ST. MARY'S COLLEGE (Autonomous)
(Re-accredited with 'A$^+$' Grade by NAAC)
Thoothukudi-628001, Tamil Nadu
(Affiliated to Manonmaniam Sundaranar University)

B.B.A.
School of Management & Economics
Outcome Based Curriculum
(W.e.f.2023)

Preamble:

BBA Programme helps an individual to gain essential knowledge about the corporate world and also the fundamentals of administration. It can offer practical management training that can prepare students to successfully work within a large or small organisation. Through the BBA programme, students can pursue business education and learn skills that will help them pursue various management and administrative roles within a company.

Vision:

To contribute in creating a pool of young professionals and managers, to meet the demand of the industry and society, through excellence in education and research to remain a source of pride to St. Mary's College.

Mission:

1. Enable students to have an understanding of the key functional areas of Business.
2. To build up managerial skills.
3. To prepare technocrats for tomorrow for a collaborative and competitive globalized environment.
4. Providing need based education relevant to the dynamic socio-economic environment.
5. To build entrepreneurial capabilities in students.

Programme Outcomes:

PO No.	After completion of the Undergraduate programme the students of St. Mary's College will be able to
PO 1	acquire an in-depth domain knowledge and a comprehensive knowledge of various disciplines to become skilled professionals
PO 2	enrich their communicative skills, and enhance their creative, numerical, analytical and problem solving skills
PO 3	gain potential skills to excel in digital literacy, team management, scientific reasoning, research and self-directed life-long learning to emerge as entrepreneurs
PO 4	be aware of the environment with a social responsibility for the well-being of humanity and the planet at large
PO 5	be an empowered, economically independent woman with a global perspective to emerge holistically in the egalitarian society

Programme Specific Outcome

PSO No.	Students of Business Administration will be able to	PO Addressed
PSO-1	explicit the sound knowledge of business concepts in the major disciplines of business environment.	PO-1,3
PSO-2	be proficient in the uses of technology in modern organisational operations	PO-1, 2
PSO-3	demonstrate the knowledge and understanding of the ethical, legal and social responsibilities of business	PO-2,4
PSO-4	develop themselves in managerial and entrepreneurial skills through pragmatic approach and acquire employment in various emerging areas of administration	PO-4,5
PSO-5	define, analyze, and devise solutions for business issues &demonstrate to prepare accurate reliable financial reports.	PO-2,5

St. Mary's College (Autonomous), Thoothukudi
Department of BBA
UG Course Structure (2023-2026)

SEMESTER –I

Part	Components	Course Code	Course Title	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil /	23ULTA11	இக்கால இலக்கியம் : (செய்யுள், இலக்கணம், இலக்கிய வரலாறு, சிறுகதை)	6	3	25	75	100
	French	23ULFB11	Foundation Course French I					
II	General English	23UGEN11	Poetry, Prose, Extensive Reading and Communicative English I	6	3	25	75	100
III	Core I	23UBAC11	Principles of Management	5	5	25	75	100
	Core II	23UBAC12	Accounting for Managers I	5	5	25	75	100
	Generic Elective I	23UBAE11	Managerial Economics	4	3	25	75	100
IV	Skill Enhancement Course I (Discipline Specific)	23UBAS11	Basics of Event Management	2	2	20	30	50
	Foundation Course	23UBAF11	Managerial Communication	2	2	20	30	50
	Total			**30**	**23**			

Part	Components	Course Code	Course Title	Hrs/ Week	Credits	Max. Marks		
						CIA	ESE	Total
I	Tamil /	23ULTA21	சமய இலக்கியங்கள் : (செய்யுள், இலக்கணம், இலக்கிய வரலாறு)	6	3	25	75	100
	French	23ULFB21	Foundation Course: French II					
II	General English	23UGEN21	Poetry, Prose, Extensive Reading and Communicative English II	6	3	25	75	100
III	Core III	23UBAC21	Marketing Management	5	5	25	75	100
	Core IV	23UBAC22	Accounting for Managers II	5	5	25	75	100
	Generic Elective II	23UBAE21	International Business	4	3	25	75	100
IV	Skill Enhancement Course II (Discipline Specific)	23UBAS21	Managerial Skill Development	2	2	20	30	50
	Skill Enhancement Course III (Discipline Specific)	23UBAS22	Business Etiquette and corporate Grooming	2	2	20	30	50
Total				**30**	**23**			

Semester III

Part	Components	Course Code	Course Title	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil /	23ULTA31	காப்பிய இலக்கியங்கள் : செய்யுள்,இலக்கணம், இலக்கிய வரலாறு, புதினம்	6	3	25	75	100
	French	23ULFB31	French Literature and Grammar I					
II	General English	23UGEN31	Poetry, Prose, Extensive Reading and Communicative English III	6	3	25	75	100
III	Core V	23UBAC31	Quantitative techniques for managers	5	5	25	75	100
	Core VI	23UBAC32	Banking Practices	4	3	25	75	100
	Generic Elective III	23UBAE31	Business Ethics and Corporate Social Responsibility	4	3	25	75	100
	NME I	23UBAN31	Introduction to Management	2	2	20	30	50
IV	Skill Enhancement Course IV (Discipline Specific)	23UBAS31	Business Communication	2	2	20	30	50
	Ability Enhancement Course I	23UAYM31	Yoga and Meditation	1	1	20	30	50
	Self-Study/ MOOC / Internship (Compulsory)	23UBASS1	Personality Development		+2	--	50	50
	Total			**30**	**22+2**			

Semester IV

Part	Components	Course Code	Course Title	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil /	23ULTA41	சங்க இலக்கியங்கள் : செய்யுள், இலக்கணம், இலக்கிய வரலாறு, நாடகம்	6	3	25	75	100
	French	23ULFB41	French Literature and Grammar II					
II	General English	23UGEN41	Poetry, Prose, Extensive Reading and Communicative English IV	6	3	25	75	100
III	Core VII	23UBAC41	Organisational Behaviour	5	5	25	75	100
	Core VIII	23UBAC42	Legal aspects of Business	4	3	25	75	100
	Generic Elective IV	23UBAE41	Retail Management	4	3	25	75	100
	NME II	23UBAN41	Entrepreneurship	2	2	20	30	50
IV	Skill Enhancement Course V (Discipline Specific)	23UBAS41	Total Quality Management	2	2	20	30	50
	Ability Enhancement Course II (Entrepreneurial Based)	23UABA41	Modern Office Management	1	1	20	30	50
V	NCC / NSS / Sports				1			
	CDP Extension Activity				+1			
Total				**30**	**23+1**			

Note : Ability Enhancement course 23UABA41

Evaluation 20 : 30 will be done only by the department.

Internal and External examinations will be in the form of Practical / Presentation of models / Reports.

Semester V

Part	Components	Course Code	Course Title	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core IX	23UBAC51	Human Resource Management	6	6	25	75	100
	Core X	23UBAC52	Research Methodology	6	5	25	75	100
	Core XI	23UBAC53	Advertising and sales promotion	6	5	25	75	100
	Core XII	23UBAC54	Case study analysis	6	5	25	75	100
	Discipline Specific Elective I	23UBAE51/ 23UBAE52	**IT skills for Managers/** Web Commerce	4	3	25	75	100
IV	Ability Enhancement Course III	23UAEV51	Environmental Studies	2	1	20	30	50
	Self-Study/ MOOC / Internship (Optional)	23UBASS2	Consumer Behaviour		+2		50	50
				30	25+2			

Semester VI

Part	Components	Course Code	Course Title	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core XIII	23UBAC61	Financial Management	6	5	25	75	100
	Core XIV	23UBAC62	Manufacturing and Materials Management	6	5	25	75	100
	Core XV	23UBAC63	Entrepreneurial Development	6	5	25	75	100
	Core XVI (Project)	23UBAP61	Project and Viva Voce	6	4	40	60	100
	Discipline Specific Elective II	23UBAE61/ 23UBAE62	**Service Marketing**/ Digital Marketing	4	3	25	75	100
IV	Skill Enhancement Course VI (Discipline Specific)	23UBAS61	Logistics Management	2	2	20	30	50
				30	24			

Semester	Hours	Credits	Extra Credits
I	30	23	--
II	30	23	--
III	30	22	2
IV	30	23	1
V	30	25	2
VI	30	24	--
Total	180	140	5

Courses	Number of Courses	Hours / week	Credits	Extra Credits
Tamil / French	4	24	12	--
English	4	24	12	--
Core Theory	15	80	72	--
Generic Elective Theory	4	16	12	--
Discipline Specific Elective	2	8	6	--
Group Project	1	6	4	--
Skill Enhancement Course	6	12	12	--
Ability Enhancement Course	3	4	3	--
Foundation Course	1	2	2	--
NME	2	4	4	--
Extension Activities (CDP)				+1
NCC, NSS & Sports		--	1	
Self Study Papers (Optional)	1	--	--	+2
Self Study Papers (Compulsory)	1	--	--	+2
Total		**180**	**140**	**5**

SEMESTER - 1			
Part – 1 பொதுத்தமிழ் தாள் - 1 இக்கால இலக்கியம் செய்யுள், இலக்கணம், இலக்கிய வரலாறு, சிறுகதை			
23ULTA11 | **Hrs/Week:6**	**Hrs/Semester: 90**		**Credits: 4**

நோக்கங்கள்

	கற்றல் நோக்கங்கள்
1	காலந்தோறும் வளர்ந்துவரும் தமிழ்க் கவிதைகளின் வடிவினையும், கருத்தோட்டத்தினையும் மாணவியர் அறிந்துகொள்வர்.
2	தமிழ் மொழியைப் பிழையின்றி எழுதவும் பேசவும் முடியும்.
3	படைப்பாற்றலை வளர்த்துக் கொள்வர்.
4	இலக்கிய வரலாற்றின் வழி மொழியின் வளர்ச்சியையும் காலந்தோறும் மாறிவரும் இலக்கியங்களின் பல்வேறு வகைகளையும் தெரிந்து கொள்வர். துறைதோறும் தமிழ் மொழியின் வளர்ச்சியை அறிவர்.
5	தன்னம்பிக்கை உருவாக்கி, வேலை வாய்ப்பிற்கான தேர்வுகளில் திறமையுடன் பங்கேற்பர்.

