in service context. | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3 | Learners will familiarize with the basic factors of service quality. | | | | | | | | | | | | | | | | | | | | |
| CLR-4 | Enable the learners to build and manage the customerrelationship. | | | | | | | | | | | | | | | | | | | | |
| CLR-5 | Gaining the better understanding about service Excellence andPerformance Measurement. | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 | Have an awareness about the Service and Relationship Marketing | | | 3 | 75% | 65% | H | M | M | H | M | H | L | M | L | L | M | L | L | M | M |
| CLO-2 | Gain knowledge on consumer behaviour in service context | | | 3 | 75% | 65% | M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| CLO-3 | Familiarizes the concept of service quality | | | 3 | 75% | 65% | H | H | M | H | M | M | L | M | M | L | M | L | L | L | L |
| CLO-4 | Learn the skill to build and manage the customer relationship | | | 3 | 75% | 65% | M | H | M | H | M | H | L | M | M | L | M | M | L | M | M |
| CLO-5 | Gain knowledge about service Excellence and PerformanceMeasurement | | | 3 | 75% | 65% | H | M | M | H | H | M | L | M | M | L | M | M | L | L | M |
| Duration (hour) | Learning Unit / Module 1 | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 | | | | | | | | | | | | | | | | |
| | 15 | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | |

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|----------------|---------|---|---|---|--|--|
| S-1 | SLO-1 | Introduction to Service and Relationship Marketing | Customer behavior and decision- making in service contexts | Service blueprinting and process mapping | Relationship types and stages | Service leadership and organizational culture |
| S-2 | SLO-1 | Definition and characteristics of services | Customer expectations and perceptions of service quality | Service customization and personalization | Relationship marketing strategies and tactics | Service standards and performance metrics |
| S-3 | SLO-1 | Relationship marketing concepts and goals | Customer complaints and service recovery strategies | Service innovation and new service development | Customer loyalty and retention | Service recovery and service guarantees |
| S 4- S5 | SLO-1 | Enumerate the various service sectors | Analysis the Role of technology and social media in Service Sector. | Assess the hyperlocal delivery model of Zomato | Key marketing metric to measure the CRM and CLV | List the tools to measure the Service Quality |
| | SLO-2 | A analysis the pros and cons of relationship marketing between Hotel and Tourism industry | Develop the strategies for Customer retention | Analysis the customer experience of Telecommunication | Calculate the customer life time value of hotel industry | Enumerate the RATER Scaling techniques for Service quality measurement |
| S 6 | SLO-1 | Customer value and customers Satisfaction | Service differentiation and positioning | International and cross-cultural service management | Ethics and social responsibility in relationship marketing | Employee engagement and service behavior |
| S-7 | SLO-1 | Service quality and its dimensions | Role of word-of-mouth in service marketing | Service quality gaps and measurement tools | Customer satisfaction and loyalty measurement | Continuous service improvement and innovation |
| S-8 | SLO-1 | Managing customer expectations | Customer segmentation and targeting | Service recovery and service guarantees. | Role of customer service in relationship marketing | Managing service crises and handling negative feedback |
| S-9 -S 10 | SLO-1 | Assessing the failures in the Service sector | Market research on service marketing – Case study | Evaluate the approaches of continuous Improvement in service industry | Analysis the feedback of Amazon by using closed loop feedback method | Formalize the process of benchmarking in the National Health Service |
| | SLO-2 | Develop the strategies to overcome the service failure | Analyses the communication mix of Ola | Analysis the gap between the expectation and perception of Customers | Evaluate the process for handling customer complaints | Best practices for developing the Tourism sector |
| S-11 | SLO -1 | Types of services | Service pricing strategies | Service excellence and its importance | Personalization and customization in relationship marketing | Service audit and evaluation |
| S-12 | SLO – 1 | Role of service in the economy | Service distribution channels | Service logistics and supply chain management | Building customer trust and rapport | Service performance and financial analysis |
| S-13 | SLO -1 | Marketing mix for services and 7Ps of service marketing | Service communication and promotion | Service sustainability concept | Managing service partnerships and alliances | Service quality certification and accreditation |
| S – 14- S – 15 | SLO – 1 | Built SWOT Analysis of any one service sector | Understanding the basis of Service branding of Air Lines | Identify the dimensions of CSR in TCS | Summarizes the Customer experience management of McDonalds | Evaluation of quality improvement Frameworks for Health care |

| | | | | | | | | | | |
|--|---------------------------|---|---|--|---|--|----------|------------------|-----------------------------------|--------|
| | SLO -2 | Identify recent trends in service marketing | Demonstrate the Customer relationship marketing dimensions of Zara – case study | Service marketing control as practice : A Case study | Case study in Service innovation | Service innovation - Business model approach | | | | |
| Learning Resources/Referencebooks | | 1. Services Marketing: People, Technology, Strategy by V. A. Zeithaml, A. Parasuraman, and Dwayne D. Gremler 2. Services Marketing and Management: An International Perspective by S.RameshKumar | | | 3. Relationship Marketing: New Strategies, Techniques and Technologies to Win the Customers You Want and Keep Them Forever by Evert Gummesson 4. Customer Relationship Management: Concepts and Technologies by V. Kumar and Werner Reinartz | | | | | |
| Learning Assessment | | | | | | | | | | |
| | Bloom's Level of Thinking | | | | Continuous Learning Assessment (50% weightage) | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory |
| Level 1 | Remember | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Understand | | | | | | | | | |
| Level 2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| | Analyze | | | | | | | | | |
| Level 3 | Evaluate | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Create | | | | | | | | | |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |
| # CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc., | | | | | | | | | | |
| Course Designers | | | | | | | | | | |
| Experts from Industry | | | | Experts from Higher Technical Institutions | | | | Internal Expert | | |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | | | | 1. Dr. A. Saraswathy, Associate Professor & Head, Commerce, Govt. Arts College for Men, Nandanam | | | | Dr. C. Sahila | | |
| | | | | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Commerce, Pachaiyappa's College, Nandanam | | | | Dr. P. Maheswari | | |

| | | | | | | | | | | |
|-------------|-----------|-------------|--|-----------------|---|-------------------------|---|---|---|---|
| Course Code | UCM23G04J | Course Name | WORK LIFE BALANCE AND EMPLOYEE RELATION | Course Category | G | Generic Elective Course | | | | |
| | | | | | | L | T | P | O | C |
| | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | |
|----------------------------|----------|----------------------|---------------------------|---------------------|-----|
| Prerequisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | | Data Book/Codes/Standards | Nil | |

| | |
|--|---|
| Course Learning Rationale(CLR): | The purpose of learning this course is to: |
| CLR-1: | Understand The Key Concepts Of Work Life Balance |
| CLR-2: | Enumerate The Effects And Impact Of Work From Home |
| CLR-3: | To Know About The Quality of Work life |
| CLR-4: | To understand the concepts & Approaches to employee relations |
| CLR-5: | Summarize the Statutory Regulations for employee relations |

| Learning | | |
|--------------------------|-------------------------|------------------------|
| 1 | 2 | 3 |
| Level of Thinking(Bloom) | Expected Proficiency(%) | Expected Attainment(%) |
| 3 | 80 | 70 |
| 3 | 85 | 75 |
| 3 | 75 | 70 |
| 3 | 85 | 80 |
| 3 | 85 | 75 |

| | |
|---------------------------------------|--|
| Course Learning Outcomes(CLO): | At the end of this course ,learners will be able to: |
| CLO-1: | Explain the basic concept of work life balances |
| CLO-2: | Summarize the impact of work life balances on work from home |
| CLO-3: | Construct workplace counseling among employees |
| CLO-4: | Illustrate the employee relations in workplace management |
| CLO-5: | Apply employees act in the organizations |

| Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |
| M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| M | H | M | H | M | H | L | M | M | L | M | L | L | L | L |
| M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|---|---|--|--|--|
| S - 1 | SLO-1 work life balance : Meaning & Definition | Concept of Work from home | Quality of work life | Employee Relations : Concepts & Introduction | Employee relations environment |
| S - 2 | SLO-1 Concepts of Worklife balance | nature & problems | work life and Work Ethics | Overview of Employee Relations | Development of the Trade Union Movement - Trade disputes Law |
| S - 3 | SLO-1 gender issues on work life | signs of imbalance in life and effects | employee services & creating a work life setting | Importance of Employee Relations | Employment Equality Act & Maternity Protection Act |
| S - 4 - S - 5 | SLO-1 Group Discussions on Worklife balance | Debate the problems of worklife imbalance | Role play - Work Ethics | Demonstrate the scope of Employee relations | Case study - Functions of Trade Union |
| | SLO-2 Relate the Components of Work life balance | Seminar on Factors affecting worklife | Analyze effective work life setting | Role play on Employer - Employee Relations | Debate the Trade disputes among employees |
| S - 6 | SLO-1 Industrial revolution - work and society | stress management | Workplace counseling | Employee Relations Management | Safety, Health and Welfare in the workplace |
| S - 7 | SLO-1 individual and cultural identities | Need and purpose | Models & training of Workplace counseling | Tools of Employee Relations Management | Labour relations commission |
| S - 8 | SLO-1 core values & institutional roles | measures to overcome from stress | Unethical behavior in workplace | Core Issues of Employee Relations Management | Labour court |

| | | | | | | |
|-----------------|-------|--|---|---|---|--|
| S - 9 - S - 10 | SLO-1 | Group Discussions on industrial Revolution | Role play on Stress management measures | Students play on Workplace counseling | Relate effective Employee Relationship Management | Role play - Labour relations commissions |
| | SLO-2 | students play on institutional roles | Demonstrate the causes of stress | Enumerate the unethical behaviour of employees in workplace | Group Discussion on Employee Relationship Management | Draw a chart on Safety, Health and Welfare 1 measures in the workplace |
| S - 11 | SLO-1 | Purpose of work - dimensions | time management - Need and purpose | Employee problem counseling | Strategic Employee Relations Management | Employee appeals tribunal - Joint labour committees |
| S - 12 | SLO-1 | physical dimensions | effective time management techniques | Employee absenteeism - Problems of Absenteeism | Nature & scope of Strategic Employee Relations Management | Equality officers - Rights commissioners |
| S - 13 | SLO-1 | spiritual dimensions | Creating a balance at work | Employee Turnover | Different Strategy Levels in an Organization - Strategy and Employment Policies | Minimum notice and Terms of Employment |
| S - 14 - S - 15 | SLO-1 | Discuss the purpose of worklife balance | Outline a flow chart for the Needof Time management | Group Discussion on Employee Absenteeism | Identify Effective Strategic Employee Relations Management | Role play on Employee appellate tribunal |
| | SLO-2 | Debate the spiritual dimensions | Group Discussion on Time management techniques | Debate on Employee problem Counseling | Relate various Employee Relation Strategies | Case study - Terms of Employment |

Learning Resources

1. A HAND BOOK ON WORK-LIFE BALANCE by Dr. C. Swarnalatha · 2017
2. Work Life Balance fundamentals by CB Rao Chand Publication 2018

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination(50% weightage) |
|--------|---------------------------|--|----------|------------|----------|------------|----------|-------------|----------|----------------------------------|
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember Understand | 20% | 20% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level3 | Evaluate Create | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

Course Designers

| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
|--|--|--------------------|
| Mrs. Abirami Manoj, General Manager, Maersk Global Services,Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1. R. MOHANA RUBAN |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head,Departmentof Commerce, Pachaiyappa's College, Chennai | |

| | | | | | | | | | | | |
|-------------------|-----------|--------------------|-------------------|------------------------|------|---|----------|----------|----------|----------|----------|
| CourseCode | UCM23P03L | Course Name | MINI PROJECT WORK | Course Category | IAPC | Internship/Apprenticeship / Project/CommunityOutreach (IAPC) | L | T | P | O | C |
| | | | | | | | 0 | 0 | 4 | 2 | 2 |

| | | | | | |
|----------------------------|-----|----------------------|--------------------------------|---------------------|--|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | |
| Course Offering Department | | Commerce | Data Book / Codes/Standards | | |

Guidelines:

1. Students should undergo a detailed mini research project, and should be submitted by the end of Sixth Semester.
2. The field of specialization is Human Resources, Marketing, Finance and related commerce and management-based topics.
3. The project work should be neatly presented in not less than 60 pages and not more than 70 pages.
4. Paper Size should be A4 and 1.5 line spacing should be used for typing the general text.
5. The general text shall be justified and typed in the Font style - Times New Roman and Font Size: 12 for text. Subheading shall be typed in the Font style (Font: Times New Roman/ Font Size: 14 for headings)
6. The report should contain the details regarding Introduction, Review of literature, Research Methodology, Analysis and interpretation, Findings, Suggestions and Conclusion.
7. The report should be professionally prepared and the candidate should submit the periodical report of the project to the supervisor.
8. Two reviews will be conducted before the Viva Voce. Each candidate should submit one hard copy and a soft copy in CD to the Department. After the evaluation, the hard copy will be returned to the candidate.

| Learning Assessment | | | | |
|---------------------|--|------------|----------------------------------|-----------|
| | Continuous Learning Assessment (50% weightage) | | Final Evaluation (50% weightage) | |
| | Review - 1 | Review - 2 | Project Report | Viva Voce |
| Mini Project Work | 20% | 30 % | 30 % | 20 % |

| | | | | | | | | | | | | | | | | |
|----------------------------|-----------|-------------|--------------------------|-------------------------------|---------------------|---------------------------------|-----|--|--|--|---|---|---|---|---|--|
| Course Code | UCM23701J | Course Name | ADVANCED COST ACCOUNTING | Course Category | C | Discipline Specific Core Course | | | | | L | T | P | O | C | |
| Pre-requisite Courses | | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | | | | | | | | | | |
| Course Offering Department | | Commerce | | Data Book / Codes / Standards | | | Nil | | | | | | | | | |

| Course Learning Rationable (CLR) | The Purpose of Learning this course is to | Learning | | |
|----------------------------------|--|---------------------------|--------------------------|-------------------------|
| CLR1 : | To understand the basic concepts of Job costing | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| CLR2 : | To study the various concepts and methods of Service Costing | | | |
| CLR3 : | To familiarize with the accounting treatment of Process Costing | | | |
| CLR4 : | To understand the methods of marginal costing | | | |
| CLR5 : | To study the various methods of variance | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | |
| CLO-1 : | Apply the basic concepts of job, batch costing | 3 | 75 | 65 |
| CLO-2 : | Efficient implication of concepts and methods of operating costing | 3 | 75 | 65 |
| CLO-3 : | Make an accounting treatment for process costing | 3 | 75 | 65 |
| CLO-4 : | Ascertain the techniques of Marginal Costing | 3 | 75 | 65 |
| CLO-5 : | Apply the methods and techniques of variance Analysis | 3 | 75 | 65 |

| Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| H | M | H | H | H | H | H | H | L | H | L | M | L | H | H |
| H | H | H | H | H | H | H | H | H | H | L | H | L | H | H |
| H | H | H | H | H | H | H | H | H | H | L | H | L | H | H |
| H | H | H | H | H | H | H | H | H | H | L | H | L | H | H |

| Duration(Hour) | 21 | 21 | 21 | 21 | 21 | |
|----------------|-------|---|---|--|---|---|
| S-1 | SLO | Meaning of job Costing-objectives, characteristics | Operating or Operation costing-meaning-operating costing units | Process costing-meaning and characteristics | Marginal costing: meaning and definition of marginal costing-features of marginal costing | Standard costing & Variance analysis: Meaning, objectives |
| S-2 | SLO | Advantages and disadvantages of job costing | Operating costing in some service industries | Types of Industries using process costing-advantages and disadvantages | Advantages and disadvantages of marginal costing | Significance and applications of Variance Analysis |
| S-3 | SLO | Ascertainment of job cost-Problems relates to job costing | Transport costing-advantages of operating costing in transport industries | Difference between process costing and job costing | Meaning of Variable Cost, fixed cost and semi-variable cost | Difference between estimated costing and standard costing |
| S-4 | SLO | Estimation of job cost-EBQ | Costing procedure in transport costing | Costing procedure and important aspects of process costing | Meaning Absorption costing-difference between marginal costing and absorption costing | Various Types of Standards |
| S-5 | SLO-1 | Problems Relates to job costing | Accumulation or collection of costs | Process losses and its treatment | Marginal Costing Break even Analysis | Types of variance analysis |
| S-6 | SLO-2 | Meaning of Batch costing-features of batch costing | Presentation and computation of cost unit in road transport business | Problems on process costing | Uses of BEP Analysis -Limitations of BEP Analysis | Meaning of material cost, labour and overhead variances |

| | | | | | | |
|------|-------|---|---|---|--|--|
| S-7 | SLO-1 | Objectives of batch costing and industries that use batch costing | Problems related to Transport costing | Problems with treatment of losses | Cost-Volume Profit Analysis- calculation of contribution, Margin of safety, fixed cost, variable cost- formula | Direct Material Cost Variance-formula for calculation for material variances |
| S-8 | SLO-2 | Ascertainment of batch costing | Problems related to Transport costing | Problems | Problems on BEP and CVP Analysis | Problems on material variance |
| S-9 | SLO-1 | Problems related to batch costing | Power house or boiler house costing | Inter-process profits - Transfer price and accounting method | Problems on BEP and CVP Analysis | problems |
| S-10 | SLO-2 | Contract costing-meaning, features of contract costing | Problems | Problems related to Inter process profit | Problems on BEP and CVP Analysis | problems |
| S-11 | SLO-1 | Distinction between job costing and contract costing | Costing for cinema theatre | Problems related to Inter process profit | Problems on BEP and CVP Analysis | Direct labour variance-formula for calculation of labour variances |
| S-12 | SLO-2 | Recording cost of a contract | problems | Work in progress and equivalent production-meaning-methods of computation | Problems on BEP and CVP Analysis | Problems on labour variances |
| S-13 | SLO-1 | Recording of value and profit on contracts | Costing for lodging houses | Problems related to only closing work in progress without process losses | Marginal costing and managerial decision making | Sales variances-meaning and types |
| S-14 | SLO-2 | Profit or loss on contracts | problems | Problems with process losses | Key factor or limiting factor -problems | Formula for calculating various types of sales variances |
| S-15 | SLO-1 | Problems related to contract costing | Operation costing-meaning | Problems with opening and closing work in progress without process losses | Make or buy decision - Problems | Problems related to sales variances |
| S-16 | SLO-2 | Problems related to contract costing | Special features of operation costing | Problems with process losses | Fixation of selling price - Problems | Problems related to sales variances |
| S-17 | SLO-1 | Problems related to contract costing | Some important point to be considered I operating and operation costing | Joint product costing-meaning- accounting treatment (only theory) | Sales mix decision-problems | Problems related to sales variances |
| S-18 | SLO-2 | Problems related to contract costing | Problems | By product costing-meaning and accounting treatment (only theory) | Product elimination decision -problems | Problems related to sales variances |

| | |
|---------------------------|--|
| Learning Resources | <ol style="list-style-type: none"> 1. T.S.Reddy&Y.HariPrasadReddy–CostAccounting,MarghamPublications,Chennai. 2. S.P.JainandNarang–CostAccounting,KalyaniPublishers,NewDelhi. 3. R.S.N.PillaiandBagavathi-SChand-NewDelhi |
|---------------------------|--|

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|--|-----|------------|----------|------------|----------|-------------|----------|---------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50%weightage) | | | | | | | | Final Examination(50%weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember | 15% | 15% | 15% | 15% | % | 15% | 15% | 15% | 30% |
| | Understand | | | | | | | | | |
| Level2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| | Analyze | | | | | | | | | |
| Level3 | Evaluate | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Create | | | | | | | | | |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

*CLA - 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper et

| Course Designers | | |
|---|--|------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Mrs. M.Meerabai. |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Dr.S.Tamilarasi |

| | | | | | | | | | | | |
|--------------------|-----------|--------------------|--------------------------------|------------------------|----------|--|----------|----------|----------|----------|----------|
| Course Code | UCM23D05J | Course Name | INTERNATIONAL MARKETING | Course Category | D | Discipline Specific Elective Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 3 | 2 | 4 |

| | | | | | |
|------------------------------|----------|-----------------------------|-----|----------------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | Data Book / Codes/Standards | Nil | | |

| | | | |
|----------------------------------|--|----------|---------------------------------|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | Learning | Program Learning Outcomes (PLO) |
|----------------------------------|--|----------|---------------------------------|

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|---------------------------|--------------------------|-------------------------|------------------------|----------------------|-------------------|-----------------|----------------------|------------------|---------------------|---------------|------------|--------------|--------------------|---------------------|-----------------------|---------------|-----------------|------------|
| CLR-1 : | To provide knowledge on the fundamental concepts of marketing | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | To understand the entry mode into international market | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related | Reflective thinking | Self-directed | Leadership | Readiness/Qu | Life-long learning | Professional skills | Experiential learning | Employability | Decision making | ICT Skills |
| CLR-3 : | To gain knowledge about International product management | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To have an understanding about pricing policy | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To understand the concepts of international logistics | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Familiarize with Global marketing procedures | 3 | 75 | 65 | H | H | L | H | L | - | M | H | M | L | H | H | L | H | L | |
| CLO-2 : | Awareness about entering into global market | 3 | 75 | 65 | H | H | L | M | L | H | L | L | M | M | H | H | M | H | M | |
| CLO-3 : | Knowledge about international marketing trends | 3 | 75 | 65 | H | H | M | H | L | H | M | L | M | L | M | H | H | L | H | |
| CLO-4 | Have practical knowledge about modes of operation. | 3 | 75 | 65 | H | H | M | H | L | H | L | M | M | M | L | H | H | M | L | |
| CLO-5 | Practical exposure of export and import | 3 | 75 | 65 | H | H | M | H | L | H | M | H | M | M | M | H | L | L | L | |

| Duration (hour) | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | Learning Unit / Module 4 | | Learning Unit / Module 5 | |
|-----------------|--------------------------|--|--|-------------------------------------|--------------------------|--------------------------------|--------------------------|--|--------------------------|--|
| | 18 | | 18 | | 18 | | 18 | | 18 | |
| S-1 | SLO 1 | Meaning of international marketing (IM) | Regulatory bodies | standardization vs. differentiation | Advertising issues | Issues Related to exports | | | | |
| | SLO 2 | Definition of international marketing (IM) | Laws pertaining to International marketing | Product development | Advertising regulations | processing an ExportOrder | | | | |
| S-2 | SLO 1 | Nature of International Marketing | Laws pertaining to International marketing | International product lifecycle | Advertising media | processing an ExportOrder | | | | |
| | SLO 2 | Characteristics of internationalmarketing | International Market Entry Strategies- meaning | Product diversification | Advertising strategies | Entering into export contract, | | | | |
| S-3 | SLO 1 | Scope of international marketing | Framework of market | Product customization | Advertising strategies | Entering into export | | | | |

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|-------------|--------------|--|--------------------------------------|--|---|--|
| | | | entry strategies | | | contract, |
| | SLO 2 | Significance of internationalmarketing | Indirect Exporting, | International marketing channels | Merits of international advertisement | Export Pricing and Costing |
| S 4 | SLO 1 | Principles of InternationalMarketing | Merits of indirectexporting | Importance’s | demerits of international advertisement | Export Pricing and Costing |
| | SLO 2 | Need of International marketing | Demerits of indirect exporting | Factors affecting channels | Global logistics management - meaning | Legal issues in IM |
| S-5 | SLO 1 | International market-entry opportunities; | Direct Exporting, | Marketing industrial products andservices globally | Steps in internationallogistics management | Ethical issues in IM |
| | SLO 2 | Reasons for entering internationalmarkets | Merits | Meaning of pricing | Steps in internationallogistics management | Nature of InternationalBusiness Disputes |
| S-6 | SLO 1 | Problems Faced in Internationalmarketing | Demerits | Need for pricing | International Logistics Functions | Proposed Action |
| | SLO 2 | Challenges in internationalmarketing | Foreign Direct investment | Pricing for international markets. | Outbound Logistics Functions | International Dispute Settlement Machinery |
| S 7 | SLO 1 | International marketing vs.domestic marketing | Foreign direct investment | Pricing for international markets. | Demand Forecasting | International Dispute Settlement Machinery |
| | SLO 2 | driving and restraining forces inintentional marketing | Joint venture, | Case study related to Pricing for international markets. | Significance of International Logistics | ethical Consideration inIM |
| S-8 | SLO 1 | The international marketing environment –meaning | Merits of joint venture | International product positioning, | Managing Rising Logistics Costs | Marketing Communications |
| | SLO 2 | Political environment | demerits of joint venture | Branding –meaning | Logistic Effect on SupplyChain Management | Export Marketing Documentation |
| S-9 | SLO 1 | Political risk environment | Mergers | International Branding | Managing the Logistics of a Global Organization | Significance of export documentation |
| | SLO 2 | Implication of political environment | Strategies for mergers | Essential requirements of International branding | International Logistics Vs. Supply Chain Management | declaration forms |
| S-10 | SLO 1 | Legal environment | Merits and demerits ofMergers , | Steps in Branding | Problem with International Logistics | disposal of export documentation form |
| | SLO 2 | Legal implications on internationalmarketing | Acquisitions | Steps in Branding | Political and LegalSystem | Export benefits and incentives |
| S-11 | SLO 1 | Legal systemsand Laws | Strategies required for acquisitions | International packaging-meaning | Economic Conditions | different types of exportincentive |

| | | | | | | |
|-------------|--------------|---|---|--|---|-------------------------------------|
| | SLO 2 | Laws pertaining to international marketing | Strategic Alliances | Essential requirements of packaging | Competition | different types of export incentive |
| S-12 | SLO 1 | Technological environment | Techniques involved in strategic alliances | Dumping | Availability of Technology | market development assistance |
| | SLO 2 | Social environment | Merits and demerits of strategic alliances | Price Distortion | Geography | market development assistance |
| s-13 | SLO 1 | Cultural environment | Franchising | Price Distortion | Financial Issues | export promotion of capital goods |
| | SLO 2 | implications of the cultural environment | Steps in franchising | Counter Trade, | Customs Barriers | export |
| s-14 | SLO 1 | implications of the cultural environment | Merits of franchising | Inflationary impact | Problem with Trade | Star Export Houses |
| | SLO 2 | Economic environment | Demerits of franchising | Media Selection, | International distribution systems – meaning | Star Export Houses |
| s-15 | SLO 1 | Case study related to Economic environment | Turnkey operations | Personal Selling, | Types of international distribution channel | Agri Export Zones |
| | SLO 2 | Case study related to technological environment | Strategies for turnkey operations | Public Relations | Types of international distribution channel | Agri Export Zones |
| s-16 | SLO 1 | Case study related to social environment | International marketing research approaches – meaning | Sales promotion -meaning | Functions | Target Plus Scheme |
| | SLO 2 | methods of payment in international trade | International marketing research process | Techniques | Benefits | Target Plus Scheme |
| s-17 | SLO 1 | international trade theories | International marketing research process | Advantages | Developing marketing strategies program for international marketing | Contemporary issues in |
| | SLO 2 | role of MNC's in international marketing, | market surveys | Disadvantages | Foreign trade policy | international marketing |
| s-18 | SLO 1 | Case study related to legal environment | marketing information | advertising-meaning | Exim policy | Future prospects in international |
| | SLO 2 | Case study related to political environment | Global product | Strategies for international advertising | Objectives of Exim policy | marketing |

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|------------------------------------|---|---|
| Learning Resources/Reference books | 1. Philip R. Cateora, John L. Graham , International Marketing, 11/e ,Tata McGraw-Hill Co. Ltd ,2002. | 3. 3. Philip T. Kotler, Principles of marketing, 17th edition pearson,2017 4. Keifer Lee & Steve Carter , GLOBAL MARKETING MANAGEMENT, OU |
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|--|--|--|
| | 2. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000. | Press, 2009 |
| | | 5. Masaaki &Helsen, GLOBAL MARKETING MANAGEMENT, John Willey & sons Inc, 2004 |
| | | 6. MichealR.Czinkota and IlkkaA.Ronkainen,GLOBAL MARKETING, CENGAGE Learning, 2007 |

| | | Learning Assessment | | | | |
|---------------------------|------------------------|--|-------------------------|-------------------------|-------------------------|-----------------------------------|
| Bloom's Level of Thinking | | Continuous Learning Assessment (50% weightage) | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) Theory | CLA – 2 (10%) Theory | CLA – 3 (20%) Theory | CLA – 4 (10%) Theory | |
| Level 1 | Remember Understand | 30 | 30 | 30 | 30 | 30% |
| Level 2 | Apply Analyze | 40 | 40 | 40 | 40 | 40% |
| Level 3 | Evaluate Create | 30 | 30 | 30 | 30 | 30% |
| | Total | 100 % | 100 % | 100 % | 100 % | 100 % |