பாடத்திட்டத்தின் பயன்கள்

CO.NO	இப்பாடத்திட்டம் - மாணவியரிடம்	அறிவாற்றல் திறன்
CO-1	பாரதியார் காலந்தொட்டு தற்காலப் புதுக்கவிதைகள் வரை கவிதை இலக்கியம் அறிமுகப்படுத்தப்படுவதால் படைப்பாற்றல் திறன் பெறுதல்	K1
CO-2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்	K2
CO-3	மொழியறிவோடு சிந்தனைத்திறன் அதிகரித்தல்	K3
CO-4	இக்கால இலக்கிய வகையினைக் கற்பதன் மூலம் படைப்பாக்கத் திறனைப் பெறுவர். தமிழ் மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச் சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல்	K4
CO-5	தனிமனித, சமுதாய வாழ்க்கைச் சிக்கல்களை எதிர்கொள்ளும் நிலையை உருவாக்குகிறது.	K5

அலகு - 1

மரபுக் கவிதை   (18 மணி நேரம்)

1. தமிழ்த் தெய்வ வணக்கம் - பெ.சுந்தரனார்
2. பெண்கள் விடுதலைக் கும்மி - பாரதியார்
3. சிறுத்தையே வெளியே வா- பாரதிதாசன்
4. புத்தரும் சிறுவனும   - கவிமணி
5. ஆதிமந்தி புலம்பல   - கண்ணதாசன்
6. துறைமுகம்   - சுரதா
7. கடல்   - தமிழ் ஒளி

அலகு - 2

புதுக்கவிதை   (18 மணி நேரம்)

1. வீட்டுக்கொரு மரம் வளர்ப்போம   - அப்துல் ரகுமான்
2. சென்றியூ கவிதைகள   - ஈரோடு தமிழன்பன்
3. பிற்சேர்க்கை   - வைரமுத்து
4. வாழைமரம்   - மு.மேத்தா
5. வள்ளுவம் பத்து   - அறிவுமதி
6. ஆனந்த யாழை மீட்டுகிறாய   - நா. முத்துக்குமார்
7. சபிக்கப்பட்ட முத்தம்   - சுகிர்த ராணி
8. நீ எழுத மறுக்கும் எனது அழகு - இளம்பிறை

அலகு – 3

சிறுகதை   (18 மணி நேரம்)

1. வாய்ச் சொற்கள்   - ஜெயகாந்தன்
2. கடிதம   - புதுமைப்பித்தன்
3. கரு   - உமாமகேஸ்வரி
4. முள்முடி   - தி.ஜானகிராமன்
5. சிதறல்கள   - விழி.பா.இதயவேந்தன்
6. வீட்டின் மூலையில் சமையல் அறை - அம்பை
7. ராசப்பா   - முனைவர் மி.சு.எழிலரசி
8. ஆண்டன் செக்காவ் - நாய்க்காரச் சீமாட்டி (மொழிபெயர்ப்புக் கதை)

அலகு - 4

இலக்கிய வரலாறு   (18 மணி நேரம்)

1. 20 –ஆம் நூற்றாண்டு கவிஞர் பெருமக்கள்
2. கவிதையின் வகையும் வளர்ச்சியும்
3. தமிழ்ச் சிறுகதையின் தோற்றமும் வளர்ச்சியும்
4. மொழிபெயர்ப்புகள் தோற்றமும் வளர்ச்சியும்

அலகு - 5
மொழித்திறன்   (18 மணி நேரம்)

1. பொருள் பொதிந்த சொற்றொடர் அமைத்தல்
2. ஓர் எழுத்து ஒரு மொழி
3. வேற்றுமை உருபுகள்
4. திணை, பால், எண், இடம்
5. கலைச்சொல்லாக்கம், மொழிபெயர்ப்பு

10

துணைநின்ற நூல்கள்

1. பாரதியார் படைப்புகள் - சீனி.விசுவநாதன் (பதிப்பாசிரியர்)
   அலயன்ஸ் கம்பெனி
   64, ராம கிருஷ்ணா சாலை
   மயிலாப்பூர்
   சென்னை -4.

2. பாரதிதாசன் கவிதைகள் - பேரா. இ. சுந்தரமூர்த்தி
   142, ஜானி ஜான் கான் சாலை,
   இராயப்பேட்டை, சென்னை – 17

3. வைரமுத்து கவிதைகள் - வைரமுத்து
   திருமகள் நிலையம்
   55, வெங்கட்நாராயணா சாலை
   தி.நகர் சென்னை – 17.

4. ரகசியப்பூ - அப்துல் ரகுமான்
   நேஷனல் பப்ளிகேஷன்
   2, தியாகராய நகர்
   சென்னை – 17

5. நன்னூல் - பவணந்தி முனிவர்
   திருநெல்வேலி தென்னிந்திய
   சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
   திருநெல்வேலி – 6.

6. தமிழ் இலக்கிய வரலாறு - தமிழ்த்துறை தொகுப்பு
   தூய மரியன்னை கல்லூரி (தன்னாட்சி), தூத்துக்குடி.

பார்வை நூல்கள்

1. நன்னூல் - பவணந்தி முனிவர்
   திருநெல்வேலி தென்னிந்திய
   சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
   திருநெல்வேலி – 6.

2 தமிழ் இலக்கிய வரலாறு - ச.வே.சுப்பிரமணியன்
   மணிவாசகர் பதிப்பகம்
   31, சிங்கர் தெரு
   பாரிமுனை, சென்னை – 18.

3. சிறுகதைக் களஞ்சியம் - அ.சிதம்பரநாதச் செட்டியார் (தொகுப்பாசிரியர்)
   புக்ஸ் (இந்தியா) பிரைவேட்.,
   சென்னை – 1.

இணைய ஆதாரங்கள்

1. Project Madurai –www.projectmadurai.org

2. Tamil Universal Digital Library – www.ulib.prg<http://www.ulib.prg>

3. Tamil Books on Line – books.tamilcube.com

Course Outcomes (PO)	Programme Specific Outcomes (PSO)				
	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	3	2	3
CO-2	2	3	2	1	1
CO-3	3	2	2	2	3
CO-4	1	3	3	2	2
CO-5	3	1	2	2	3
Ave	2.4	2.1	2.3	1.8	2.4

Maping	<40%	≥ 40%and<70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER – I			
Part I French	**Foundation Course: Paper I – French – I**		
Course Code: 23ULFA11/ 23ULFB11	**Hrs / Week: 6**	**Hrs / Semester: 90**	**Credits:3**

Learning Objectives:

• Identify the basic French sentence structure

• Comprehend various grammatical tenses and use them to communicate in French

• Review various documents and discuss them to understand the vocabulary

o Analyze and interpret expressions used to convey the cause, the effect, the purpose, and the opposition in French

• Perceive the French culture and system.

Course Outcomes		
Course Outcomes	**On completion of this course, students will be able to**	**Cognitive Level**
CO-1	Remember the usage of grammatical tenses in constructing sentences.	K1
CO-2	Apply the grammar rules and vocabulary to produce grammatically correct sentences.	K2
CO-3	Appreciate the French culture and civilization.	K3
CO-4	Demonstrate knowledge of various expressions used to express opinions, emotions, cause, effect, purpose, and hypothesis in French	K4
CO-5	Evaluate and summarize with thorough understanding the given texts.	K5

SEMESTER – I			
Part I French	**Foundation Course: Paper I – French - I**		
Course Code: **23ULFA11/ 23ULFB11**	**Hrs / Week: 6**	**Hrs / Semester: 90**	**Credits:3**

Unit I – Salut, Enchante

1.1 - Saluer

1.2 - Se présenter

1.3 - Présenter quelqu'un

1.4 - En France et ailleurs

1.5 - L'Europe

Unit II – J'adore

2.1 - Exprimer ses gouts

2.2 - Echanger sur ses projets

2.3 - Compléter une fiche d'inscription

2.4 - Remplir un chèque bancaire

2.5 - La famille en France

Unit III – Tu veux bien ?

3.1 - Demander à quelqu'un poliment

3.2 - Parler des actions passées

3.3 - Comprendre le récit d'actions passées

3.4 - Ecrire un message électronique

3.5 - Animaux et compagnie

Unit IV – On se voit quand ?