Course content

| S.NO | UNIT | Unit wise Weight age of Marks(in %) |
|------|--|-------------------------------------|
| 1 | Basic concept and Businessenvironment | 20 |
| 2 | International Market Entry Strategies | 20 |
| 3 | International product management | 20 |
| 4 | Global logistics management and Export-Import(EXIM) Policy | 20 |
| 5 | International Dispute SettlementMachinery | 20 |

| Course Designers | | |
|---|--|------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Dr.A.Kavitha |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

| | | | | | | | | | | | |
|-------------|-----------|-------------|--------------------------|-----------------|---|------------------------------|---|---|---|---|---|
| Course Code | UCM23D06J | Course Name | Total Quality Management | Course Category | D | Discipline Specific Elective | L | T | P | O | C |
| | | | | | | | 3 | 0 | 3 | 2 | 4 |

| | | | | | |
|----------------------------|----------|---------------------------|--|---------------------|--|
| Pre-requisite Courses | | Co-requisite Courses | | Progressive Courses | |
| Course Offering Department | Commerce | Data Book/Codes/Standards | | | |

| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|--|--|---|--------|--|--------|--|---------------------------------|--|---------------------------|--------------------------|-------------------------|------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|
| CLR-1: | CLR-2: | CLR-3: | CLR-4: | CLR-5: | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | | | |
| CLR-1: | To Make them aware the basic concept of quality and its dimensions | CLR-2: | To Familiarize the students with quality of cost and various profound | CLR-3: | To Facilitate the students to understand the continuous improvement of quality | CLR-4: | To Make them to learn and identify the benchmarking and house of quality | CLR-5: | To Students will be exposed ISO and its importance | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | |
| CLO-1: | Measure the expectation of customers | CLO-2: | Acquaint with quality cost and quality guru's principles | CLO-3: | Apply the gained knowledge of 5S and other tools of quality | CLO-4: | Find the practices of market leaders and their QFD process | CLO-5: | Explore the concept of service quality and ISO | 2 | 75 | 65 | H | H | H | - | - | H | - | H | - | H | H | H | - | - | - | - |
| | | | | | | | | | | 2 | 75 | 65 | - | H | - | H | - | H | - | H | - | H | H | H | - | - | - | - |
| | | | | | | | | | | 2 | 75 | 65 | H | - | - | H | - | H | - | H | - | - | H | H | - | - | - | - |
| | | | | | | | | | | 2 | 75 | 65 | H | - | H | H | H | - | H | - | - | H | - | - | - | - | - | - |
| | | | | | | | | | | 2 | 75 | 65 | - | H | - | H | - | H | - | H | - | - | H | - | - | - | - | - |
| | | | | | | | | | | 2 | 75 | 65 | H | H | - | H | M | H | M | H | H | H | H | H | H | H | H | H |

| Duration(hour) | 12 | 12 | 12 | 12 | 12 | |
|----------------|-------|---|---|--------------------------------|----------------------------|--|
| S-1 | SLO-1 | Meaning and Definition of Quality | Cost of Quality Meaning and Definition | Continuous Process Improvement | Definition of Benchmarking | Total Productive Maintenance |
| | SLO-2 | Concept of Quality | Examples of 'Cost of Quality' | The Juran Trilogy | Levels of Benchmarking | Meaning and Definition of Total Productive Maintenance |
| S-2 | SLO-1 | Dimensions of Quality | Designing Organization for Quality and Quality Policy | Deming's Wheel | Strategic Benchmarking | Planning for Total Productive Maintenance |
| | SLO-2 | Application / Usage of Quality for General Public / Consumers | Total Quality Management (TQM) and Senior Management | Problem Solving Method | Operational Benchmarking | Learning the New Philosophy |

| | | | | | | |
|------------|-------|---|---|---|---|---|
| S-3 | SLO-1 | Application of Quality for Producers or Manufacturers | Quality Management System | Identify the Opportunity | Types of Benchmarking | Promoting the Philosophy |
| | SLO-2 | Factors affecting Quality | Elements of Quality Management System | Analyze the Current Process | Benefits and Reasons of Benchmarking | Training |
| S-4 -S6 | SLO-1 | Quality Management | Quality Policy | Develop the Optimal Solution(s) | Reasons for Benchmarking | Gap model |
| | SLO-2 | Total Quality Management Meaning and Definition | Elements of Quality Management Policy Statement | Implement Changes | Process of Benchmarking | Need for ISO 9000 |
| S-7 | SLO-1 | Characteristics of TQM | Examples of the Quality Policy | Study the Results | Xerox Twelve-step Process | ISO family of Standards |
| | SLO-2 | Nature of TQM | Quality Objectives | Standardize the Solution | Motorola's Five-step Process | Quality management system |
| S-8 | SLO-1 | The TQM Practices Followed by Multinational Companies | Quality Manual | Plan for the Future) | Cost of Benchmarking | Steps in ISO 9000 Certifications |
| | SLO-2 | Approaches to Total Quality Management: An Introduction | Quality Documentation | Kaizen | Some Issues of Benchmarking | Statistical Process Control |
| S-9 | SLO-1 | The Deming Management Philosophy | Pillars of Quality Management System | Re-engineering | Meaning of Quality Function Deployment | Benefits of SPC |
| | SLO-2 | System of Profound Knowledge | Eight Principles of Quality Management | Steps to Re-engineer the Process | Development of Quality Function Deployment | Statistical Quality Control (SQC) |
| S-10 – S12 | SLO-1 | Deming's 14 Points for Management | Generic Model for Implementing Quality Management Systems | Build the Re-engineering Organization | Benefits of QFD | Advantages of Statistical Quality Control |
| | SLO-2 | The Juran Philosophy | Quality Planning: Understanding Customers and their Needs | Identify BPR Opportunities | Voice of the Customer | Process Capability: A Discerning Measure of Process Performance |
| S-13 | SLO-1 | Juran's Quality Trilogy | Principles of Quality Planning | Understand the Existing Process | Organization of Information | Quality Audits |
| | SLO-2 | Juran's 10 Points for Management | Quality Plan | Re-engineer the Process | House of Quality | <i>Meaning of Quality Audits</i> |
| S-14 | SLO-1 | The Crosby Philosophy | Quality Plan Components | Blueprint the New Business System | Building House of Quality | <i>Importance of Quality Audits</i> |
| | SLO-2 | Four Absolutes of Quality Management | Uses of Documenting Quality Plan | Perform the Transformation | Development of Quality Function Deployment Process | <i>Audits—Registration</i> |
| S-15 | SLO-1 | Crosby's 14 Points for Management | Quality Planning Tools | Meaning and Definition of Six Sigma Methodology | Failure Mode and Effect Analysis Meaning and definition | <i>Environmental Management System: Introduction</i> |
| | SLO-2 | The Kaoru Ishikawa Philosophy | Affinity Diagram | Concept of Six Sigma Methodology | Relationship of Cause, Failure Mode & Effect | <i>Concepts of ISO 14001</i> |

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|------------------|-------|--|--------------------------------------|-----------------------------------|-------------------------------|---|
| S-16 – S18 | SLO-1 | Framework for Quality and Performance Excellence | TPM- Performance measures | Features of Six Sigma Methodology | FMEA Process | ISO 14000 Series Standards Requirements of ISO 14001 |
| | SLO-2 | Just-in-Time (JIT) | Procedure of Design Affinity Diagram | Benefits of Six Sigma Methodology | Risk Priority Numbers in FMEA | Benefits of EMS. |

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|---------------------------|--|
| Learning Resources | <ol style="list-style-type: none"> 1. Dr. V. Jayakumar, Dr.R.Raju, Total Quality Management, Lakshmi Publications, 2005 2. Poornima M. Charantimath., Total Quality Management, Pearson Education, 2019 3. Subburaj Ramasamy., Total Quality Management, Tata McGraw–Hill, 2019 4. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd. 5. Kanishka Bedi., Quality Management, Oxford University Press, 2019 |
|---------------------------|--|

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|---|----------|------------|----------|------------|----------|-------------|----------|----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50%weightage) | | | | | | | | Final Examination (50%weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | Theory |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember Understand | 15% | 15% | 15% | 20% | 15% | 15% | 15% | 15% | 30% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 15% | 20% | 20% | 20% | 20% | 40% |
| Level3 | Evaluate Create | 15% | 15% | 15% | | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

#CLA-4can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf.Papers

| Course Designers | | |
|---|--|--------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1.Dr.P.Sivasakkaravarthi |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | 2.Dr G.Venkatesh |

| | | | | | | | | | | |
|-------------|-----------|-------------|----------------------|-----------------|---|-------------------------|---|---|---|---|
| Course Code | UCM23G05J | Course Name | Logistics Management | Course Category | G | Generic Elective Course | | | | |
| | | | | | | L | T | P | O | C |
| | | | | | | 3 | 0 | 2 | 0 | 4 |

| | | | | | |
|----------------------------|----------|----------------------|---------------------------|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | | Data Book/Codes/Standards | Nil | |

| Course Learning Rationale(CLR): | | The purpose of learning this course is to: | | Learning | | |
|---------------------------------|---|--|--|---------------------------|--------------------------|-------------------------|
| | | | | 1 | 2 | 3 |
| CLR-1: | Provide the basic knowledge of logistics management | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| CLR-2: | Enable the students about the Customer services. | | | | | |
| CLR-3: | Identify the function of Multimodal Transportation | | | | | |
| CLR-4: | Understand the functions of warehouse | | | | | |
| CLR-5: | Enable the students about the export and documentation of logistics. | | | | | |
| Course Learning Outcomes(CLO): | | At the end of this course, learners will be able to: | | | | |
| CLO-1: | Explain the competencies and knowledge of students to become International logistics management professionals | | | 3 | 80 | 70 |
| CLO-2: | Orient students in the Customer services in logistics | | | 3 | 85 | 75 |
| CLO-3: | Apply the Basic knowledge of Multimodal Transportation | | | 3 | 75 | 70 |
| CLO-4: | Enhance their ability and professional skills Warehouse management | | | 3 | 85 | 80 |
| CLO-5: | Explain Students to understand international Logistics management | | | 3 | 85 | 75 |

| Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |
| M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| M | H | M | H | M | H | L | M | M | L | M | L | L | L | L |
| M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |
| L | H | M | H | H | H | L | M | L | L | M | L | L | M | M |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 | |
|-----------------|-------|---|--|---|--|---|
| S - 1 | SLO-1 | Logistics: Meaning & Definition | Definition of Customer Service | Transportation Functionality and Principles, Various Modes of Transport | Warehouse: Introduction & types | International commercial documents |
| S - 2 | SLO-1 | Evolution, Concept | Elements & Phases of Customer Service | Multimodal Transport | Benefits of Warehousing | International contracts |
| S - 3 | SLO-1 | Components & Importance of Logistic | Customer Retention | Characteristics & Components of Multimodal Transport | Categorization of Shipments | international insurance - terms of payments |
| S - 4 & S - 5 | SLO-1 | Debate the Importance of Logistics | Debating the role of Customer Services | categorize Multimodal Transportation | analyse the functions the Warehousing | enumerate the Concepts of International Contracts |
| | SLO-2 | Relate the Components of Logistics | Experiment the need of customer retention | Draw the various modes of Transportation | Describe the various types of Warehousing | Experiment the various the international commercial documents |
| S - 6 | SLO-1 | Objectives of Logistic, Logistic Subsectors | Basis for International Trade, International Marketing Channel | Legal Classifications of Multimodal Transport | Express Sector for international and domestic shipping | Custom clearance |
| S - 7 | SLO-1 | The work of Logistics, Integrated Logistics | Procurement and Outsourcing | International Air Transport | Reverse logistics in e-commerce sector | bulk load handling and brief on trans-shipment |

| | | | | | | |
|----------------|-------|--|---|--|--|---|
| S - 8 | SLO-1 | Barrier to Internal Integration | Clearing House and Agents -Role of Clearing Agent | International Air Cargo Transport - Air Cargo Tariff Structure | Inland Container Depot (ICD) : Roles and Functions | Supply Chain |
| S - 9 - S - 10 | SLO-1 | Draw how logistic works | Demonstrate how clearing houses works. | discuss Tariff structure | Discuss the role of ICD | identify the Custom clearance procedures in logistics |
| | SLO-2 | Role Play the Work of Logistic | Discussions on International Marketing Channel | Analyse the role of Air Transport | Implement Reverse logistics | Predict in brief about trans-shipment |
| S – 11 | SLO-1 | Principles of Logistics & Logistics Strategy | Logistics Outsourcing - Critical Issues | Liquid Logistics - Coastal and Ocean transportation | Export Clearance at ICD | Cold Chain- Logistical packaging |
| S – 12 | SLO-1 | Logistics optimization | Markets and Competition - Financial Issues in Logistics Performance | Freight Charges: Definition and Objectives | Chartering: Kinds of Charter, Charter Party, and Arbitration | Rail Logistics |
| S – 13 | SLO-1 | Role of Logistics management, cost saving & Productivity improvement | Integrated Logistics & Need for Integration | Rate Fixing for freight - Freight Structure and Practice | Courier/Express-Meaning & Courier Guidelines, | distribution channels- Quality customer service |
| S – 14 - S -15 | SLO-1 | Presentation on Cost saving | Describe the need for logistics outsourcing | Debate the need for Freight Charges | Relate the Pricing in courier | Summarize the Various Distribution Channels |
| | SLO-2 | Outline the need for Logistic Optimization | presentation on financial issues in logistics performance | Outline the various Tariff structures | Define the Charter parties | Draw the need for Rail logistics |

| | | |
|--------------------|---|---|
| Learning Resources | 1 International Marketing by Gupta and Varshing, Publisher: SultanChand and Sons. | 2. Vinod V. Sople (2016) Logistic Management (7nd Edn.) Pearson Limited |
| | | |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|--|----------|------------|----------|------------|----------|-------------|----------|-----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember | 20% | 20% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Understand | | | | | | | | | |
| Level2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| | Analyze | | | | | | | | | |
| Level3 | Evaluate | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Create | | | | | | | | | |
| | Total | 100% | | 100% | | 100% | | 100% | | 100%- |

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini -Projects, Case -Studies, Self -Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|---------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Dr. J. Sabitha |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Mr. R. Mohana Ruban |