4.1 - Proposer, accepter ou refuser une invitation

4.2 - Indiquer l'heure et la date

4.3 - Fixer un rendez-vous

4.4 - Comprendre les informations de cartons d'invitation

4.5 - Les français cultivent leur temps libre

Unit V – Bonne idée !

5.1 - Exprimer son point de vue

5.2 - S'informer sur le prix et la quantité

5.3 - Faire des achats dans un magasin

5.4 - Comprendre des offres des cadeaux

5.5 - Quel cadeau offrir ?

Textbook: Régine Mérieux & Yves Loiseau, *Latitudes* -1- (A1 /A2), méthode de français, Didier, 2017 (units 1 - 6 only)

Books, Journals and Learning Resources

- J.Girardet & J.Pécheur avec la collaboration de C.Gibble, Echo A1, CLE international, Paris, 2012.
- Carlo Catherine, Causa Mariella, Civilisation Progressive du Français – I, Paris : CLE International, 2003.
- Dintilhac Anneline, De Oliveira Anouchka, Ripaud Delphine, Dupleix Dorothée, Cocton Marie-Noëlle, *Saison 1 Niveau 1, Méthode de français et cahier d'exercices*, Paris : Didier, 2015

Web Resources:

https://www.lawlessfrench.com/faq/lessons-by-level/

https://bonjourdefrance.com/
www.francaisfacile.com/exercices /

PSO Relation Matrix

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**
CO-1	3	2	2	1	1	3	3	2	1	1
CO-2	2	3	2	1	1	3	3	2	1	1
CO-3	2	2	1	3	3	1	2	3	3	3
CO-4	3	3	1	3	2	2	3	3	2	3
CO-5	3	2	1	1	2	2	2	2	2	2
Ave.	2.6	2.4	1.4	1.8	1.8	2.2	2.6	2.4	1.8	2

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER-I			
Part II English	**Poetry, Prose, Extensive Reading and Communicative English-I**		
Course Code: 23UGEN11	**Hrs/Week: 6**	**Hrs/Semester:90**	**Credits:3**

Learning Objectives:

- To enable learners to acquire self-awareness and positive thinking required in various life situations.
- To help them acquire the attribute of empathy
- To assist them in acquiring creative and critical thinking abilities
- To enable them to learn the basic grammar
- To assist them in developing LSRW skills

Course Outcomes			
Course Outcomes	**Upon completion of the course, the students will be able to**	**PSOs Addressed**	**K Level**
CO 1	acquire self-awareness and positive thinking required in various life situations	1,2,3	1
CO 2	acquire the attribute of empathy.	2,3,5	2
CO 3	acquire creative and critical thinking abilities.	2,3,4	3
CO 4	learn basic grammar	4,5	4
CO 5	development and integrate the use of four language skills i.e., listening, speaking, reading and writing.	2,3,4,5	5

SEMESTER- I			
Part II English	**Poetry, Prose, Extensive Reading and Communicative English –I**		
Course Code: 23UGEN11	**Hrs/Week: 6**	**Hrs/Semester:90**	**Credits:3**

I SELF-AWARENESS(WHO) & POSITIVE THINKING(UNICEF)
Life Story
1.1 MalalaYousafzai   - Chapter 1 from I am Malala
1.2 M.K.Gandhi   **-** An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3)
Poem
1.3 Rabindranath Tagore   - Where the Mind is Without Fear – Gitanjali 35
1.4 Chinua Achebe   - Love Cycle
II EMPATHY
Poem
2.1 David Roth   - Nine Gold Medals
2.2 William Wordsworth   - Alice Fell or poverty
2.3 E.V. Lucas   - The School for Sympathy
2.4 William Faulkner   - Barn Burning
III CRITICAL & CREATIVE THINKING
Poem
3.1 Edgar Guest   - The Things That Haven't Been Done Before
3.2 Robert Frost   - Stopping by the Woods on a Snowy Evening
Readers Theatre
3.3 A Tale of China   - The Magic Brocade
3.4 Aaron Shepard   - Stories on Stage – (Three Sideway Stories from Wayside School" by Louis   Sachar)
IV Part of Speech
4.1 Articles
4.2 Noun
4.3 Pronoun
4.4 Verb
4.5 Adverb
4.6 Adjective
4.7 Preposition
V Paragraph and Essay Writing
5.1 Descriptive
5.2 Expository
5.3 Persuasive
5.4 Narrative Reading Comprehension
Textbook:
Units I-III, V – To be compiled by the PG and Research Department of English
Unit – IV - Joseph, K.V. *A Textbook of English Grammar and Usage*. Chennai: Vijay Nicole
        Imprints Private Limited, 2006.

Reference Books:

Martin Hewings. *Advanced English Grammar*. Cambridge University Press, 2000.

Web Resources:

1. MalalaYousafzai. I am Malala (Chapter 1) https://archive.org/details/i-am-malala
2. M.K Gandhi. An Autobiography or The Story of My Experiments with Truth(Chapter-1)- Rupa Publication, 2011 https://www.indiastudychannel.com/resources/146521Book-Review-An-Autobiography-or-The-story-of-my-experiments-withTruth.aspx
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings)https://www.poetryfoundation.org/poems/45668/gitanjali-35
4. Aaron Shepard.Stories on Stage, Shepard Publications, 2017 https://amzn.eu/d/9rVzlNv
5. J C Nesfield. Manual of English Grammar and Composition. https://archive.org/details/in.ernet.dli.2015.44179

PSO Relation Matrix

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	3	3	3	3	3	3	3	3	3
CO-2	2	3	2	3	2	3	3	3	3	3
CO-3	3	3	3	2	3	3	3	3	3	3
CO-4	3	3	2	3	3	3	3	2	3	2
CO-5	3	3	3	2	3	3	3	2	2	3
Ave.	2.8	3	2.6	2.6	2.8	3	3	2.6	2.8	2.8

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Semester I			
Core – I	**Principles of Management**		
Course Code: 23UBAC11	**Hrs/Week:5**	**Hrs/Semester: 75**	**Credits:5**

Objectives:

● Provide thorough knowledge about historical developments, theoretical aspects and emerging trends and developments in management.

● To enable student to understand fundamental concepts and principles of management, including the basic roles, skills and functions of management.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	impart knowledge about evolution of management	1,4	Un
CO-2	provide understanding on planning process and importance of decision making in organization	4	Un
CO-3	learn the application of principles in organization	1	Cr
CO-4	study the process of effective controlling in organization	2,3,5	An
CO-5	familiarize students about significance of ethics in business and its implications.	1	Un

Semester I			
Core – I	**Principles of Management**		
Course Code: 23UBAC11	**Hrs/Week:5**	**Hrs/Semester: 75**	**Credits:5**

UNIT – I

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought andapproaches.

UNIT- II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT – III

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT-IV

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT-V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Text Book:
1. L.M.Prasad, *Principles & Practice of Management* – Sultan Chand & Sons – 14th Edition 2020 -New Delhi.

Books for Reference:
1. C.B.Gupta - *Management Theory & practice,* New Delhi, Sultan Chand & Sons, 5th Edition 2017
2. P.C. Tripathi& P.N Reddy - *Principles of Management,* New Delhi, Tata McGraw Hill, 6th Edition 2010.
3. Weihrich and Koontz – *Management,* A *Global Perspective.,* New Delhi, Tata McGraw Hill, 14thEdition 2019.

	Semester I			
Core II	Accounting for Managers-I			
Course Code: 23UBAC12	Hrs/Week:5	Hrs/Sem.:75		Credits:5

Objectives:

- To achieve national recognition in accounting education.
- To enable students learn the fundamental aspects of financial, management and cost accounting and acquire skills in portraying the financial portion of a business.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	impart knowledge about basic concepts of accounting its applications	2	Ap
CO-2	analyze and interpret financial reports of a company	5	Cr
CO-3	understand the gross profit and net profit earned by organization	1	An
CO-4	foster knowledge on Depreciation Accounting.	8	Cr, Ap
CO-5	understand the procedures of Accounting under Single entry system.	1	Un

Semester I			
Core II	**Accounting for Managers-I**		
Course Code: 23UBAC12	**Hrs/Week:5**	**Hrs/Semester: 75**	**Credits:5**

UNIT –I
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting –
Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

(15 hours)

UNIT – II
Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors –
Suspense account

(15 hours)

UNIT – III
Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation,
bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital,
Abnormal loss, managerial remuneration.

(15 hours)

UNIT – IV
Partnership Accounts- Basic concepts of admission, retirement and death of a partner including treatment of
goodwill. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method

(15 hours)

UNIT – V
Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System –
Statement of Affairs Method – Conversion Method **(15 hours)**
Note: Theory – 40% , Problem – 60%

Text Book:
1. M.C. Shukla, T.S.Grewal & S.C.Gupta - *Advanced Accountancy*, New Delhi,Sultan Chand & Sons, 19th
Edition 2016.
Books for Reference:
1.R.S.N Pillai & Bagavathi –*Management accounting* ,New Delhi: Sultan Chand & Sons, 4th
Edition 2010
2. S.P.Jain & K.L.Narang - *Advanced Accountancy*, New Delhi: Kalyani Publishers, 18th
Edition 2014.
3. R.L.Gupta & Radhasamy.M - *Advanced Accountancy*, New Delhi: Sultan Chand & Sons,
8th Edition 2014

Semester I			
General Elective – I		**Managerial Economics**	
Course Code: 23UBAE11	**Hrs/Week:4**	**Hrs/Semester: 60**	**Credits:3**

Objectives:

- Provide thorough knowledge about managerial economics.

- To enable student to understand fundamental concepts in management.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	familiarize students with concepts of economics and its relevant in business scenario	1,4	Un
CO-2	understand the applications & implications of economics in decision-making and problem solving.	4	Un
CO-3	understand the optimal point of productivity of a firm.	1	Cr
CO-4	describe the pricing strategies that are consistent with evolving marketing needs	2,3,5	An
CO-5	provide insights to the various market structures in an economy.	1	Un

Semester I			
General Elective – I	**Managerial Economics**		
Course Code: 23UBAE11	**Hrs/Week:4**	**Hrs/Semester: 60**	**Credits:3**

UNIT – I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives offirm.

UNIT- II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand – Demand forecasting.

UNIT – III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

UNIT-IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT-V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Text Book:
1 Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
Books for Reference:
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.P.C. Tripathi& P.N Reddy - *Principles of Management,* New Delhi, Tata McGraw Hill,   6th Edition 2010.
3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.

Semester I			
Skill Enhancement Course – I	Basics of Event Management		
Course Code: 23UBAS11	Hrs/Week:2	Hrs/Semester: 30	Credits:2

Objectives:

- Know about recent trends in management

- To enable student to design an event.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the basic of event management its concepts	1,5	Un
CO-2	make an event design	5	Un
CO-3	make feasibility analysis for event.	2	Cr
CO-4	understand the 5 Ps of Event Marketing	3,4	An
CO-5	know the financial aspects of event management and its promotion	5	Un

Semester I			
Skill Enhancement Course – I	**Basics of Event Management**		
Course Code: 23UBAS11	**Hrs/Week:2**	**Hrs/Semester: 30**	**Credits:2**

UNIT – I

Introduction: Event Management – Definition, Need, Importance, Activities.

UNIT- II

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

UNIT – III

Event Feasibility: Resources – Feasibility, SWOT Analysis

UNIT-IV

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion,

Public Relations

UNIT-V

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Text Book:

1. Event Management By Chaudhary, Krishna, Bio-Green Publishers 9

Books for Reference:

2. Successful Event Management By Anton Shone & Bryn Parry

3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Semester I			
Foundation Course	**Managerial Communication**		
Course Code: 23UBAF11	**Hrs/Week:2**	**Hrs/Semester: 30**	**Credits:2**

Objectives:

- Understand the basics of communication

- To enable how a workflow takes place.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand communication process and its barriers	1,2,4	Un
CO-2	Develop business letters in different scenarios	4,5,	Un
CO-3	Develop oral communication skills & conducting interviews	5	Cr
CO-4	Use managerial writing for business communication	3,2	An
CO-5	Identify usage of modern communication tools & its significance for managers	4	Un

Semester I			
Foundation Course	**Managerial Communication**		
Course Code: 23UBAF11	**Hrs/Week:2**	**Hrs/Semester: 30**	**Credits:2**

UNIT – I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

UNIT- II

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances

UNIT – III

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

UNIT-IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

UNIT-V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

Text Book:

1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008

Books for Reference:

2. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017

<table>
<tr><td colspan="4" align="center">**SEMESTER - II**</td></tr>
<tr><td colspan="4">**Part -1 Tamil**   பொதுத்தமிழ் - தாள் 2 - சமய இலக்கியங்கள்
                                    செய்யுள், இலக்கணம், இலக்கிய வரலாறு</td></tr>
<tr><td>**Code :23ULTA21**</td><td>**Hrs/Week:6**</td><td>**Hrs/ Semester : 90**</td><td>**Credits :4**</td></tr>
</table>

நோக்கங்கள்

<table>
<tr><td></td><td colspan="2" align="center">**கற்றல் நோக்கங்கள்**</td></tr>
<tr><td>1</td><td colspan="2">இறை ஆற்றலை உணர்ந்துகொள்ள உதவுகிறது</td></tr>
<tr><td>2</td><td colspan="2">தமிழ் மொழியைப் பிழையின்றி எழுதவும் பேசவும் முடியும்.</td></tr>
<tr><td>3</td><td colspan="2">அன்பு, இரக்கம், நற்சொல், நற்செயல் போன்ற நற்பண்புகளோடு வாழ வழி வகுக்கிறது.</td></tr>
<tr><td>4</td><td colspan="2">இலக்கிய வரலாற்றின் வழி மொழியின் வளர்ச்சியையும் காலந்தோறும் மாறிவரும் இலக்கியங்களின் பல்வேறு வகைகளையும் தெரிந்து கொள்வர். துறைதோறும் தமிழ் மொழியின் வளர்ச்சியை அறிவர்.</td></tr>
<tr><td>5</td><td colspan="2">தன்னம்பிக்கை உருவாக்கி, வேலை வாய்ப்பிற்கான தேர்வுகளில் திறமையுடன் பங்கேற்பர்.</td></tr>
</table>

பாடத்திட்டத்தின் பயன்கள்

<table>
<tr><td>**CO.NO**</td><td>**இப்பாடத்திட்டம் - மாணவியரிடம்**</td><td>**அறிவாற்றல் திறன்**</td></tr>
<tr><td>CO-1</td><td>தமிழரின் சமய தத்துவங்களை அறிந்து தெளிவு பெறுவர்</td><td>K1</td></tr>
<tr><td>CO-2</td><td>பல்வேறு சமய கருத்துகளை அறிவதன் மூலம் சமய ஒற்றுமை உணர்வு பெறுவர்.</td><td>K2</td></tr>
<tr><td>CO-3</td><td>மொழியறிவோடு சிந்தனைத்திறன் அதிகரித்தல்</td><td>K3</td></tr>
<tr><td>CO-4</td><td>இறைவன் முன் அனைவரும் சமம் என்ற சிந்தனையை உருவாக்குகிறது.</td><td>K4</td></tr>
<tr><td>CO-5</td><td>தனிமனித, சமுதாய வாழ்க்கைச் சிக்கல்களை எதிர்கொள்ளும் நிலையை உருவாக்குகிறது.</td><td>K5</td></tr>
</table>

அலகு – 1   (18 மணி நேரம்)

பக்தி இலக்கியம்

1. திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லோம் எனத் தொடங்கும்
   வரிகள் - 10 பாடல்கள்
2. ஆண்டாள் - திருப்பாவை (முதல் 10 பாசுரம்)

அலகு – 2   (18 மணி நேரம்)

1. வள்ளலார் - அருள் விளக்கமாலை (முதல் 10 பாடல்கள்)
2. எச்.ஏ. கிருட்டிணப்பிள்ளை - இரட்சணிய மனோகரம் - பால்ய பிரார்த்தனை
3. குணங்குடி மஸ்தான் சாகிபு – பராபரக்கண்ணி (முதல் 10 கண்ணிகள்)

அலகு – 3   (18 மணி நேரம்)

சிற்றிலக்கியங்கள்

1. தமிழ்விடு தூது - (முதல் 20 கண்ணிகள்)
2. திருக்குற்றாலக் குறவஞ்சி - குறத்தி மலைவளம் கூறுதல்
3. முக்கூடற்பள்ளு - நாட்டு வளம்

அலகு – 4   (18 மணி நேரம்)

இலக்கணம்

1. சொல்லின் பொது இலக்கணம்
2. ஒரெழுத்து ஒரு மொழிகள், சொல்லின் வகைகள்
3. பெயர்ச்சொல் - அறுவகைப் பெயர்கள்
4. வினைச் சொல் - இலக்கணம் - வகைகள்
5. இடைச்சொல் - இலக்கணம் - வகைகள்
6. உரிச்சொல் - இலக்கணம் - வகைகள்

அலகு - 5   (18 மணி நேரம்)

இலக்கிய வரலாறு

1. பன்னிரு திழுமுறைகள்

2. நாலாயிர திவ்யப் பிரபந்தம்

3. திருமடங்களின் தமிழ்ப்பணி

4. சைவ சித்தாந்த சாத்திரங்கள்

துணைநின்ற நூல்கள்

1. பன்னிரு திருமுறைகள் - பேரா. அ. மாணிக்கம் (உரையாசிரியர்)

          வர்த்தமானன் பதிப்பகம்
          21, இராமகிருஷ்ணா தெரு
          தியாகராய நகர்
          சென்னை – 17.

2. திருக்குறள்   - பரிமேலழகர் (உரையாசிரியர்)
                                திருநெல்வேலி தென்னிந்திய
                                சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
                                திருநெல்வேலி – 6.

3. நாலடியார்   - தி.சு. பாலசுந்தரம் பிள்ளை

                                திருநெல்வேலி தென்னிந்திய
                                சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
                                திருநெல்வேலி – 6.

பார்வை நூல்கள்

1. நன்னூல்   - பவணந்தி முனிவர்
                                திருநெல்வேலி தென்னிந்திய
                                சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
                                திருநெல்வேலி – 6.

2. தமிழ் இலக்கிய வரலாறு -   தமிழ்த்துறை தொகுப்பு
                                தூய மரியன்னை கல்லூரி (தன்னாட்சி),
                                தூத்துக்குடி.