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|-------------|-----------|-------------|------------------------|-----------------|---|-------------------------|---|---|---|---|---|
| Course Code | UCM23G06J | Course Name | Performance Management | Course Category | G | Generic Elective Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | | |
|----------------------------------|---|---------------------------|-----|---------------------|-----|--|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | |
| Course Offering Department | Commerce | Data Book/Codes/Standards | Nil | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | | |
| CLR-1: | Learners will grasp fundamental concepts and practices of performance management | | | | | |
| CLR-2: | Learners will be able to develop comprehensive performance plans | | | | | |
| CLR-3: | Learners will implement effective performance monitoring | | | | | |
| CLR-4: | Learners will analyze performance data | | | | | |
| CLR-5: | Learners will design strategies for performance improvement and reward systems | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | |
| CLO-1: | Fundamental concepts and practices of performance management | | | | | |
| CLO-2: | Develop comprehensive performance plans, integrating key components KRA, KPI | | | | | |
| CLO-3: | Effective performance monitoring and review strategies, utilizing various methodologies | | | | | |
| CLO-4: | Analyze performance data generate insightful reports | | | | | |
| CLO-5: | Performance improvements and reward system | | | | | |

| Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| 3 | 75 | 65 | L | M | M | M | H | H | M | M | L | L | M | L | M | H | H |
| 3 | 75 | 65 | M | H | M | M | M | H | M | M | L | L | M | M | M | M | H |
| 3 | 75 | 65 | M | H | M | H | M | H | L | M | M | L | M | L | M | M | H |
| 3 | 75 | 65 | M | H | M | H | H | H | L | M | M | M | M | M | M | M | H |
| 3 | 75 | 65 | M | H | M | H | H | H | L | M | M | L | M | M | M | L | H |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|---|---|---|--|--|
| S-1 | SLO-1 Definition importance and, Objectives of performance management | Introduction to performance planning | Introduction of performance monitoring | Introduction to performance data analysis | Identifying performance gaps |
| S-2 | SLO-1 Functions of performance management, Performance management vs performance appraisal | Setting performance objectives, KeyResult Areas (KRA) | Methods of performance monitoring | Techniques for analyzing performance data | Designing Performance Improvement Plans(PIP) |
| S-3 | SLO-1 Performance management process, Role of HR in performance management | Key performance indicators(KPIs) | The role of continuous feedback in performance management | Performance rating systems | Role of training and development in performance improvements |
| S-4 S5 | SLO-1 Case Study analysis: Performance management system of a successful company | Case Study: Effective performance planning in an organization | Group discussion: feedback in performance management | Role play: performance rating systems | Case Study: Performance improvement plans |
| | SLO-2 Group Discussion: Evolving practices in performance management | Workshop: Designing a performance development plan | Case study: methods of performance management | Guest lecture: Techniques for analyzing performance data | Group discussion: performance gaps |
| S-6 | SLO-1 Strategic alignment of performance management ,Performance management and culture | Job description and role clarification | Coaching for performance improvement | Performance normalization: Pros and cons | Strategies for performance improvement |

| | | | | | | |
|--------------|-------|---|--|---|--|---|
| S-7 | SLO-1 | Individual vs Team performance | Managing and aligning expectations | Conducting mid-term reviews | Creating performance reports | Reward and recognition systems: definition and importance |
| S-8 | SLO-1 | Performance management in different organizational context | Performance and potential appraisal | Preparing for annual appraisals | Designing performance dashboards | Designing effective reward systems |
| S-9- S-10 | SLO-1 | Case Study: Strategic alignment of performance management and culture | Case study Performance appraisal | Case Study: Preparing for annual appraisals | Case study: performance reports | Case Study: An effective reward system in an organization |
| | SLO-2 | Group Discussion: Performance management in different organizations | Group discussion: role clarification | Role play: Conducting a performance review meeting | Role Play: Designing performance dashboards | Guest Lecture: The role of rewards in enhancing performance |
| S-11 | SLO-1 | Performance management for remote employees | Constructing performance development plans | Self- assessment techniques, Impact of organizational culture on performance monitoring | Ethical consideration in performance reporting | Performance based compensation: Pros and cons |
| S-12 | SLO-1 | Cultural sensitivity in performance management | Role of mentoring and coaching in performance development, Succession planning and talent management | Peer reviews and 360- degree feedback, Effective communication in performance reviews | Legal consideration in performance management | Non- monetary rewards and recognition |
| S-13 | SLO-1 | Criticism and challenges in performance management | Employee engagement and performance, Employee retention and performance | Using technology tools for performance monitoring | Performance counselling: Definition and process, Skills for effective performance counseling | Linking performance management to employee motivation, Performance management and employee well-being |
| S-14 S-15 | SLO-1 | Case Study Cultural Sensitivity in performance management | Group discussion: Challenges in performance planning and development | Case study: 360 degree feedback | Role play: Conducting a performance counseling session | Case Study: rewards and recognition |
| | SLO-2 | Group Discussion: Performance management for remote employees | Case study: employee engagement and performance | Group discussion: Effective communication in performance | Case study: Legal consideration in performance management | Group discussion: performance based compensation |

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|---------------------------|---|--|
| Learning Resources | 1. Aguinis, H. (2022). <i>Performance Management (5th ed.)</i> . Sage Publications | 1 Rao, T. V. (2016). <i>Performance management: Toward organizational excellence</i> . SAGE Publications India 2 Sahu, R. K. (2009). <i>Performance management system</i> . Excel Books India. 3 Aguinis. (2007). <i>Performance management</i> . Pearson Education India. |
| | Murphy, K. R., Cleveland, J. N., & Hanscom, M. E. (2018). <i>Performance appraisal and management</i> . SAGE Publications | |
| | 2. Hutchinson, S. (2013). <i>Performance management: Theory and practice</i> . Kogan Page Publishers. | |
| | 3. Varma, A., & Budhwar, P. (2019). <i>Performance management systems: An</i> | |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|---|----------|------------|----------|------------|----------|-------------|----------|----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50% weightage) | | | | | | | | Final Examination(50% weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| 20% | 20% Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| 20% | 20% Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| 10% | 10% Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% |

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|-----------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | <i>Dr. S. Vijayalakshmi</i> |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

| | | | | | | | | | | | |
|-------------|-----------|-------------|--|-----------------|---|-------------------------|---|---|---|---|---|
| Course Code | UCM23G07J | Course Name | RETAIL MANAGEMENT & CONSUMER BEHAVIOUR | Course Category | G | Generic Elective Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | | |
|----------------------------|----------|---------------------------|-----|---------------------|-----|--|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil | |
| Course Offering Department | Commerce | Data Book/Codes/Standards | Nil | | | |

| | | | | | | | |
|---------------------------------|--|--|----|----|--------------------------|--------------------------|-------------------------|
| Course Learning Rationale(CLR): | | The purpose of learning this course is to: | | | Learning | | |
| CLR-1: | Learners will understand the basic fundamental concepts. | 1 | 2 | 3 | | | |
| CLR-2: | Learners will find helpful in developing a sound retailing policy. | | | | | | |
| CLR-3: | Learners can Manage Retail stores and its operations. | | | | | | |
| CLR-4: | Learners will develop an understanding of underlying concepts and issues in Consumer behaviour in marketing. | | | | | | |
| CLR-5: | Consumer behavior helps companies understand what their customers wants and needs. | | | | | | |
| Course Learning Outcomes(CLO): | | At the end of this course, learners will be able to: | | | Level of Thinking(Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| CLO-1: | Understanding of the retail history and its function. | 3 | 75 | 65 | | | |
| CLO-2: | Buying process, Retail market strategy and target market | 3 | 75 | 65 | | | |
| CLO-3: | Concept of Consumer Behaviour & describe Consumer research process in detail. | 3 | 75 | 65 | | | |
| CLO-4: | Evaluate the factors affecting consumer behaviour in detail. | 3 | 75 | 65 | | | |
| CLO-5: | Assess the impact of consumer's motivation, personality on the buying behaviour. | 3 | 75 | 65 | | | |

| Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| H | M | H | M | M | M | L | H | H | H | H | L | L | M | M |
| H | M | H | M | M | H | L | H | H | H | H | L | L | H | H |
| H | M | M | H | M | H | L | H | H | H | H | L | L | M | M |
| H | M | M | H | M | H | L | H | H | H | H | L | L | M | M |
| H | H | M | M | M | H | L | H | H | H | H | L | M | H | H |

| Duration(hour) | 15 | 15 | 15 | 15 | 15 |
|----------------|-------|---|---|--|---|
| S-1 | SLO-1 | Definition and Meaning of Retailing | Meaning and Definition of Merchandise | The Retail Strategy | Factors influencing Consumer Behaviour |
| S-2 | SLO-1 | Scope of retailing | Managing Merchandise Assortments, | Financial Strategy | External Influences |
| S-3 | SLO-1 | Functions of Retailing, Significance of Retailing | Merchandise Planning Systems | Retail Locations | Culture, Sub Culture |
| S-4 – S-5 | SLO-1 | Mind Mapping on Retailing. | Role Play on Buying Merchandise | Students Play on Direct marketing | Classification on Social Class, Reference Groups & Family. |
| | SLO-2 | Assessment on Prospects of retailingin India | Preparation of National brands or Private labels. | Chart work on Micromarketing in retailing | Poster Presentation on Internal Influences of Consumer Behaviour. |
| S-6 | SLO-1 | Retail Formats and their evolution | Retail Pricing | Micromarketing & efficient consumer response | Needs & Motivations |
| S-7 | SLO-1 | The impact of scalability of store formats | Store Planning | advertising in retailing | Personality, Lifestyle |
| S-8 | SLO-1 | Retail Mix | Store Planning | Definition and Nature of Consumer Behaviour | Values, Learning, Memory |
| | | | | | Types of consumer decisions |
| | | | | | Consumer Decision Making Process |
| | | | | | Models of Consumer Behaviour – TheEconomic Model |
| | | | | | Presentation on Psychoanalytical Model. |
| | | | | | Presentation on The Howard Sheth Model of Buying Behaviour. |
| | | | | | Nature of Organizational Buying |
| | | | | | Influences on Organizational Buying Behaviour |
| | | | | | Organizational Buying Decision |

| | | | | | | |
|-------------|--------|---|--|---|--|---|
| S-9 – S-10 | SLO- 1 | Briefing about Theories of Retail Development. | Determining the Store Layout and Design | Mind Mapping of the Scope of Consumer Behaviour | Project Based Learning - Beliefs & Attitudes. | Consumer Behavior Analysis and Marketing Strategy |
| | SLO-2 | Assessment on creation on preparation of Retail Life Cycle. | Poster Making on Retailing image Mix. | Constructive Approach - Consumer Behaviour's Applications in Marketing | Inquiry Based Learning- Approaches to Consumer Behavior Research | Problem Recognition |
| S-11 | SLO-1 | Concept of retailers | the space Mix | Consumer research process | Relevance of Marketing Research with Consumer Behaviour | Information Search |
| S-12 | SLO- 1 | Functions performed by retailers | Visual Merchandising | Defining Research Objectives | Market Segmentation | Alternative Evaluation |
| S-13 | SLO-1 | Emerging trends in retailing | Visual Merchandising | Collecting & Evaluating Secondary Data, | Basis for Segmentation | Purchase Selection |
| S-14 – S-15 | SLO-1 | Case Study: Identify the career opportunities in retailing | Demonstrate: Customer Service | Project Based Learning: Primary Research Design & Collecting Primary Data | Mind Mapping: Alternatives available for segmentation | Project Based Learning: Post purchase Evaluation |
| | SLO- 2 | Demonstration on Types Of Retailers | Role Play: Service Quality Gaps and Service recovery | Project Based Learning: Analyzing Data & Report Preparation | Mind Mapping on Consumer Product positioning | Poster Presentation: Buying pattern in the new digital era. |

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|---------------------------|--|--|
| Learning Resources | 1) 2019 Retail Management & Effective Management strategy for Manager by Prabu TL K.SundarandA.KumaraRaj,Essentials of Business Communication,VijayNicole,Chennai | 4) Consumer Behaviour – Satish K Batra, S H HKazmi 5) Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai 6) Consumer Behaviour, Schiffman Kanuk and S. Ramesh Kumar, Pearson. |
| | 2) Retail Mnaagement Text & Cases 2020 by Giri, Arunangshu, Paul Pradip,Chatterjee, Satakshi 3) Essentials of Consumer Behavior, An Applied Approach,2 nd Edition,By Debra L. Stephens,2023. | |

| Learning Assessment | | | | | | |
|----------------------------|---------------------------|---|-------------|-------------|-------------|-----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50% weightage) | | | | Final Examination(50 % weightage) |
| | | CLA-1(10%) | CLA-2(10%) | CLA-3(20%) | CLA-4(10%)* | |
| | | Theory | Theory | Theory | Theory | Theory |
| Level1 | Remember Understand | 40% | 40% | 40% | 30% | 30% |
| Level2 | Apply Analyze | 30% | 30% | 30% | 40% | 40% |
| Level3 | Evaluate Create | 30% | 30% | 30% | 30% | 30% |
| | Total | 100% | 100% | 100% | 100% | 100% |

*Assignments includes Seminars, Market Surveys, Case Study

*CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Ms. A.N. AMRIN FATHIMA |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

| | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|---|-------------|---------------------------|---------------------------|--------------------------|------------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| Course Code | UCM23G08J | Course Name | Stress Management | Course Category | G | Generic Elective Courses (G) | | | | | L | T | P | O | C | | | | | | |
| | | | | | | | | | | | 3 | 0 | 2 | 2 | 4 | | | | | | |
| Pre-requisite Courses | Nil | | Co-requisite Courses | Nil | | Progressive Courses | Nil | | | | | | | | | | | | | | |
| Course Offering Department | Commerce | | Data Book/Codes/Standards | | | Nil | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1 : | Learner will understand meaning and principles of stress. | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Learner will analyze sources of and coping strategies for stress | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3 : | Learner will Understand the employee counseling and it types | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Learner will know about the meaning of emotional intelligence. | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Learner will identify the factors determining emotional intelligence | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Know the fundamental terminology and frameworks of Stress Management | | | 3 | 75 | 65 | H | H | M | H | H | M | H | L | H | M | M | M | H | H | |
| CLO-2 : | Analyze and evaluate the various coping strategies to overcome stress. | | | 3 | 75 | 65 | H | H | L | H | M | H | L | M | M | H | M | L | L | M | L |
| CLO-3 : | Identify and implement job related stress management strategies | | | 3 | 75 | 65 | H | H | H | H | M | H | H | M | H | M | L | L | H | L | |
| CLO-4 | Knowledge about strategies needed for effective counseling | | | 3 | 75 | 65 | H | H | M | H | H | L | M | M | H | M | M | L | M | M | |
| CLO-5 | Understand skills, abilities and tools needed to develop emotional intelligence | | | 3 | 75 | 65 | H | H | H | H | H | L | M | M | H | M | M | L | H | M | |

| | | | | | | |
|----------------|-------|---------------------------------------|---|---|--|--|
| Duration(hour) | | 15 | 15 | 15 | 15 | 15 |
| S-1 | SLO-1 | Stress – meaning, definition, concept | Individual stressors – meaning, definition, concept | organizational stressors meaning, definition, concept,causes, | employee counseling;definition, needs for counseling | Origin, meaning, EmotionalIntelligence |
| S2 | SLO-1 | Stress – meaning, definition, concept | Individual stressors – meaning, definition, concept | organizational stressors meaning, definition, concept,causes, | type of counseling | Origin, meaning, EmotionalIntelligence |

| | | | | | | |
|------------|-------|---|---|---|---|--|
| S3 | SLO-1 | distress Vs eustress | Individual stressors – meaning, definition, concept | extra organizational stressors -meaning, definition, concept, causes, | type of counseling | Origin, meaning,definition,concept, Emotional Intelligence |
| S-4 S5 | SLO-1 | Case Study related to Stress Management -Indian Context | Case Study related to causes of individual stressors | Group Discussions related to cause of Organizational Stressors | Blended Learning- types of counseling | value of emotional intelligence Emotional |
| | SLO2 | Case Study related to Stress Management -Indian Context | Poster Presentation Individual Stressor | Soft Skill Training -practice | workshop on related to Non directing Counseling | Guest Lecture Emotional Intelligence |
| S6 | SLO-1 | Fight Vs flight situation | causes of individual stressors, | coping strategies | non – directive- counseling | emotional intelligence and competence |
| S7 | SLO-1 | Principles of Stress | causes of individual stressors, | coping strategies. | non – directive- counseling | measurement of intelligence |
| S8 | SLO-1 | Principles of Stress | causes of individual stressors, | Job stress-Meaning | non – directive- -counseling | IQ test and others. |
| S-9 S10 | SLO-1 | Case Study -Causes of Stress | Blended Learning- causes of group stressors | case Study related to Job Stress | Role playing: conducting counselling | Poster Presentation- measurement of intelligence |
| | SLO2 | Group Discussion Causes of Stress | Flipped Instruction - coping strategies for Group Stressors | Chat Preparation and Presentation Job stress | Flipped Instruction participative-counseling | Role playing IQ test and others. |

| | | | | | | | | | | | |
|--------|----------|------|-----|------|-----|------|-----|------|-----|------|--|
| | Analyze | | | | | | | | | | |
| Level3 | Evaluate | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 15% | 30% | |
| | Create | | | | | | | | | | |
| | Total | 100% | | 100% | | 100% | | 100% | | 100% | |

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| | | |
|---|--|--------------------------------------|
| Course Designers | | |
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | I. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Dr. K. PUNITHA, Assistant Professor, |

| | | | | | | | | | | | |
|-----------------------------------|------------------|-----------------------------|------------------------------------|----------------------------|------------|---|----------|----------|----------|----------|----------|
| Course Code | <i>UCM23P04L</i> | Course Name | <i>Internship - 3</i> | Course Category | IAPC | Internship/Apprenticeship / Project/Community Outreach (IAPC) | L | T | P | O | C |
| | | | | | | | 0 | 0 | 0 | 2 | 2 |
| Pre-requisite Courses | <i>Nil</i> | Co-requisite Courses | <i>Nil</i> | Progressive Courses | <i>Nil</i> | | | | | | |
| Course Offering Department | <i>Commerce</i> | | Data Book / Codes/Standards | <i>Nil</i> | | | | | | | |

Guidelines for Summer Internship:

1. Students must undergo industrial training at the end of the Sixth semester for 30 Days in any industry and submit the report in the Seventh Semester Examination.
2. Industries can be Micro, Small, Medium or Large Scale
3. Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
4. Students should submit a acceptance letter from the industry for his/her Internship
5. Students must submit a Training Report along with training certificate. Issued by the industry
6. Report should have the following if Industrial training
 - Industry Profile
 - Company Profile
 - Job Profile
 - Internship Training Details
 - Feedback of the Training
7. Reporting Format – Minimum of 50 Pages and Maximum of 75 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5
8. Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
9. Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of Semester Examination
10. Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
11. If the Student has Failure to undergo the training or submit the report will be treated as a failure in that course and the student has to redo it in the forthcoming semesters

| Learning Assessment | | | | |
|----------------------------|--|------------|---|-----------|
| | Continuous Learning Assessment(50% weightage) | | Final Evaluation (50% weightage) | |
| | Review – 1 | Review – 2 | Report | Viva-Voce |
| Project Work / Internship | 20% | 30 % | 30 % | 20 % |

| | | | | | | | | | | | |
|-------------|-----------|-------------|-------------------|-----------------|---|--|---|---|---|---|---|
| Course Code | UCM23P05L | Course Name | PROJECT – PHASE I | Course Category | P | Project / Higher Technical Institution | L | T | P | O | C |
| | | | | | | | 0 | 0 | 8 | 2 | 4 |

| | | | | | |
|----------------------------|-----|----------------------|-----------------------------|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | | Commerce | Data Book / Codes/Standards | | Nil |

Guidelines:

- Project is the compulsory component of the syllabus to bridge the gap between theory and practice.
- During the Phase I of Project Students should undergo a detail research project on Human Resources, Marketing, Finance and related commerce and management-based topics.
- The project work should be neatly presented in not less than 50 pages and not more than pages.
- Paper Size should be A4 and 1.5 line spacing should be used for typing the general text.
- The general text shall be justified and typed in the Font style - Times New Roman and Font Size: 12 for text. Subheading shall be typed in the Font style (Font: Times New Roman/ Font Size: 14 forheadings)
- The report should contain the details regarding Introduction, Review of the literature, Conceptual framework, Research methodology and Analysis for Pilot Study,
- The report should be professionally prepared and the candidate should submit periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce. Each candidate should submit one hardcopy and a soft copy in CD to the Department.
- Project Evaluation and viva voce – Internal Examination – 50 Marks Project Evaluation and viva voce – External Examination – 50 Marks Total Marks - 100 Marks
- If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the eighth semester i.e even semester.
- Project Viva-Voce Examination will be conducted in Seventh Semester.
- After the Evaluation of the project report the hard copy will be returned to the candidate.
- Student should present research paper in National/International Conference conducted by college/university other than SRM IST.

| Learning Assessment | Continuous Learning Assessment(50% weightage) | | Final Evaluation (50% weightage) | |
|---------------------|---|------------|----------------------------------|-----------|
| | Review – 1 | Review – 2 | Project Report | Viva-Voce |
| Project | 20% | 30 % | 30 % | 20 % |

SEMESTER - VIII

| | | | | | | | | | | |
|-------------|-----------|------------|----------------------|-----------------|---|---------------------------------|---|---|---|---|
| Course Code | UCM23801T | CourseName | FINANCIAL MANAGEMENT | Course Category | C | Discipline Specific Core Course | | | | |
| | | | | | | L | T | P | O | C |
| | | | | | | 4 | 0 | 0 | 2 | 4 |

| | | | | | |
|----------------------------|----------|----------------------|-------------------------------|---------------------------|-----|
| Pre-requisiteCourses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | | Data Book / Codes / Standards | Time Value of Money Table | |

| Course Learning Rationale (CLR): | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | | | |
|--|--|--|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|---------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|--|--|--|--|
| The purpose of learning this course is to: | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | | |
| | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Professionalism/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | | | |
| CLR-1 : | To understand the basic concepts of financial management | | | | H | M | M | M | L | L | M | H | L | L | L | M | L | M | M | H | | | | |
| CLR-2 : | To study about various sources of finance | | | | M | M | M | H | M | H | M | H | L | L | L | M | L | M | M | M | | | | |
| CLR-3 : | To familiarize with the principles and practices of financial management | | | | M | H | M | M | H | M | M | M | M | H | L | M | L | M | M | M | | | | |
| CLR-4 : | To study the techniques of working capital management | | | | M | M | L | M | L | L | L | H | M | H | L | M | L | L | H | M | | | | |
| CLR-5 : | To study various technique of making decisions related to finance function | | | | H | M | M | H | H | M | M | M | M | M | L | L | L | L | M | M | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Ascertain the financial conditions | 3 | 95 | 90 | | | | | | | | | | | | | | | | | | | | |
| CLO-2 : | Find out the ideal source of finance | 3 | 95 | 90 | | | | | | | | | | | | | | | | | | | | |
| CLO-3 : | Apply the various tools of financial management | 3 | 95 | 90 | | | | | | | | | | | | | | | | | | | | |
| CLO-4 : | Efficient implication of working capital | 3 | 95 | 85 | | | | | | | | | | | | | | | | | | | | |
| CLO-5 : | Make a decision on the financial prospects | 3 | 95 | 85 | | | | | | | | | | | | | | | | | | | | |

| Duration(hour) | 12 | 12 | 12 | 12 | 12 | |
|----------------|----------|--|---|---|--|--|
| S-1 | SLO – 1 | Introduction to finance | Introduction to financial forecasting and Problems in financial forecasting | Introduction to Capital Budgeting | Introduction to Working capital management | Introduction – Definition of leverages |
| | SLO – 2 | Scope/ Approach of Finance | Indian capital market & Its Types | Principles of Capital Budgeting | Concepts of Working Capital Management | Characteristics of leverages |
| S-2 | SLO -3 | Nature of Finance | Indian Stock market | Techniques of Capital Budgeting | Need for Working Capital Management | Types to Leverages |
| | SLO – 4 | functions of Finance | Types of shares | Nature of capital budgeting | Nature and scope of Working capital | Provisions and Computation of Operating leverage |
| S-3 | SLO – 5 | Introduction to Financial Management | Debentures & its Features | Identifying relevant cash flows | Objectives of working capital | Provisions and Computation of Financial leverage |
| | SLO – 6 | Importance of Financial Management | Types of Debentures | Payback period method | Types of Working Capital | Provisions and Computation of Combined Leverage |
| S-4 | SLO – 7 | objectives of Financial Management, | Merits & Demerits of debentures | Accounting rate of return | Determinants of Working Capital Management | Provisions and Computation of Degree of Operating Leverage |
| | SLO – 8 | Merits and Demerits of Financial Management | Difference Between Shares and Debentures | Net present value | Significance or advantages of adequate working capital | Computation of leverages |
| S-5 | SLO – 9 | Approaches in Financial Management - Profit Maximization | International Financing | Internal rate of Return , Profitability index | Disadvantage of excess or inadequate working capital | Introduction to dividend policy |
| | SLO – 10 | Wealth Maximization | Introduction to Capital structure | Comparison of DCF techniques | Introduction to receivable management | Factors determining dividend policy |

| | | | | | | |
|------|----------|---|--|---|---|--|
| S-6 | SLO – 11 | Financial Management – Science or Art | Different methods of capital structure | Concept of cost of capital | Objectives of receivable management | Issues in dividend decision |
| | SLO – 12 | Functions of financial manager | Factors that influences Capital Structure Decision | Determination of cost of capital | Cost of maintaining receivables | Importance and Types of dividend policies |
| S-7 | SLO – 13 | Role of a financial manager | Determinants of Capital structure | Computation of Specific cost of capital | Factors influencing the size of investment in receivables | Approaches of Dividend policy |
| | SLO – 14 | Allocation of funds | Computation of debt equity mix on EBIT & EPS Analysis (Simple problems only) | Computation of Debentures | Computation of receivable management | Types of Dividend |
| S-8 | SLO – 15 | Raising of Funds | Computation of debt equity mix on EBIT & EPS Analysis (Simple problems only) | Computation of Debentures | Accounts Payable Management | Difference between interim dividend and final dividend |
| | SLO – 16 | Profit planning | Capital Structure theories | Computation of preference share capital | Importance of accounts payable management | Theories of Dividend policy |
| S-9 | SLO – 17 | Emerging Challenges faced by the Finance Manager | Provisions and Computation of Net Income Approach | Computation of preference share capital | The process of accounts payable management | SEBI guidelines for issue of preferential shares |
| | SLO – 18 | Methods and sources of raising funds - Sources of Long-Term Finance | Provisions and Computation of Net Income Approach | Computation of dividend price approach | Determinants of trade credit | Relevance & Irrelevance theories – Walter’s Model, |
| S-10 | SLO – 19 | Short term – Venture capital, Lease, Term loan its features, | Provisions and Computation of Net Operating Income Approach | Computation of dividend price approach – Market value | Advantages of payable management | Computation of Walter’s approach in dividend policy |
| | SLO – 20 | advantages and limitations of long term and short term funds | Provisions and Computation of Net Operating Income Approach | Computation of Earning price approach | Introduction to inventory management & its types | Computation of Walter’s approach in dividend policy |
| S-11 | SLO – 21 | Factors Determining Long-Term Financial requirements | Provisions and computation of MM approach | Cost of retained earnings, | Need for monitoring and control of inventories | Computation of MM approach in dividend policy |
| | SLO – 22 | Financial planning & its Objectives | Provisions and computation of MM approach | Computation of Composite cost | Techniques of inventory management | Computation of MM approach in dividend policy |
| S-12 | SLO – 23 | Importance of financial planning | Provisions and computation of Traditional approach | Weighted average cost | Introduction to ABC analysis | Computation of Godern’s approach in dividend policy |
| | SLO – 24 | & limitations of Financial planning | Provisions and computation of Traditional approach | Weighted average cost | procedure for implementing ABC analysis | Computation of Godern’s approach in dividend policy |

| | | | | |
|---------------------------|---|--|---|---|
| Learning Resources | 1 | Panday I.M. (2005) Financial Management; Vikas Publishing House, New Delhi | 3 | Khan M.Y and Jain P.K (2006) Financial Management, Text and Problems; Tata McGraw Hill, New Delhi |
| | 2 | Maheshwari S.N. (2003) Elements of Financial Management Sultan Chand and Sons, New Delhi | 4 | Dr. Murthy. A (2014) Financial Management, Margham Publications |
| | | | 5 | Dr. T. Srinivasan, Financial Management, Vijay Nicole Publications |

| Learning Assessment | | | | | | | | | | | |
|----------------------------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom’s Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | *CLA – 4 (10%) | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember Understand | 30% | - | 30% | - | 30% | - | 30% | - | 30% | - |
| Level 2 | Apply Analyze | 40% | - | 40% | - | 40% | - | 40% | - | 40% | - |
| Level 3 | Evaluate Create | 30% | - | 30% | - | 30% | - | 30% | - | 30% | - |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100% | |

*CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|---|---|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | <i>Dr. U.Priya, Ass. Prof., FSH, SRM IST, KTR</i> |
| | 1. 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | |

| | | | | | | | | | | | |
|-------------|-----------|-------------|------------------------------|-----------------|---|------------------------------|---|---|---|---|---|
| Course Code | UCM23D07J | Course Name | INTELLECTUAL PROPERTY RIGHTS | Course Category | D | Discipline Specific Elective | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | |
|----------------------------|----------|-------------------------------|---------------------|-----|
| Pre- Requisite Courses | Nil | Co-Requisite Courses | Progressive Courses | Nil |
| Course Offering Department | Commerce | Date Book / Codes / Standards | NIL | |

| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|-------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | | | | | | | | | | | | | | | |
| CLR-1 : | | Enlightening and understanding the basic concepts Intellectual Property Rights | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qu | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | | | | | | | | | | | | | | | | | |
| CLR-2 : | | Manage the Intellectual Property Rights | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-3 : | | Educate the factors influence Intellectual Property Rights | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | | Aware the IPR Process | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | | Enlighten the structure of IPR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-6 : | | Impose the role of IPR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | | Apply the basic concepts of understanding the Intellectual Property rights | | 3 | 80 | 70 | L | H | M | H | L | M | H | H | L | L | M | H | L | H | M | | | | | | | | | | | | | | | | | | |
| CLO-2 : | | Efficient management of Intellectual Property Rights | | 3 | 85 | 75 | M | H | L | M | L | M | M | H | M | L | M | H | M | H | M | | | | | | | | | | | | | | | | | | |
| CLO-3 : | | Known influence factors of IPR | | 3 | 85 | 70 | M | H | M | H | L | M | H | L | M | L | M | H | M | L | M | | | | | | | | | | | | | | | | | | |
| CLO-4 : | | Ascertain the Intellectual Property Rights | | 3 | 75 | 80 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | M | | | | | | | | | | | | | | | | | | |
| CLO-5 : | | Know the structure of Intellectual Property Rights | | 3 | 85 | 75 | H | H | M | H | L | M | H | L | M | L | M | H | L | L | M | | | | | | | | | | | | | | | | | | |
| CLO-6 : | | Develop the knowledge of Intellectual Property Rights | | 3 | 80 | 70 | L | H | - | H | L | M | H | L | L | L | M | H | H | L | M | | | | | | | | | | | | | | | | | | |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 |
|-----------------|---------|---|---|---|--|
| S-1 | SLO - 1 | Introduction to IPR - Meaning | Patents – Definition | Trademarks – Definition – Meaning - | Copyrights – Introduction- |
| | SLO - 2 | Need of IPR | Patents features | Rights of Trademarks | Copyrights meaning and definitions |
| S-2 | SLO - 1 | Types of IPR | Kind of Patent | Requirement of Trademarks | Evolution of Copyrights |
| | SLO – 2 | Its Pros and Cons | Different forms of inventions protected by patent | Characteristics of Trademarks | Case study of copyrights evolution |
| S-3 | SLO – 1 | Industrial Property | Patentable | Kind of signs used in Trademarks | Why the copyrights need protection? |
| | SLO - 2 | Need of IPR | Non-patentable Invention | Case study of different signs of trademarks | Protection of copyrights |
| S-4 | SLO – 1 | Artistic property | Process Patent | Types of Trademarks | Law of Copyrights |
| | SLO - 2 | Literary property | Product patent | Discussion of types and its implication | Amendment of copyright laws |
| S-5 | SLO – 1 | Difference between IPR property | Legal requirement for patent | Pros and cons of Such types | Implementation of laws in copyrights |
| | SLO - 2 | Challenges for IPR | Case study for process of patent | Group discussion of pros and cons of such types | Challenges of copyrights law |
| S-6 | SLO – 1 | Sui-Generis Systems | Granting of Patent | Purpose of Trademark | Fundamental of copyrights |
| | SLO - 2 | Requirement of IPR | Case study and group discussion | Discuss the drive of trademark in business | Discussion of copyrights fundamental |
| S-7 | SLO – 1 | Rationale for Protection of IPR | Rights of Patent | Functions of Trademark | Rights of reproduction |
| | SLO - 2 | Basis for protection of IPR | Exclusive patent discussion | Roles of trademark | Implications of reproduction |
| S-8 | SLO – 1 | Fundamentals for Protection of IPR | Patent –application Process of Patent | Trademark protection | Rights to perform the work publicity |
| | SLO - 2 | IPR – Assignment for student discussion | Formalities of Patent process | Case study of trademark protection | Implication of work publicity rights |
| S-9 | SLO - 1 | Impact of IPR on development | Searching a patent | Trademark Registration | Copyrights Ownership issues |
| | SLO - 2 | Case study on IPR Impact | Drafting of Patent | Phases of Registration | Discussion of ownership issues in copyrights |
| S-10 | SLO – 1 | Intellectual property rights in India | Filing of Patent | Acquisition of trademark rights | Obtaining the copyright registration |
| | | | | | Traditional knowledge – Indigenous – |