3. பதினெண் கீழ்க்கணக்கு நூல்கள் - எம். நாராயண வேலுப்பிள்ளை

                                    நர்மதா பதிப்பகம், தியாகராய நகர், சென்னை.

இணைய ஆதாரங்கள்

1. Project Madurai –www.projectmadurai.org

2. Tamil Universal Digital Library – www.ulib.prg<http://www.ulib.prg>

3. Tamil Books on Line – books.tamilcube.com

Course Outcomes (PO)	Programme Specific Outcomes (PSO)				
	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	3	2	3
CO-2	2	3	2	1	1
CO-3	3	2	2	2	3
CO-4	1	3	3	2	2
CO-5	3	1	2	2	3
Ave	2.4	2.1	2.3	1.8	2.4

Maping	**<40%**	**≥ 40%and<70%**	**≥70%**
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER - II			
Part I French	**Foundation Course: Paper II – French – II**		
Course Code: **23ULFA21/ 23ULFB21**	**Hrs / Week: 6**	**Hrs / Semester : 90**	**Credits:3**

Learning Objectives:

- To revise basic French sentence structure and vocabulary.
- To enumerate the various grammatical tenses and use them to communicate better in French.
- To develop the language proficiency of the learners by practising all for competencies: Reading, writing, listening, and speaking.
- To analyse and interpret verbal expressions of cause, effect, purpose, and opposition in French
- To comprehend text passages and use them to express their opinions.

Course Outcomes		
Course Outcomes	**On completion of this course, students will be able to**	**Cognitive Level**
CO-1	Identify the purpose of using various tenses and effectively employ them in speaking and writing	K1
CO-2	Summarize a French document such as posters, bulletins, and infographics	K2
CO-3	Discuss the French culture and the differences.	K3
CO-4	Analyse and utilize the grammatical concepts in drafting sentences and paragraphs	K4
CO-5	Demonstrate knowledge of various expressions used to convey opinion, emotions, cause, effect, purpose, and hypothesis in French	K5

SEMESTER - II			
Part I French	**Foundation Course: Paper II – French - II**		
Course Code: **23ULFA21/ 23ULFB21**	**Hrs / Week: 6**	**Hrs / Semester : 90**	**Credits:3**

Unit I – C'est où ?

1.1 - Demander et indiquer une direction

1.2 - Localiser

1.3 - Comprendre des indications de direction et de lieu

1.4 - Se repérer sur un plan de ville

1.5 - Architecture et nature

Unit II – N'oubliez pas

2.1 - Exprimer l'obligation ou l'interdit

2.2 - Conseiller

2.3 - Comprendre une chanson

2.4 - Comprendre un récit de vacances

2.5 - La France d'Outre-mer

Unit III - Belle vue sur la mer

3.1 - Décrire un lieu

3.2 - Se situer dans le temps

3.3 - Comprendre la description d'un lieu

3.4 - Comprendre des pictogrammes

3.5 - L'Union européenne

Unit IV – Quel beau voyage, Oh Joli

4.1 - Raconter un souvenir

4.2 - Exprimer l'intensité et la quantité

4.3 - Comparer

4.4 - Francophonie

4.5 - Mode et société

Unit V – Les compétences communicatifs

5.1 - Les lettres formelles

5.2 - Les lettres informelles

Textbook: Régine Mérieux & Yves Loiseau, *Latitudes* -1- (A1 /A2), méthode de français, Didier, 2017 (units 7-11 only)

Books, Journals and Learning Resources

- J.Girardet & J.Pécheur avec la collaboration de C.Gibble, Echo A1, CLE international, Paris, 2012.
- Carlo Catherine, Causa Mariella, Civilisation Progressive du Français – I, Paris : CLE International, 2003.
- Dintilhac Anneline, De Oliveira Anouchka, Ripaud Delphine, Dupleix Dorothée, Cocton Marie-Noëlle, *Saison 1 Niveau 1, Méthode de français et cahier d'exercices*, Paris : Didier, 2015

Web Resources:

https://www.lawlessfrench.com/faq/lessons-by-level/
https://bonjourdefrance.com/

PSO Relation Matrix

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	2	1	1	3	3	2	1	1
CO-2	2	3	2	1	1	3	3	2	1	1
CO-3	2	2	1	3	3	1	2	3	3	3
CO-4	3	3	1	3	2	2	3	3	2	3
CO-5	3	2	1	1	3	3	3	3	3	3
Ave.	2.6	2.4	1.4	1.8	1.8	2.4	2.8	2.6	2	2.2

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

	SEMESTER - II		
Part II English	**Poetry, Prose, Extensive Reading, and Communicative English - II**		
Course Code: 23UGEN21	**Hrs / Week: 6**	**Hrs / Semester : 90**	**Credits:3**

Learning Objectives:

- To assist the learners to interpret the literary pieces to identify elements of resilience, determination, decision making skills, and problem-solving skills.
- To aid them to demonstrate improved empathy and understanding for diverse life experiences through literary analysis and discussions.
- To develop the language proficiency of the learners by practising the usage of tenses in various contexts.
- To understand the importance of tone, clarity, and formality in workplace communication.
- To enhance the creative and the critical thinking skills of the learners through class discussions and assignments.

Course Outcomes			
Course Outcomes	**Upon completion of the course, the students will be able to**	**PSOs Addressed**	**K Level**
CO1	learn to talk about everyday activities confidently	1	1
CO2	be able to write short paragraphs on people, places, and events	1, 2	2
CO3	identify the purpose of using various tenses and effectively employ them in speaking and writing	3, 4	3
CO4	gain knowledge to write subjective and objective descriptions	4, 5,	4
CO5	identify and use their skills effectively in formal contexts.	3, 4, 5	5

SEMESTER - II			
Part II English	**Poetry, Prose, Extensive Reading, and Communicative English - II**		
Course Code: 23UGEN21	**Hrs / Week: 6**	**Hrs / Semester : 90**	**Credits:3**

Unit I – Resilience

Poetry

William Ernest Henley   : Invictus

Maya Angelou   : Still I Rise

Prose

Julian Koepcke   : How I Survived a Plane Crash

Unit II – Decision Making Skills

Poetry

Rudyard Kipling   : If

Stanley Kunitz   : The Layers

Short Story

Frank Stockton   : The Lady or the Tiger

Unit III - Problem Solving Skills

Prose- Life Story

Sudha Murthy   : How I taught My Grandmother to Read

Autobiography

A. J. Cronin   : Two Gentlemen of Verona

A.P.J. Abdul Kalam : Wings of Fire (Chapters 1,2,3)

Unit IV – Language Competency

Tenses

Present Tense

Past Tense

Future Tense

Unit V - **English at the Workplace**

E-mail – Invitation, Enquiry, Seeking Clarification

Formal Letters

Circular

Minutes of the Meeting

Textbook:

Units I-III, V – To be compiled by the PG and Research Department of English

Unit – IV - Joseph, K.V. *A Textbook of English Grammar and Usage*. Chennai:

Vijay Nicole Imprints Private Limited, 2006.

Reference Books:

 Martin Hewings. *Advanced English Grammar*. Cambridge University Press, 2000.

Web Resources:

https://www.poetryfoundation.org/

https://www.teachingenglish.org.uk/teaching-resources/teaching-adults/lesson-plans

https://www.perfect-english-grammar.com/support-files/tenses-explanations.pdf

PSO Relation Matrix

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO- 1	PO-2	PO-3	PO- 4	PO- 5	PSO- 1	PSO- 2	PSO- 3	PSO- 4	PSO- 5
CO-1	3	2	3	3	2	3	2	3	2	2
CO-2	2	3	3	3	3	2	3	2	2	3
CO-3	3	3	3	3	3	3	3	2	2	3
CO-4	2	3	3	3	2	2	3	3	2	2
CO-5	3	3	3	2	2	3	3	3	3	2
Ave.	2.6	2.8	3	2.8	2.4	2.6	2.8	2.6	2.2	2.4

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER II			
Core – III	**Marketing Management**		
Course code :23UBAC21	**Hrs/Week:5**	**Hrs/Semester: 75**	**Credits:5**

Objectives:
- To understand the marketplace.
- Analyse the global business opportunities and its implications to market.

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	understand the marketplace.	K1
CO-2	identify the market segmentation and the Product mix	K2
CO-3	select the different pricing methods and channels of distribution.	K3
CO-4	know the communication mix and sales promotion tools	K4
CO-5	prepare according to the latest trends in market.	K5

SEMESTER II			
Core – III	**Marketing Management**		
Course code :23UBAC21	**Hrs/Week:5**	**Hrs/Semester: 75**	**Credits:5**

UNIT-I

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

UNIT-II

Segmentation – Need and Basis of Segmentation -Targeting – Positioning

Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

UNIT-III

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

UNIT-IV

A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

UNIT-V

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force–Digital Marketing: Introduction- Applications & Benefits.

Text Book:

- Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.