| | | | | | | |
|-------------|----------------|--|--|--|--|---|
| | <i>SLO - 2</i> | Practical implication of IPR in India | Filing of patent in detail | Case study of trademark rights acquisition | Need for copyright registration | Medical – Bio Prospecting |
| S-11 | <i>SLO - 1</i> | Factors influence on the development of IPR | Requirement of Patent Process | Procurement requirement for trademark | Registration process of copy rights | Need for Protection Industrial design |
| | <i>SLO - 2</i> | Development of IPR in India - Discussion | Practical case study of patent process requirement | Discussion of trademark procurement case study | Stages of copyrights | Case study discuss related to Industrial design |
| S-12 | <i>SLO - 1</i> | Genesis and development | <i>Types of Patent application</i> | Trademark protectable process | Notice of Copy rights | Protection requirement- |
| | <i>SLO - 2</i> | Group discussion of case study about Genesis and development | <i>Different patent its application – discussion</i> | Challenges of trademark protectable process | International Copy right law | Institutional Capacity |
| S-13 | <i>SLO – 1</i> | IPR on aboard | <i>Patent documentation</i> | Selecting the trademark | Infringement of Copy rights under Copy Rights Act | IP policy – Legislation |
| | <i>SLO - 2</i> | Important elements of IPR | <i>Discussion of patent documentation challenges</i> | Evaluating the trademark | Related rights | Amendment related to legislation |
| S-14 | <i>SLO – 1</i> | International organization agencies | <i>Management of IP Assets</i> | Trademark Law | Celebrity rights | Implementing TRIPS |
| | <i>SLO - 2</i> | IPR agencies and its functions | <i>IP Asset - Portfolio</i> | Trade secret | Difference between copy rights, Related rights, and celebrity rights | Case study to TRIPS |
| S-15 | <i>SLO - 1</i> | Treaties of International Organisation agencies | <i>Licensing – Meaning - Need</i> | Interstate use of trademarks | Academic- integrity or plagiarism: | IP in Bilateral and Regional Agreement |
| | <i>SLO - 2</i> | Case study – discussion about IPR Organisation agencies | <i>Infringement – meaning - need</i> | Trademark governed by ACT | Intellectual theft | Case study of IP |

| | | |
|---------------------------|---|---|
| Learning Resources | 1. Intellectual Property Rights- Khushdeep Dharmi and Neeraj Pandey | 4. Practical Approach to intellectual Property Rights- Rachna Singh Puri, Arvind Viswanathan- published by I.K. International Publishing House Pvt. Ltd |
| | 2. Copyrighting Culture- Ronald V. Bettig | |
| | 3. Intellectual Property Enforcement- Xuan Li, Carlos Maria Correa- published by Edward Elgar | |
| | 5. Intellectual property right, Deborah, E. BoDcboux, Cengage learn'ng | |

| | | Learning Assessment | | | | | | | | |
|---------------------------|------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|
| Bloom's Level of Thinking | | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

| Course Designers | | |
|---|--|------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Dr. G. Sangeetha |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Dr.D.Bhuvanewari |

| | | | | | | | | | | | |
|--------------------|-----------|--------------------|------------------------------------|------------------------|----------|-------------------------------------|----------|----------|----------|----------|----------|
| Course Code | UCM23D08J | Course Name | Research Publication Ethics | Course Category | D | <i>Discipline Specific Elective</i> | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | |
|------------------------------|----------|-----------------------------|-----|----------------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | | Progressive Courses | Nil |
| Course Offering Department | Commerce | Data Book / Codes/Standards | Nil | | |

| | | | |
|---------------------------------|--|----------|---------------------------------|
| Course Learning Rationale(CLR): | The purpose of learning this course is to: | Learning | Program Learning Outcomes (PLO) |
|---------------------------------|--|----------|---------------------------------|

| Course Learning Rationale (CLR): | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
|---|--|--|-------------------------|------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---|---|
| CLR-1 : | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | |
| To understand the basic concepts of Research Publications | | Level of Thinking(Bloom) | Expected Proficiency(%) | Expected Attainment(%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills | | |
| CLR-2 : | | | | | H | M | M | H | L | H | L | H | L | M | L | - | - | - | L | H | M |
| CLR-3 : | | | | | M | H | H | H | H | H | H | L | M | L | M | L | M | M | H | L | L |
| CLR-4 : | | | | | H | M | L | H | H | H | H | M | M | M | L | M | L | H | L | H | M |
| CLR-5 : | | | | | H | H | L | L | L | M | M | M | L | M | L | H | H | H | M | H | M |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | | 3 | 75 | 75 | M | H | L | H | H | H | L | H | H | H | H | M | H | M | | | |
| CLO-2 : | | 3 | 70 | 70 | M | H | H | H | H | H | L | M | L | M | M | H | L | L | | | |
| CLO-3 : | | 3 | 75 | 75 | H | M | L | H | H | H | M | M | L | L | H | L | H | M | | | |
| CLO-4 : | | 3 | 85 | 85 | H | H | L | L | L | M | M | M | L | M | L | H | H | M | | | |
| CLO-5 : | | 3 | 85 | 85 | M | H | L | H | H | H | L | H | H | H | H | M | H | M | | | |

| Duration (hour) | | 15 | 15 | 15 | 15 | 15 |
|-----------------|---------|--|----------------------------------|---|---|--|
| S-1 | SLO-1 | Introduction to Philosophy: Definition | Publication Ethics: Introduction | Open access publications and initiatives – Introduction | PUBLICATION MISCONDUCT – Introduction | DATABASES AND RESEARCH METRICS |
| | SLO - 2 | Nature of philosophy | Definition of publication ethics | Meaning – Open Access Initiative | Different forms of Publication Misconduct | Meaning – Databases and Research Metrics |
| S-2 | SLO-1 | Scope, Concept | Publication Ethics its need | Open Access Initiatives in India - | Group Discussion – FFP importance | Indexing - meaning |

| | | | | | | |
|------|---------|---|---|---|---|--|
| | SLO - 2 | Branches | Importance of Publication ethics | Indian National Science Academy (INSA) | Need of FFP understanding | Databases - Meaning |
| S-3 | SLO-1 | Ethics: Definition | Best Practices/ Standard Setting Initiatives and Guidelines: COPE | Indian Academy of Sciences (IAS) - | Group Discussion – FFP and authorship – | Citation databases: - Introduction – meaning |
| | SLO - 2 | Moral Philosophy | COPE understanding | IndianJournals.com - Indian MEDLARS Centre | Scope towards Conflicts of interest - FFP | Evolution of Citation databases |
| S-4 | SLO-1 | Nature of Moral Judgements | Best Practices/ Standard Setting Initiatives and Guidelines: WAVE | Software tool to identify predatory publications - meaning | Group Discussion – Conflicts of interest scope and its implications | Citation databases: Web of Science, |
| | SLO - 2 | Reactions | WAVE understanding | Detail understanding of software tools | Assignment of conflict of interest in research | Discussion of WoS |
| S-5 | SLO-1 | Ethics with respect to science | Conflicts of Interest - meaning | How to identify predatory publications | Group discussion – publication ethics | Citation databases: Scopus |
| | SLO - 2 | Discussion towards ethics towards science | Types of conflicts of interest | Factors | Assignment towards publication ethics implications | Discussion towards Scopus |
| S-6 | SLO-1 | Ethics with respect to Research | Publication Misconduct: Definition | Journal finder / journal suggestion tools viz. JANE-Finder, | Publication misconduct - Complaints and appeals: examples and fraud from India and abroad | Practical: Citation related concept |
| | SLO - 2 | Discussion towards ethics with respect to research | Publication misconduct - Concept | Journal finder / journal suggestion tools viz. Elsevier Journal - Finder, | Case study of publication complaints | Practical implication towards Citation concept |
| S-7 | SLO-1 | Intellectual Honesty | Problems that lead to unethical behaviour and vice-versa | Journal finder / journal suggestion tools viz. Springer, Journal Suggester, | Publication misconduct - Complaints and appeals: examples and fraud from India and abroad | Research Metrics - Impact Factor of Journal as per Journal Citation Report, SNIP |
| | SLO - 2 | Why and for what intellectual honesty required | Case study about unethical behaviour | Journal suggestion tools - discussion | Case study | Research Metrics - Impact Factor of Journal as per Journal Citation Report, SJR, |
| S-8 | SLO-1 | Research Integrity | Types of publication misconduct | SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies | Software tools - Use of plagiarism software like Turnitin, | Impact Factor of Journal as per Journal Citation Report, IPP, |
| | SLO - 2 | Discussion about Research Integrity | Discussion about the publication misconduct with example and case study | Case study | Assignment – group discussion | Impact Factor of Journal as per Journal Citation Report, Cite Score |
| S-9 | SLO-1 | Scientific Misconducts: Falsification, Fabrication & Plagiarism | Violation of Publication ethics, Authorship | SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies | Urkund and other open source software tools. | Metrics: h-index, g index, i10 index, altmetrics |
| | SLO - 2 | Case study about Falsification | Violation of Publication ethics, Contributorship | Case study | Assignment – group discussion | Metrics: h-index, g index, i10 index, altmetrics |
| S-10 | SLO-1 | Scientific Misconducts: Falsification, Fabrication & | Impact of Violation of Publication ethics, Authorship | Practical – assignment for report writing with | Practical – for Turnitin usage and its implication | Metrics: h-index, g index, i10 index, altmetrics |

| | | | | | | |
|-------------|----------------|--|--|---|---|---|
| | | Plagiarism | | conceptual paper | | |
| | SLO - 2 | Case study about Fabrication | Impact of Violation of Publication ethics, Contributorship | Report writing discussion about the concept | Case study | Metrics: h-index, g index, i10 index, altmetrics |
| S-11 | SLO-1 | Redundant Publications: Duplicate | Identification of Publication Misconduct, Complaints and Appeals | Practical – assignment for report writing with conceptual paper | Practical – Urkund usage and its implication | Discussion about the metrics |
| | SLO - 2 | Case study | Discussion about appeals with case study | Discussion for the important factors of concept | Case study | Importance of metrics discussion on practical implication |
| S-12 | SLO-1 | Redundant Publications: Duplicate Publication | Identification of Publication Misconduct, Complaints and Appeals | Practical – assignment for report writing with conceptual paper | Group discussion for publication challenges | Personality, Guidance and the Learning cognitive process - Introduction |
| | SLO - 2 | Redundant Publications: Overwriting Publication | Discussions | Discussion of conceptual paper | Group discussion for publication its implication | Discussion with case study |
| S-13 | SLO-1 | Salami Slicing | Predatory Publishers and Journals – Meaning | Practical – Reporting with case studies and its interpretation | Assignment for factors influence publication challenges and its implication | Integration of Personality -theory of Personality - |
| | SLO - 2 | Salami slicing - importance | Impact of Predatory | Discussion of interpretation paper | Importance for publication and its requirement | Psycho analytical theory of Personality |
| S-14 | SLO-1 | Selective Reporting | How to identify predatory publishers – problems and challenges | Practical – Reporting with case studies and its interpretation | Assignment for publication factors | Professionalism in Research |
| | SLO - 2 | Misrepresentation of Data | Discussion with case study | Practical paper understanding the reporting skill | Assignment for publication impact | Discussion on professionalism |
| S-15 | SLO-1 | Challenges towards overwriting and misrepresentation of data | Assignment – to find predatory journal | Ethics implication and its requirement | Publication misconduct and examples | Professionalism in Research |
| | SLO - 2 | Discussion | Case study - discussion | Need discussion | Case study | Professionalism in academic research |

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|--------------------|---|--|
| Learning Resources | <ol style="list-style-type: none"> Resnik, D. B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. https://doi.org/10.1038/489179a o Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN: 978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf | <ol style="list-style-type: none"> MacIntyre, Alasdair (1967) A Short History of Ethics. London |
|--------------------|---|--|

| Learning Assessment | | | | | | | | | | |
|---------------------|------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|
| Bloom's Level of | | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) |
| Thinking | | CLA - 1 (10%) | | CLA - 2 (10%) | | CLA - 3 (20%) | | *CLA - 4 (10%) | | Theory |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level 1 | Remember | 20% | 20% | 20% | 20% | 15% | 15% | 15% | 15% | 30% |
| | Understand | | | | | | | | | |
| Level 2 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| | Analyze | | | | | | | | | |
| Level 3 | Evaluate | 10% | 10% | 10% | 10% | 15% | 15% | 15% | 15% | 30% |
| | Create | | | | | | | | | |
| Total | | 100 % | | 100 % | | 100 % | | 100 % | | 100% |

CLA - 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|--|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Dr. G. Sangeetha, Assistant Professor, Department of Commerce, SRMIST, KTR |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | Dr. D. Bhuvaneshwari, Assistant Professor, Department of Commerce, SRMIST, KTR |

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|-------------|-----------|-------------|----------------------|----------------|---|-------------------------------------|---|---|---|---|---|
| Course Code | UCM23D09T | Course Name | BUSINESS ENVIRONMENT | CourseCategory | D | Discipline Specific Elective Course | L | T | P | O | C |
| | | | | | | | 4 | 0 | 0 | 2 | 4 |

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|----------------------------|----------|----------------------|-----|-------------------------------|-----|
| Pre-requisiteCourses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | COMMERCE | | | Data Book / Codes / Standards | Nil |