Reference Books

- C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020
- V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,

	SEMESTER II		
Core – IV	Accounting for Managers-II		
Course code :23UBAC22	Hrs/Week:5	Hrs/Semester: 75	Credits:5

Objectives:
- To impart knowledge about basic concepts of accounting its applications
- To analyze and interpret financial reports of a company

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	understand the marketplace.	K1
CO-2	identify the market segmentation and the Product mix	K2
CO-3	select the different pricing methods and channels of distribution.	K3
CO-4	know the communication mix and sales promotion tools	K4
CO-5	prepare according to the latest trends in market.	K5

SEMESTER II			
Core – IV	**Accounting for Managers-II**		
Course code :23UBAC22	**Hrs/Week:5**	**Hrs/Se*m*ester: 75**	**Credits:5**

UNIT-I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

UNIT-II

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

UNIT-III

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT-IV

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

UNIT-V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Text Book:

- Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
- Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition

Reference Book:

- Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
- TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019

	SEMESTER II			
General Elective II	**International Business**			
Course code :23UBAE21	**Hrs/Week:4**	**Hrs/Semester: 60**		**Credits:3**

Objectives:

o To familiarize students with basic concepts of International Business

o To impart knowledge about theories of international trade

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	familiarize students with basic concepts of International Business	K1
CO-2	impart knowledge about theories of international trade	K2
CO-3	know the concepts of foreign exchange market and foreign direct investment	K3
CO-4	understand the global environment	K4
CO-5	gain knowledge on the Contemporary Issues of International Business	K5

SEMESTER II			
General Elective –II-– International Business			
Course code :23UBAE21	Hrs/Week:4	Hrs/Semester: 60	Credits:3

UNIT-I

Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

UNIT-II

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

UNIT-III

Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

UNIT-IV

Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

UNIT-V

Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

Text Book:

- Gupta CB, International Business, S Chand & Co. Ltd, 2014
- Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010

Reference Book:

- Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
- Griffin, R., International Business, 7th Edition, Pearson Education, 2012.

SEMESTER II			
Skill Enhancement Course –II Managerial Skill Development			
Course code :23UBAS21	**Hrs/Week:2**	**Hrs/Semester: 30**	**Credits:2**

Objectives:
- To improve the self-confidence, groom the personality and build emotional competence

- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change

CO-1	To improve the self-confidence, groom the personality and build emotional competence	K1
CO-2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.	K2
CO-3	To assess the Emotional intelligence	K3
CO-4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions	K4
CO-5	To improve professional etiquettes	K5

SEMESTER II				
Skill Enhancement Course –II Managerial Skill Development				
Course code :23UBAS21	Hrs/Week:2	Hrs/Semester: 30		Credits:2

UNIT-I

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills.

UNIT-II

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

UNIT-III

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

UNIT-IV

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

UNIT-V

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Text Books:

- The Management Skills of SALL Managers - SiSAL Journal
- Managerial Skills by Dr.K.Alex S.CHAND

  Reference Book

- Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
- McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.

SEMESTER II			
Skill Enhancement Course –III Business Etiquette and Corporate Grooming			
Course code :23UBAS22	Hrs/Week:2	Hrs/Semester: 30	Credits:2

Objectives:

- To impart knowledge about basic etiquettes in professional conduct
- To provide understanding about the workplace courtesy and ethical issues involved

CO-1	impart knowledge about basic etiquettes in professional conduct	K1
CO-2	provide understanding about the workplace courtesy and ethical issues involved	K2
CO-3	suggest on guidelines in managing rude and impatient clients	K3
CO-4	familiarize students about significance of cultural sensitivity and the relative business attire	K4
CO-5	stress on the importance of attire	K5

SEMESTER II		
Skill Enhancement Course –III Business Etiquette and Corporate Grooming		
Course code :23UBAS22	**Hrs/Week:2**	**Hrs/Semester: 30**

UNIT-I

Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting andgreetingscenarios-principlesofexceptionalworkbehavior-roleofgoodmannersinbusiness-professionalconduct   and   personal spacing.

UNIT-II

Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy   and   Protocol.   Ethical   issues   -   preventing   sexualharassment-conflictresolutionstrategieChoosingappropriategiftinthebusinessenvironment-real life workplace scenarios – company policy for business etiquette

UNIT-III

Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy,

handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat

 etiquette guidelines -Basic disability Etiquette practices .

UNIT-IV

Diversity and Cultural Awareness at Workplace Impactofdiversity-CulturalSensitivity-TaboosandPractices-Inter-CulturalCommunication

UNIT-V

Business   Attire   and   Professionalism   Businessstyleandprofessionalimage-dresscode-guidelinesforappropriatebusinessattire-groomingfor success.

Text Books:
 • Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse

Reference Books:
• Indian Business Etiquette, Raghu Palat, JAICO Publishers
• NinaKochhar,"AtEasewithEtiquette",B.jain Publisher,2011

	SEMESTER – III		
	Part-I Tamil Paper - 3 காப்பிய இலக்கியங்கள் செய்யுள், இலக்கணம், இலக்கிய வரலாறு, புதினம்		
23ULTA31	**Hrs / Week:6**	**Hrs / Semester: 90**	**Credits: 4**

நோக்கங்கள்

	கற்றல் நோக்கங்கள்
1	நம் தாய்மொழியில் உள்ள அரிய பொக்கிசங்களான காப்பியங்களை, அவற்றின் உட்கருத்தை மாணவியர் அறிந்துகொள்வர்.
2	சங்ககாலம் முதல் இக்காலம் வரை பல்வேறு சமயங்களின் வளர்ச்சி நிலைகள் பற்றியும் இக்காப்பியங்கள் வழி அறிந்து கொள்வர்.
3	வாழ்வுக்கு இலக்கணம் கூறும் அகப்பொருள் இலக்கணம் பற்றி அறிந்து கொள்வர்.
4	இலக்கிய வரலாற்றின் வழி மொழியின் வளர்ச்சியையும் காலந்தோறும் மாறிவரும் இலக்கியங்களின் பல்வேறு வகைகளையும் தெரிந்து கொள்வர்.
5	தன்னம்பிக்கை உருவாக்கி, வேலை வாய்ப்பிற்கான தேர்வுகளில் திறமையுடன் பங்கேற்பர்.

பாடத்திட்டத்தின் பயன்கள்

CO.NO	இப்பாடத்திட்டம் - மாணவியரிடம்	அறிவாற்றல் திறன்
CO-1	இலக்கிய அறிவையும், காப்பிய அறிமுகம் மற்றும் கருத்து நலம் குறித்த புலமையை வளர்க்கிறது	K1
CO-2	கடல் போன்ற தமிழ் இலக்கியக் கனிச் சாற்றை மேன்மேலும் பருக வேண்டும் என்னும் ஆவலை வளர்க்கிறது.	K2
CO-3	மொழியறிவோடு சிந்தனைத்திறனையும், படைப்பாற்றலையும் வளர்க்கிறது.	K3
CO-4	சங்க கால மக்களின் வாழ்க்கைச் சுவடு, மற்றும் வாழ்வியல் பண்பாட்டு நெறிகளின் தாக்கம் பெற்றுத் தங்களின் எதிர்கால வாழ்வைச் செம்மையுடன் அமைக்கும் திறனைப் பெறுகிறார்கள்.	K4
CO-5	தனிமனித, சமுதாய வாழ்க்கைச் சிக்கல்களை எதிர்கொண்டு வெற்றியோடு பயணிக்கும் திறனைப் பெறுகிறார்கள்.	K5

அலகு 1   (18 மணி நேரம்)

பெருங்காப்பியங்கள்

1. சிலப்பதிகாரம்   - வழக்குரைகாதை - இளங்கோவடிகள்
2. மணிமேகலை   - ஆதிரை பிச்சையிட்ட காதை – சீத்தலைச் சாத்தனார்
3. சீவக சிந்தாமணி   - பூமகள் இலம்பகம் - திருத்தக்கத்தேவர்
4. வளையாபத   - நாதகுத்தனார்

அலகு – 2   (18 மணி நேரம்)

சமய காப்பியங்கள்

1. பெரியபுராணம்   - பூசலார் நாயனார் புராணம் - சேக்கிழார்
2. கம்பராமாயணம்   - மந்தரை சூழ்ச்சிப் படலம் - கம்பர்
3. இயேசு காவியம்   - மலைப் பொழிவு – கண்ணதாசன்
4. சீறாப்புராணம்   - புலி வசனித்த படலம் - உமறுப் புலவர்

அலகு – 3   (18 மணி நேரம்)
இலக்கணம்
1. அகப்பொருள்:
      1. ஏழு திணை விளக்கம்
      2. முதல், கரு, உரிப் பொருள் - விளக்கம்
2. புறப்பொருள்:

      1. வெட்சி முதல் பாடாண் திணை வரை - விளக்கம

3. யாப்பின் இலக்கணம்

அலகு – 4   (18 மணி நேரம்)

இலக்கிய வரலாறு

1. ஐம்பெருங் காப்பியங்கள்
2. ஐஞ்சிறு காப்பியங்கள்
3. சிற்றிலக்கியங்கள்

அலகு – 5   (18 மணி நேரம்)
புதினம்

1. வஞ்சிமாநகரம் (வரலாற்றுப் புதினம்) – நா.பார்த்த சாரதி
துணைநின்ற நூல்கள்

1. சிலப்பதிகாரம்   - புலவர் பொ.வே. சோமசுந்தரனார் (உரையாசிரியர்)
                              திருநெல்வேலி தென்னிந்திய
                              சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
                              திருநெல்வேலி – 6.

2. மணிமேகலை   - புலவர் பொ.வே. சோமசுந்தரனார் (உரையாசிரியர்)
                              திருநெல்வேலி தென்னிந்திய
                              சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
                              திருநெல்வேலி – 6.

3. சீவகசிந்தாமணி   - புலவர் பொ.வே. சோமசுந்தரனார் (உரையாசிரியர்)
                              திருநெல்வேலி தென்னிந்திய
                              சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
                              திருநெல்வேலி – 6.

4. கம்பராமயணம் - பேரா. பூவண்ணன்(உரையாசிரியர்)
வர்த்தமானன் பதிப்பகம்
21, இராமகிரு'ணா தெரு
தியாகராய நகர்
சென்னை – 17.

5. பெரியபுராணம் - பன்னிரு திருமுறைகள்
ச.வே.சுப்பிரமணியன்
மணிவாசகர் பதிப்பகம்
31, சிங்கர் தெரு
பாரிமுனை, சென்னை – 18.

6. இயேசு காவியம் - கவிஞர் கண்ணதாசன்,
கண்ணதாசன் பதிப்பகம்
கலைக்காவிரி வெளியீடு,
திருச்சி .

7. ஐஞ்சிறுகாப்பியங்கள் (மூலமும் உரையும்) – தமிழ் நிலையம்
40, சரோஜினி தெரு
தியாகராய நகர்
சென்னை – 17

8. புறப்பொருள் வெண்பாமாலை - பொ.வே. சோமசுந்தரனார் (உரையாசிரியர்)
திருநெல்வேலி தென்னிந்திய
சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
திருநெல்வேலி – 6.

பார்வை நூல்கள்

1. தொல்காப்பியம் - பொருளியல் உரைவளம் - க. வெள்ளைவாரணன்
பதிப்:புத் துறை,
மதுரை காமராசர் பல்கலைக் கழகம்,
மதுரை- 625 021.
முதற்பதிப்பு - 1983

2. நன்னூல் - பவணந்தி முனிவர்

திருநெல்வேலி தென்னிந்திய
சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
திருநெல்வேலி – 6.

3. தமிழ் இலக்கிய வரலாறு - தமிழ்த்துறை தொகுப்பு
தூய மரியன்னை கல்லூரி (தன்னாட்சி), தூத்துக்குடி.

இணைய ஆதாரங்கள்

1. Project Madurai - www.projectmadurai.org
2. Tamil Universal Digital Library – www.ulib.prg<http://www.ulib.prg>

3. Tamil Books on Line –   books.tamilcube.com

Course Outcomes (PO)	Programme Specific Outcomes (PSO)				
	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	3	2	3
CO-2	2	3	2	1	1
CO-3	3	2	2	2	3
CO-4	1	3	3	2	2
CO-5	3	1	2	2	3
Ave	2.4	2.1	2.3	1.8	2.4

Maping	<40%	≥ 40%and<70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER – III			
Part I French	**French Literature and Grammar I**		
Course Code: 23ULFA31/ 23ULFB31	**Hrs / Week: 6**	**Hrs / Semester: 90**	**Credits:3**

Learning Objectives:

- To get a gist of the French Literature.

- To appreciate the essence in the literary texts

- To develop an interest in the French literature that will encourage her to pursue higher studies in French.

- To identify the grammar used in the literary texts and advance into complicated grammar.

Course Outcomes		
Course Outcomes	**On completion of this course, students will be able to**	**Cognitive Level**
CO-1	comprehend the history of the French literature.	K1
CO-2	interpret the values and morals through literary texts.	K2
CO-3	imbibe the basic grammatical structures of the French language	K3
CO-4	compare literary texts of different centuries to note the difference in writings.	K4
CO-5	estimate the humanistic value about author's ideas and transform her own personality	K5

SEMESTER – III			
Part I French	**French Literature and Grammar I**		
Course Code: 23ULFA31/ 23ULFB31	**Hrs / Week: 6**	**Hrs / Semester: 90**	**Credits:3**

Unit I – Moyen Age
   1.1 – Estula   -   Auteur Anonyme
   1.2 – Balade des pendues   –   François Villon
   1.3 – Les pronoms COD et COI

Unit II – XVIᵉ siècle
   2.1 – Regrets   -   Joachim du Bellay
   2.2 – Gargantua   -   François Rabelais
   2.3 – Le futur proche/ Passe récent

Unit III – XVIIᵉ siècle
   3.1 - La cigale et la fourmi   -   Jean de la Fontaine
   3.2 – Sur la mort de son fils   -   François de Malherbe
   3.3 – Le passe compose avec avoir et être

Unit IV – Francophonie - Québec
   4.1 – Une saison dans la vie d'Emmanuel -   Marie Claire Blais
   4.2 – L'imparfait
   4.3 – Le passe compose et l'imparfait

Unit V – Francophonie – Afrique Noire
   5.1 – L'enfant noir   -   Camara Laye
   5.2 – L'impératif
   5.3 – Le futur simple

Textbook:
- Textes complié par le département de français
- Clémence Fafa, Yves Loiseau, Violette Petitmengin, *Grammaire Essentielle Du Français A1*, Didier, 2018

Books, Journals and Learning Resources

- K. Madanagobalane, N.C.Mirakamal. *Le Francais par les Textes*. Chennai : Samhita Publications, 2019.
- Ludivine Glaud, Muriel Lannier, Yves Loiseau*, Grammaire Essentielle Du Français A1 A2*, Didier, 2015
- Blondeau Nicole, Allouache Ferroud jà, Ne Marie-Françoise. *Littérature Progressive du Français*. Paris : CLE International, 2004.

- Akyuz Anne, Bazelle-Shahmaei Bernadette, Bonenfant Joelle, Gliemann Marie-Francoise. *Les 500 exercices de grammaire*. Paris : Hachette livre, 2005
- Grégoire Maria. *Grammaire Progressive du français*. Paris : CLE International, 2002.
- Sirejols Evelyne, Tempesta Giovanna,Grammaire. *Le Nouvel Entrainez-vous avec 450 Nouveaux Exercices.* Paris : CLE International, 2002
- www.francaisfacile.com/exercices/
- www.bonjourdefrance.com
- https://www.conte-moi.net/node/120

PSO Relation Matrix

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	1	3	2	2	1	2	3	3
CO-2	3	2	2	2	2	2	2	3	3	3
CO-3	3	3	1	2	2	3	3	2	2	3
CO-4	3	3	2	2	1	1	2	2	3	3
CO-5	2	1	2	3	3	1	2	3	3	3
Ave.	2.8	2.2	1.6	2.4	2	1.8	2	2.4	2.8	3

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER – III			
Part II English Poetry, Prose, Extensive Reading and Communicative English - III			
Course Code: 23UGEN31	Hrs / Week: 6	Hrs / Semester: 90	Credits:3

Objectives:

- To enable the learners, experience the literary works.
- To use English effectively for study purpose across the curriculum.
- To develop interest in the appreciation of Literature.
- To develop and integrate the use of LSRW skills.

Course Outcomes:

CO. No.	Upon completion of the course, the students will be able to	PSO Addressed	K Level
CO -1	identify the central themes of the literary texts.	1,3	1
CO - 2	express the correct usage of English Grammar in writing and speaking.	2,3	2
CO - 3	show their reading fluency skills through extensive reading.	2,3	3
CO - 4	analyse and appreciate literary works.	3,4	4
CO - 5	evaluate and integrate the use of the four language skills.	5	5

SEMESTER - III			
Part II English	**Poetry, Prose, Extensive Reading and Communicative English - III**		
Course Code: 24UGEN31	**Hrs / Week: 6**	**Hrs / Semester: 90**	**Credits:3**

Unit I – Poem

    William Wordsworth (1770- 1850) : The Stolen Boat
    William Blake (1757- 1827)   : Auguries of Innocence
    Rabindranath Tagore (1861-1941) : Fairyland
    W.H. Davies (1871-1940)   : Leisure

Unit II – Prose

    A.G. Gardiner (1865- 1946)   :   On Cats and Dogs
    Wangari Maathaai (1940 – 2011) : Nobel Prize Acceptance Speech

Unit III – Short Story

    Leo Tolstoy (1828 – 1910)   : How Much Land Does a Man Need
    O' Henry (1862- 1910)   : The Gift of the Magi
    Washington Irving (1783 – 1859) : Rip Van Wrinkle

Unit IV – Grammar

    Phrasal Verbs & Idioms
    Modals and Auxiliaries
    Verb Phrases – Gerund, Participle and Infinitives

Unit V – Composition / Writing Skills

    Brochures for Programmes and Events (Drafting Invitations)
    Official Correspondence – Leave Letter, Letter of Application & Permission Letter

Text Books (Latest Editions)

    1.Joseph, K.V. *A Textbook of English Grammar and Usage*. Chennai: Vijay Nicole Imprints Private Limited, 2006.
    2. Green, David. *Contemporary English Grammar Structures and Composition*. 2nd Edition. Bengaluru: Trinity Press, 1971.