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| Course Learning Rationale (CLR): | The purpose of learning this course is to: |
| CLR-1 : | To impart knowledge on the concept of business environment & its significance |
| CLR-2 : | To know the Economic environment factors and its impact on business |
| CLR-3 : | To familiarize the social environment and CSR |
| CLR-4 : | To understand the political environment and FDI |
| CLR-5 : | To learn the digitalization of business |

| Learning | | |
|---------------------------|--------------------------|-------------------------|
| 1 | 2 | 3 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| 3 | 95 | 90 |
| 3 | 95 | 90 |
| 3 | 95 | 90 |
| 3 | 95 | 90 |
| 3 | 95 | 90 |

| Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership Readiness/Qualities | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| H | L | H | H | H | H | M | H | L | L | L | M | L | H | H |
| H | M | H | H | H | H | M | H | L | L | L | L | L | H | H |
| H | H | H | H | H | M | M | H | H | L | L | M | L | H | H |
| H | H | H | H | H | H | M | H | H | L | L | H | L | H | H |
| H | H | H | H | H | H | M | H | H | L | L | H | L | H | H |

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| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: |
| CLO-1 : | To analyze various categories that are constituting the business environment |
| CLO-2 : | To apply the Environmental policy to change the structure of the economy and the transition thereof from the past to the present scenario. |
| CLO-3 : | To apply various constitution provisions & how government play different roles for the smooth functioning of an organization & evaluate the importance of CSR in an economy |
| CLO-4 : | Summarize the basics of foreign investments that are helpful for the economy |
| CLO-5 : | To develop the understanding of natural and technological factors that play an important part in an organization's function |

| Duration (hour) | 12 | 12 | 12 | 12 | 12 | |
|-----------------|-------|--|--|---|---|---|
| S-1 | SLO-1 | An Overview of Business Environment – Concept and significance | Economic Environment – History of Economic Systems | Social Environment – Concept | Political Environment - Functions of state | Natural and Technological Environment - |
| | SLO-2 | Types of Environment – Internal, External , | Market, Planned and Mixed Economy | Features of social structure of Indian economy | Types of Political Systems | Natural resources and sustainability |
| S-2 | SLO-1 | Micro Environment | Nature of economic environment | Socio – cultural environment | Risks posed by Political Systems | Renewable resources |
| | SLO-2 | Macro Environment | Elements of economic environment | Elements of cultural environment | Political Institutions – Legislature | Non-renewable resources |
| S-3 | SLO-1 | Competitive structure of industries | Economic system and business environment | Characteristics of Cultural environment | Political Institutions - Executive | Environmental issues related to Business Global Warming |
| | SLO-2 | environmental analysis and strategic management | Economic factors & growth strategy | Nature of culture on business | Political Institutions - Judiciary | Carbon credits, Industries and Pollution. |
| S4-5 | SLO-1 | Managing diversity | basic economic system, | Impact of culture on business | Role of Government in business | Innovation in technological environment |
| | SLO-2 | Scope and Characteristics of business | economic planning, | Cultural Elements- Language, Religion, Family, Aesthetics, Education, etc | Relationship between business and government | Technology and Competitive Advantage |
| S-6 | SLO-1 | Objectives and uses of business environment | Economic policies- new industrial policy | culture and globalization, | economic roles of government | technological leadership and followership |
| | SLO-2 | Importance of business environment | FEMA | social responsibilities of business | Government and legal environment | Sources of technological dynamics, |
| | SLO-1 | Approaches of Environment Forecasting | Economic planning in India | social audit | Responsibilities of business towards government | impact of technology on globalization |

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| S-7 | SLO-2 | Professionalization in business environment – Cause and effects | Economic Policies and Conditions | business ethics | Responsibilities of government towards business | transfer of technology, technology adaption |
| S-8 | SLO-1 | Public enterprises and public utilities & its characteristics | Monetary policies | corporate governance | The constitutional environment, rationale and extent of state intervention | time lags in technology introduction |
| | SLO-2 | Objectives of public enterprises | fiscal policies | Demographic environment population size | Legal Environment – Introduction | Status of technology in India; |
| S-9 | SLO-1 | Arguments in favour of public enterprises & arguments against public enterprises | Consumer Protection Act | migration and ethnic aspects, birth rate, death rate and age structure | Major regulations pertaining to Business in legal environment | Management of technology |
| | SLO-2 | Forms of public enterprises – Department management, | Competition Law | Corporate Social Responsibility - CSR concept | Intellectual Property Rights. | Features of technology |
| S-10 | SLO-1 | public corporations, Government company organization | Liberalization, Privatization and Globalization of Indian Economy – Introduction | Need for social responsibility of business | Financial Environment – Introduction | Impact of technology |
| | SLO-2 | Characteristics of public enterprises | Liberalization policies of Indian economy | Social Responsibility of Business towards different groups | Financial System and its components | Digitalisation of Business |
| S-11 | SLO-1 | advantages and limitations of forms of public enterprises | Privatization policies of Indian economy | Barriers to social responsibility | Financial Institutions in India and their role | Competitive Structure of Industries |
| | SLO-2 | Problems of public enterprises | Globalization policies of Indian economy | Business Ethics | Foreign Investments, Foreign Direct Investments | PESTLE |
| S-12 | SLO-1 | Public utilities – Introduction , Characteristics | Liberalization, Privatization and Globalization of Indian Economy | Corporate Governance | Need for FDI in developing countries | SWOT |
| | SLO-2 | Forms of public utility undertakings | Trends and Issues | Social Audit | Factors influencing FDI | Porter’s Five Forces Model |

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| Learning Resources/ Reference books | <ol style="list-style-type: none"> Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition, India. Dr.S.Sankaran, Business Environment, Margham Publications K.Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers,Ludhiana Nameetha Gopal, Business Environment, Vijay Nicole Publications Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi |
|--|---|

| | Bloom’s Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Theory | Practice |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | | |
| Level 1 | Remember Understand | 30% | - | 30% | - | 30% | - | 30% | - | 30% | - |
| Level 2 | Apply Analyze | 40% | - | 40% | - | 40% | - | 40% | - | 40% | - |
| Level 3 | Evaluate Create | 30% | - | 30% | - | 30% | - | 30% | - | 30% | - |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % | |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| | |
|-------------------------|---------------------------------------|
| Course Designers | |
| Experts from Academic | Internal Experts |
| | Dr. U.Priya, Ass. Prof., FSH, SRM IST |

| | | | | | | | | | | |
|-------------|-----------|-------------|-----------------------------|-----------------|---|-------------------------------------|---|---|---|---|
| Course Code | UCM23D09T | Course Name | ENTREPRENEURSHIP MANAGEMENT | Course Category | D | Discipline Specific Elective Course | L | T | P | C |
| | | | | | | | 4 | 0 | 0 | 4 |

| | | | | | |
|----------------------------|----------|--------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | DataBook/Codes/Standards | | | Nil |

| Course Learning Rationale(CLR): | | Learning | | | Program Learning Outcomes(PLO) | | | | | | | | | | | | | | |
|--|---|--|--------------------------|-------------------------|--------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| The purpose of learning this course is to: | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-1: | To know the Concept of Entrepreneurship, Types of Entrepreneurships and E-Cell | | | | H | - | M | H | L | M | - | - | L | L | M | H | M | L | M |
| CLR-2: | To provide necessary input for entrepreneurial effort and planning and Ownership Structures | | | | M | H | L | M | L | M | - | H | M | L | L | M | M | - | H |
| CLR-3: | To gain the knowledge about entrepreneurial development programs and financial Assistance programme | | | | - | - | M | H | L | - | - | M | - | M | H | M | L | M | |
| CLR-4: | To have an understanding about Project Formulation Specimen Project Report | | | | M | H | M | H | L | M | - | M | - | L | H | M | M | - | |
| CLR-5: | To gain better understanding about Problems faced by Women Entrepreneurs Development of women Entrepreneurship Rural Entrepreneurship | | | | H | - | M | - | - | - | H | M | L | M | - | H | - | M | |
| Course Learning Outcomes(CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | |
| CLO-1: | Familiarize with concepts, theories, role on economic development, skills and importance, significance and activities of e-cell, | 3 | 80 | 70 | H | - | M | H | L | M | - | - | L | L | M | H | M | L | M |
| CLO-2: | Awareness about Business plans and the type of ownership | 3 | 85 | 75 | M | H | L | M | L | M | - | H | M | L | L | M | M | - | H |
| CLO-3: | Have practical knowledge about Institutional finance | 3 | 75 | 70 | - | - | M | H | L | - | - | M | - | M | H | M | L | M | |
| CLO-4: | Knowledge about Evaluation Project and Formulation of project | 3 | 85 | 80 | M | H | M | H | L | M | - | M | - | L | H | M | M | - | |
| CLO-5: | Practical exposure of Women, Rural Entrepreneurship and Industrial sickness | 3 | 85 | 75 | H | - | M | - | - | - | H | M | L | M | - | H | - | M | |

| Duration(hour) | 12 | 12 | 12 | 12 | 12 |
|----------------|-------|---|------------------------------------|--|---|
| S-1 | SLO 1 | Entrepreneurship – Meaning, | Business Idea Generation | Entrepreneurial Development Programme – Concept | Project Report – Meaning |
| | SLO 2 | Definition and Characteristics | Sources of Business Idea | Functions of Entrepreneurial Development Programme | Importance of Project report |
| S-2 | SLO 1 | Qualities of Entrepreneurs | Identifications of Business Idea | Phases of Entrepreneurial Development Programme | Project Life Cycle |
| | SLO 2 | Theories of Entrepreneurship | Business plan | Institutional financial support to Entrepreneurs | Project Life cycle - Its Different phases |
| S-3 | SLO 1 | Types of Entrepreneurs | Need for identifying Business plan | Central level Institution overview | Project Management |
| | SLO 2 | Types of Entrepreneurs based on Danhof | Components of Business Plan | State level Institution overview | Content of Project Report |
| S-4 | SLO 1 | Role of Entrepreneurs in the Economic Development | Project Formulation | SIPCOT and its functions | Project Appraisal -Concept |
| | SLO 2 | Skills and traits required for Entrepreneur | Forms of Ownership | NSIC – Objectives and functions | Techniques of Project Appraisal |
| S-5 | SLO 1 | Factors influencing Entrepreneurship | Sole Proprietorship – Meaning | NIESBUD - Objectives and functions | Methods of Project Appraisal |
| | SLO 2 | Importance of Entrepreneurship | Sole Proprietorship –Pros & Cons | SISI institutes - Objectives and | Feasibility Analysis |

| | | | | | | |
|------|-------|---|--|---|--|---|
| | | | | <i>functions</i> | | |
| S-6 | SLO 1 | <i>Intrapreneurship - Concept</i> | <i>Partnership - Meaning</i> | <i>IDBI - Objectives and functions</i> | <i>Preparation of Feasibility Report</i> | <i>Make in India- Mission</i> |
| | SLO 2 | <i>Difference between Intrapreneurship & Entrepreneurship</i> | <i>Partnership -Pros & Cons</i> | <i>SIDO – its functions</i> | <i>Market Feasibility</i> | <i>Stand up India - Mission</i> |
| S-7 | SLO 1 | <i>Social Entrepreneurship - Concept</i> | <i>Joint Stock Company - Concept</i> | <i>Small Scale Industries</i> | <i>Technical Feasibility</i> | <i>Skill India - Mission</i> |
| | SLO 2 | <i>Types of Social Entrepreneurship</i> | <i>Joint Stock Company -, Pros & Cons</i> | <i>Financial support to SSI</i> | <i>Financial Feasibility</i> | <i>Case study</i> |
| S-8 | SLO 1 | <i>Community Development through Social Value</i> | <i>Limited Liability</i> | <i>MSME – Meaning and Role in India</i> | <i>Sources of Finance</i> | <i>Problems faced by Rural Entrepreneurs</i> |
| | SLO 2 | <i>Motivations of Social Entrepreneurs</i> | <i>Partnership and Corporation - Introduction</i> | <i>Incentives for SSI</i> | <i>Case study</i> | <i>Remedies and Opportunities for Rural Entrepreneurship</i> |
| S-9 | SLO 1 | <i>E-Cell – Meaning and Concept</i> | <i>Partnership and Corporation - merits and demerits</i> | <i>Role of Government in Developing SSI</i> | <i>Case study</i> | <i>Government Schemes for Rural Entrepreneurs</i> |
| | SLO 2 | <i>Significance of E-Cell</i> | <i>Co-operative Societies – Meaning, merits and demerits</i> | <i>Incentives</i> | <i>Project Control</i> | <i>State the reasons for promoting rural entrepreneurs in India.</i> |
| S-10 | SLO 1 | <i>Advantages of joining in E-Cell</i> | <i>Merger and Acquisition of Business-Concept</i> | <i>Concessions</i> | <i>Importance of Project control</i> | <i>Industrial Sickness – Meaning</i> |
| | | <i>Activities of E-Cell</i> | <i>Pros & Cons of Merger and Acquisition</i> | <i>State Financial Corporation (SFC)</i> | <i>Techniques for Project control</i> | <i>Causes of Industrial Sickness</i> |
| S-11 | SLO 1 | <i>E- Cell Registration</i> | <i>Franchising Concept</i> | <i>State Small Industries Development Corporation (SSIDC)</i> | <i>Evaluation of Projects</i> | <i>Reason and Symptoms of Industrial Sickness</i> |
| | SLO 2 | <i>Opportunity assessment through E-Cell</i> | <i>Franchising Pros & Cons</i> | <i>DIC – Objectives and Functions</i> | <i>Prerequisites for successful implementation of projects</i> | <i>Remedial Measures and Government Support for Industrial Sickness</i> |
| S-12 | SLO 1 | <i>Entrepreneurship in the present global scenario</i> | <i>Case study</i> | <i>Case study</i> | <i>Case study</i> | <i>Case study</i> |
| | SLO 2 | <i>Entrepreneurship in India</i> | <i>Case study</i> | <i>Case study</i> | <i>Case study</i> | <i>Case study</i> |

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|---------------------------|--|---|
| Learning Resources | 1. Clifford M.Baumback & Joseph R.Mancuso , <i>ENTREPRENEURSHIP AND VENTURE MANAGEMENT</i> , edition: 2, publisher name: prentice-Hall ,year of publication:1987 | 4. Academic Press Dan Steinhoff & John F.Burgess, <i>SMALL BUSINESS MANAGEMENT FUNDAMENTALS</i> , McGraw Hill,edition:illustrated, publisher name: wiley, publication: 1997 |
| | 2. . Prentice Hall Gifford Pinchot, <i>INTRAPRENEURING</i> , Harper & Row Ram K.Vepa, <i>HOW TO SUCCEED IN SMALL SCALE INDUSTRY</i> , edition: , publisher name: Harper&row,year of publication 1986 | 5. Jack M.kaplan Anthony c.warren, <i>Patterns of entrepreneurship management</i> ,edition: third editionYear of publication:2009 |
| | 3. Vikas Richard M.Hodgets, <i>EFFECTIVE SMALL BUSINESS MANAGEMENT</i> , edition:3, publisher name:cengage south-western,year of publication:2005 | |

| Learning Assessment | | | | | | |
|---------------------|------------------------------|--|---------------|---------------|----------------|-----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | Final Examination (50% weightage) |
| | | CLA – 1 (10%) | CLA – 2 (10%) | CLA – 3 (20%) | CLA – 4 (10%)# | |
| | | Theory | Theory | Theory | Theory | Theory |
| Level 1 | Remember Understand | 30% | 30% | 30% | 30% | 30% |
| Level 2 | Apply Analyze | 40% | 40% | 40% | 40% | 40% |
| Level 3 | Evaluate Create | 30% | 30% | 30% | 30% | 30% |
| | Total | 100 % | 100 % | 100 % | 100 % | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

| Course Designers | | |
|---|--|-------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | <i>Dr.D.Bhuvanewari</i> |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | <i>Dr.V.Lavanya</i> |

| | | | | | | | | | | | |
|-------------|-----------|-------------|--------------------------|-----------------|---|-------------------------|---|---|---|---|---|
| Course Code | UCM23G09J | Course Name | DIGITAL MARKETING | Course Category | G | Generic Elective Course | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

| | | | | | |
|----------------------------|----------|----------------------|---------------------------|---------------------|-----|
| Pre requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | | Data Book/Codes/Standards | Nil | |

| | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|--|---------------------------|--------------------------|-------------------------|--|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| CLR-1: | Explain the Role of Digital Marketing in Business | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2: | Describe about virtual reality and mobile marketing | | | Level of thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long learning | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3: | Teach about how SEO are working in a business | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | Illustrate the role of social media marketing | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | Relate how the website are used for a modern business | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1: | To understand the strategy of Digital Marketing | | | 3 | 80 | 70 | L | H | M | H | H | H | L | M | L | M | L | L | L | M | M |
| CLO-2: | To understand the advantages and limitations | | | 3 | 85 | 75 | M | H | L | M | M | H | L | M | M | L | M | L | L | M | L |
| CLO-3: | To plan and manage digital marketing budget | | | 3 | 75 | 70 | M | H | M | H | M | H | L | M | M | L | M | L | L | L | L |
| CLO-4: | To understand the tools and technology | | | 3 | 85 | 80 | M | H | M | H | H | H | L | M | M | L | M | M | L | M | M |
| CLO-5: | To understand the branding techniques | | | 3 | 85 | 75 | H | H | M | H | H | H | L | M | M | L | M | M | L | L | M |

| Duration (hour) | 15 | 15 | 15 | 15 | 15 | |
|-----------------|--------|---|--|---|---|---|
| S-1 | SLO -1 | Meaning of Digital Marketing | Digital marketing plan, Benefits & Limitations of Digital marketing. | Introduction of search engine optimization | Introduction of Social media marketing | Website |
| S-2 | SLO -1 | Nature & Scope | Functions of Digital Marketing | How search engine works. | Functions of social media marketing | Defining website objectives |
| S-3 | SLO -1 | Concept of Digital marketing, Evolution of Internet | Digital consumers & Digital communities | Basics of SEO | Types of social media marketing | Types of websites |
| S-4&5 | SLO-1 | Case study: Usage of Hashtags | Case study: Airtel Fashion Shoot | Case study: Barclays Business Banking SEO campaign | Case study: Make my trip | Case study: Envelopes.com |
| | SLO-2 | Case study: Content marketing | Case study: Fanatics Boosts traffic through content marketing | Case Study: American Egg board boosts organic traffic through SEO | Case study: HDFC | Case study: Chevrolet |
| S-6 | SLO -1 | Evolution of Digital marketing. | Terminology used in digital marketing | Pay per click | Facebook marketing and YouTube marketing techniques | Web page Vs website & Website Vs Web blog |
| S-7 | SLO -1 | Tools required in digital marketing. | Segmenting and customizing messages | SEO Techniques | Instagram, Twitter and LinkedIn marketing strategies and analysis | Essential steps in website creation |

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|--------------------|---|---|--|--|---|---|
| S-8 | SLO -1 | Digital marketing platform & Strategies | Mobile marketing | On page SEO vs Off page SEO | Social Media marketing overview | Website Planning & Development |
| S-9-10 | SLO -1 | Case study: IPL team's Digital marketing strategy by KKR | Case study: Mom's touch by NiveaIndia | Case study: Breakup challenge byOLX | Case study: Renault social media marketing | Case study: Intuit Digital marketing |
| | SLO -2 | Case study: Wholesaler drives visibility and conversions with social media marketing | Case study: Float a boat by Paperboat | Case study: Dove soap | Case study: Lenovo | Case study: DisabledGo |
| S-11 | SLO -1 | Role of digital marketer | Advantages and disadvantages of Mobile Marketing | Affiliate marketing, E- mail marketing, SMS marketing | Advantages and disadvantages ofsocial media marketing, Building a content strategy | Phases of website development |
| S-12 | SLO -1 | Responsibilities of digital marketer. | Concept of mobile marketing | E-Commerce | Social media optimization | Domain and website hosting, Typesof domains |
| S-13 | SLO -1 | Diff bet Traditional marketing and Digital marketing. | Virtual Reality marketing. | Role of E- Commerce in marketing | Search engine optimization Vs social media optimization, Over view of Social networking | Display advertising, Different types ofad tools |
| S-14-15 | SLO -1 | Case study: Amazon leverages CRM to become E- Commercegiant. | Case study: Design your own bucketby KFC | Case study: GUCCI digital strategy | Case study: Hubspot | Case Study: ICICI Bank Building India's Most Social Bank on face book |
| | SLO -2 | Case study: Revecent increase conversion rate with holistic PPC campaign optimization | Case study: Great Indian freedom saleby Amazon India | Case study: NIKE content marketing | Case study: Beard brand | Case study: Harris Teeter |
| Learning Resources | 1. Fundamentals of Digital Marketing by Pearson Bhatia Puneet 2. Social Media Marketing for Dummies Shiv Singh | | | 3. Digital Marketing –Kamat and Kamat-Himalaya 4. Digital Marketing, V. Ahuja, Oxford University Press 5. Digital Marketing – Charles, Vijay Nicole Publishing | | |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|---|----------|------------|----------|------------|----------|-------------|----------|----------------------------------|
| | Bloom's Level of Thinking | Continuous Learning Assessment(50% weightage) | | | | | | | | FinalExamination(100% weightage) |
| | | CLA-1(10%) | | CLA-2(10%) | | CLA-3(20%) | | CLA-4(10%)# | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| Level1 | Remember Understand | 20% | 20% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| Level2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level3 | Evaluate Create | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100% | | 100% | | 100% | | 100% | | - |

#CLA-4can be from any combination of these :Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

| Course Designers | | |
|---|---|-----------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | Mrs. P. Suganya Priya |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head,Department of Commerce, Pachaiyappa's College, Chennai | |

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|-------------|-----------|-------------|----------------------|-----------------|---|--------------------------|---|---|---|---|---|---|---|---|---|
| Course Code | UCM23G10J | Course Name | STRATEGIC MANAGEMENT | Course Category | G | Generic Elective Courses | | | | | L | T | P | O | C |
| | | | | | | 3 | 0 | 2 | 2 | 4 | | | | | |

| | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|--|--|-------------------------------|-------------------|----------------------|---------------------|------------------------|---------------------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|-----------|---------------------|-----------------------|-----------------------|------------------------|------------|
| Pre- Requisite Courses | | Nil | Co-Requisite Courses | | | Progressive Courses | | | | | Nil | | | | | | | | | | |
| Course Offering Department | | Commerce | Date Book / Codes / Standards | | | Nil | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | |
| CLR-1 : | To introduce the concept of Strategic Management | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To create awareness on Corporate Restructuring | | | Level of Thinking | Expected Proficiency | Expected Attainment | Disciplinary knowledge | Communication skills | Critical thinking | Problem solving | Analytical reasoning | Research related skills | Reflective thinking | Self-directed learning | Leadership | Life-long | Professional skills | Experiential learning | Employability options | Decision making skills | ICT Skills |
| CLR-3 : | To familiarize the concepts of Global Strategic Environment | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To familiarize the concepts of a Global market | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To enable the learners make strategic choice and to implement strategy in a global market | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Have an awareness about the foundations of Global Strategic Management | | | 3 | 80 | 70 | L | H | M | H | L | H | M | H | L | M | H | M | H | H | |
| CLO-2 : | Generate idea about the changes in the international business era | | | 3 | 85 | 75 | M | H | L | M | L | H | M | H | M | L | M | H | M | H | H |
| CLO-3 : | Become familiar on the concepts of Global Strategic Environment | | | 3 | 75 | 70 | M | H | M | H | L | H | M | H | M | L | M | H | M | H | H |
| CLO-4 : | Get knowledge on the concepts of a Global market | | | 3 | 85 | 80 | M | H | M | H | L | H | M | H | M | L | M | H | M | H | H |
| CLO-5 : | Become familiar on making strategic choices and Have an awareness on implementation of strategy in a global market | | | 3 | 85 | 75 | H | H | M | H | L | H | M | H | M | L | M | H | M | H | H |

| Duration (hour) | Learning Unit/ Module | Learning Unit/ Module | Learning Unit/ Module | Learning Unit/ Module | Learning Unit/ Module |
|-----------------|---|---|--|---|--|
| | 15 | 15 | 15 | 15 | 15 |
| S-1 | SLO-1 Introduction to Strategic Management – Definition, Nature | Introduction and Need for Corporate Restructuring | Approaches to Strategic decision making | Strategy Implementation - Issues in implementation | Global Strategic Management -Introduction |
| S-2 | SLO-1 Scope and Significance of Strategic Management | Forms of Corporate Restructuring | Constructing scenarios | Project implementation | Global Issues and Challenges instrategic management |
| S-3 | SLO-1 Business Purpose and Objectives | Evaluation of Strategic Alternatives | International Product Life Cycle | Control Procedure and Resource Allocation | Strategies for competing in Global Marketsand local market |
| S-4 – S5 | SLO-1 Business Policy – Nature and Scope | Types of Strategic Alternatives | Strategic options at Corporate level | Corporate Ethos, Culture and Ethics | Multi-country organizational strategies |
| S-6 | SLO-1 Significance and Elements of BusinessPolicy | HR and Marketing Strategies | Modernisation, Integration and Diversification of Corporate-Level Strategies | Management of Change | Guidance for success as a global competitor |
| S-7 | SLO-1 Strategic Formulation – Vision andMission | Financial and Operational Strategies | Turn Around, Liquidation and Disinvestmentof Corporate-Level Strategies | Strategic Evaluation | Applying Strategic Management Process |
| S-8 | SLO-1 Environmental Scan – InternalEnvironment | Portfolio Techniques and its Techniques | Strategies at various levels | Monitoring and control of formulationand Implementation | Strategies for Governing Public Private Participation of Business Sector in India |
| S-9 – S -10 | SLO-1 External Environment | Profit Impact of Market Strategy (PIMS) | Competitiveness – detailed study | Techniques of Evaluation and Control | CSR - Strategies of linking CSR with Profitand Sustainability for obtaining business benefit |
| S-11 | SLO-1 SWOT Analysis - Company 1 | Process of Firms' Internationalization | Strategies in hyper-competitive industries | Evaluation – Strategic, operational and Budgetary Control | Strategies for Environmental Accounting and Auditing |
| S-12 | SLO-1 Formulating Strategic Alternatives and strategic choices | SWOT analysis – Company 2 | International entry options | PERT/CPM and VarianceAnalysis | Strategic for growing green Economies |
| S-13 | SLO-1 Strategic Formulation - Input stages, Matching Stages and Decision Stages | Case studies on Resource planning | Consulting strategies for globalentrants | Measuring Organisational Performance and Taking Corrective action | Case Study on the implementation ofgreen economies |
| S-14 – | SLO-1 Cultural Aspects of Strategic Choice | Case study | Case study | Case Study | Case study on multi-national organizational strategies |

| | | | | | | |
|------|-------|-----------------------|------------|------------|------------|--|
| S-15 | SLO-1 | Functional Strategies | Case study | Case study | Case Study | Case study on multi-national organizational strategies |
|------|-------|-----------------------|------------|------------|------------|--|

| | | |
|---------------------------|---|---|
| Learning Resources | 1. Hill, Charles W.L. and Gareth R. Jones, Strategic Management: An Integrated Approach, Cengage Learning, India. | 3. Davidson, W.H., Global Strategic Management, John Wiley, New York. |
| | 2. Ungson, G.R. and Yim-Yu-Wong, Global Strategic Management, M.E. Sharpe. | 4. Thompson, Arthur A. and A. J. Strickland, Strategic Management, McGraw Hill, New York. |

| Learning Assessment | | | | | | | | | | |
|---------------------|---------------------------|---------------|------------------------|---------------|----------|---------------|----------|---------------|----------|-----------------------------------|
| | Bloom's Level of Thinking | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%) | | Final Examination (50% weightage) |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | |
| | | Level 1 | Remember Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% |
| Level 2 | Apply Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% |
| Level 3 | Evaluate Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | 100 % |

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

| Experts from Industry | Experts from Higher Technical Institutions | Internal Expert |
|--|--|---|
| 1. Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai. | 1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam | 1. Dr. D.Bhuvanewari, Assistant Professor, FSH, SRM IST |
| | 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai | 2. Dr. P.Sankar, Associate Professor, FSH, SRM IST |

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|-------------|-----------|-------------|-----------------------|-----------------|---|--|---|---|----|---|---|
| Course Code | UCM23P06L | Course Name | PROJECT – PHASE II | Course Category | P | Project / Higher Technical Institution | L | T | P | O | C |
| | | | | | | | 0 | 0 | 12 | 2 | 6 |

| | | | | | |
|----------------------------|----------|-----------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | Data Book / Codes/Standards | Nil | | |

Guidelines:

- Students should continue the research work which submitted in the Seventh Semester and a detailed research project should be carried over in the Eighth Semester.
- The project work should be neatly presented in not less than 100 pages and not more than 120 pages.
- Paper Size should be A4 and 1.5 line spacing should be used for typing the general text.
- The general text shall be justified and typed in the Font style - Times New Roman and Font Size: 12 for text. Subheadings shall be typed in the Font style (Font: Times New Roman/ Font Size: 14 for headings)
- The report should contain the details regarding the Introduction, Review of the literature, Conceptual framework, Research Methodology, Analysis and Interpretation, Findings, Suggestions and Conclusion.
- The report should be professionally prepared and the candidate should submit the periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce. Each candidate should submit one hard copy and a soft copy on CD to the Department.
- Project Evaluation and viva voce – Internal Examination – 50 Marks Project Evaluation and viva voce – External Examination – 50 Marks Total Marks - 100 Marks
- If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next semester.
- Project Viva-Voce Examination will be conducted only during semester VIII.
- After the Evaluation of the project report the hard copy will be returned to the candidate.
- Student should publish research article on the topic selected in UGC/Scopus/WOS journals.

| Learning Assessment | | | | |
|---------------------|---|------------|----------------------------------|-----------|
| | Continuous Learning Assessment(50% weightage) | | Final Evaluation (50% weightage) | |
| | Review – 1 | Review – 2 | Project Report | Viva-Voce |
| Project | 20% | 30 % | 30 % | 20 % |