Web Resources

    WangariMaathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Jul 2023.
    https://www.thoughtco.com/usage-grammar-1692575
    https://grammar.yourdictionary.com/

PSO Relation Matrix

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO- 1	PO-2	PO-3	PO- 4	PO- 5	PSO- 1	PSO- 2	PSO- 3	PSO- 4	PSO- 5
CO-1	3	2	3	3	2	3	2	3	2	2
CO-2	2	3	3	3	3	2	3	2	2	3
CO-3	3	3	3	3	3	3	3	2	2	3
CO-4	2	3	3	3	2	2	3	3	2	2
CO-5	3	3	3	2	2	3	3	3	3	2
Ave.	2.6	2.8	3	2.8	2.4	2.6	2.8	2.6	2.2	2.4

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

	SEMESTER III		
	Core – V Quantitative Techniques For Managers		
Course code :23UBAC31	**Hrs/Week:6**	**Hrs/Semester: 90**	**Credits:4**

Objectives:
- To create a responsive and sustainable statistical system.
- To provide excellent training in scientific data collection, data management, methods and procedures of data analysis.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and methods of data collection.	1,3	Un
CO-2	determine the approximate location of the median and quartiles.	2	An
CO-3	describe the characteristics of the correlation coefficient.	4	Ap
CO-4	determine the sample as a voluntary response sample or a convenience sample.	5	An
CO-5	determine the approximate location of the median and quartiles.	4,5	An

SEMESTER III			
Core – V Quantitative Techniques For Managers			
Course code :23UBAC31	**Hrs/Week:5**	**Hrs/Semester: 75**	**Credits:5**

Unit I Operations Research

The History of Operations Research - Definitions of Operations Research - Features - Operations Research Approach to Problem Solving - Models and Modelling in Operations Research - Advantages of Model Building - Methods for Solving Operations Research Models - Methodology of Operations Research - Advantages - Opportunities and Shortcomings - Features of Operations Research Solution - Applications of Operations Research - Operations

Research Models in Practice – Computer software for operations research

Unit II Linear Programming

Introduction - Definitions - Graphical Solution Methods of LP Problems - Extreme Point Solution Method - Maximization LP Problem - Minimization LP Problem - Mixed Constraints LP - Alternative (or Multiple) Optimal Solutions - Unbounded Solution - Infeasible Solution – Redundancy

Unit III Transportation Problem:

Introduction - Mathematical Model of Transportation Problem - General Mathematical Model of Transportation Problem - The Transportation Algorithm - Methods for Finding Initial Solution - North-West Corner Method (NWCM) - Least Cost Method (LCM) - Vogel's

Approximation Method (VAM)

Unit IV Simulation:

Simulation – Types of simulation – Steps – Advantages – Disadvantages - Stochastic Simulation and Random Numbers - Monte Carlo Simulation - Random Number Generation - Simulation of Inventory Problems - Simulation of Queuing Problems - Simulation of

Investment Problems - Simulation of Maintenance Problems

Unit V Probability

Sample space and Events, Simple and Compound Events, Probability and Probability distributions: Normal Distribution, Binomial and Poisson distribution.

Text Book:
1. N.D.Vohra, *Quantitative Techniques in Management,* New Delhi, McGraw Hill Education, 4th Edition.

Books for Reference:
2. J.K.Sharma, *Operations Research theory and application*, New Delhi, Macin Publication, 2017.
3. HamdyTaha, *Operations Research*, United Kingdom, Pearson education, 2019.

SEMESTER III			
Core VI – Banking Practices			
Couse code: 23UBAC32	**Hrs/Week: 4**	**Hrs/Sem: 60**	**Credits : 3**

Objectives:

- To make students understand about the banking practices.

- Develop students with the theoretical and legal concepts of banking.

Course Outcome:

CO. NO	Upon completion of this course, students will be able to	PSO addressed	CL
CO -1	understand about the banker and customer	1, 3	Un
CO - 2	know about the types of deposits	5	Un
CO - 3	understand the different approaches to financial instrument	1, 3	Re
CO - 4	identify loans and advances	2	Un
CO - 5	understand the basic concepts of electronic banking..	2	Un

SEMESTER III			
Core VI – Banking Practices			
Course code: 23UBAC32	**Hrs/Week: 4**	**Hrs/Sem: 60**	**Credits : 3**

Unit I – Banker and Customer

Origin of Banking – Banker – Customer – the relationship between Banker and a Customer: General

Special – A banker's Duty to maintain secrecy of customer's account. Bank customers – special types – classification.

Unit II – Deposits

General precautions of opening accounts – KYC norms – current deposit account – fixed deposit account savings deposit account – recurring deposit – other deposits.

Unit III – Financial Instruments

Cheque – definition – salient features of cheque – proper drawing of a cheque – banker's cheque – crossing – meaning – kinds of crossing.

Unit IV– Loans and advances and Modes of security

Principles of sound lending – secured and unsecured advances – forms of advances. Modes of

charging security – lien – pledge – mortgage – assignment – hypothecation.

Unit V – E - Banking

E- Banking – meaning – traditional banking vs E- Banking – Electronic delivery channels facets   of E-Banking – E banking services – advantages – mobile banking – electronic mobile wallets – IMPS – frauds in Internet banking.

Text Book:

1. Gordon.E and Natarajan.K *Banking theory Law and Practice*, Mumbai: Himalaya Publishing House Ltd, 21'st Revision Edition. **Books for Reference:**

2. KandasamiK.P,S.Natarajan, Parameswaran. R, *Banking law and Practice*. New Delhi: S.Chand Publications, 2020.

Semester III

General Elective-III - Business Ethics and Corporate Social Responsibility

Course code:23UBAE31	Hrs/Week : 4	Hrs/Sem: 60	Credits :3

Objectives:

- Provide the skills with which to recognize and resolve ethical issues in business.
- Import the importance of ethical, moral and corporate social responsibility of business.

Course Outcome:

CO.No	Upon completion of this course, students will be able to	PSO Addressed	CL
CO-1	understand and illustrate the theoretical foundation of business ethics	1	Un
CO-2	understand the knowledge of business and economic concepts from an ethical perspective.	3	Un
CO-3	Confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms.	4	Un
CO-4	analyse and resolve ethical issue in business.	3,5	An
CO-5	expose the concepts, logic and rhetorical conventions of CSR in India	1,3	Ap

Semester III			
General Elective-III- - Business Ethics and Corporate Social Responsibility			
Course code:23UBAE31	**Hrs/Week :4**	**Hrs/Sem: 60**	**Credits :3**

UNIT-I: Concept of Ethics and CSR

Definition and Nature of Business Ethics and CSR-Need for Business Ethics –benefits of Business ethics-Role and Importance of business Ethics and values.

(12 hours)

UNIT-II: Concept of Morality and Values

Morality –Meaning –features of moral standards –Ethical theories –Indian Ethos in ethics –ethos in work lifevalue systems-definition-categorization of values-factors to build values-impact of ethics in business.

(12 hours)

UNIT-III: Unethical Business Practices

Bribery and corruption –causes of corruption and bribery-Business bribery-causes-Theft and piracy-sourcesTrade secret –sources-Intellectual property rights – Introduction to Cyber law

UNIT-IV: Organisational Ethics **(12 hours)**

Workplace ethics-meaning-factors influencing ethical behavior at work-Importance of ethical behavior at workplace-guidelines for managing ethics in the workplace.

UNIT –V: CSR Legislation in India. **(12 hours)**

Corporate social responsibility –Need for CSR-CSR Models –Benefits of CSR-CSR activities. Corporate Governance –meaning –code of corporate governance-CSR provisions in companies Act.

TText Books:

Dr.S.S.Khanka - *Business Ethics & Corporate Governance, Principles and practices*, New Delhi, S.Chand and company limited, 1st Edition 2014.

Books for Reference:

Dr.ManuelG.Velsquez - *Business Ethics (Concepts and Cases)*, New Delhi, Prentice Hall India Learning Private Limited, 6th Edition 2006.

Dr.S.Sankaran – *Business Ethics & values,* Chennai, Margham Publications, Reprint Edition 2005.

	SEMESTER III		
	NME I- Introduction to Management		
Course code: 23UBAN31	**Hrs/Week:2**	**Hrs/Semester:30**	**Credits:2**

Objectives:

● To impart the basic management knowledge, and skills to the students so as to enhance their managerial capabilities and enable them to apply in the practical field.

● Provide thorough knowledge on theoretical aspects and emerging trends and developments in management.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and basic concepts of management.	1,3	Un
CO-2	understand the classical management theories of management	2,3	Un
CO-3	understand the behavioural and modern management theory	1,2,4	Un
CO-4	understand the functions performed by management	5	Un,Ap
CO-5	describe the roles and responsibilities of a manager	4	An, Ap

SEMESTER III			
NME I -Introduction to Management			
Course code: 23UBAN31	Hrs/Week:2	Hrs/Semester: 30	Credits:2

Unit I Basics in Management

Introduction to Management-meaning –definition-Evolution of management-features of management-objectives of management-Importance of management –levels of management.

Unit II Diversity in Management

Management as a process – management as an activity – management as a discipline – management as a group- management as a science – management as an art- management as a profession-Difference between Management and Administration.

Unit III Contribution of Management

Theories in Management -Contributions – Eltan Mayo, Henry Fayol, F.W.Taylor

Unit IV Functions of Management

Planning: meaning –objectives –nature -Organising: meaning –nature –objectives-Staffing: meaning-objectives-functions -Controlling: meaning– characteristics -Directing: meaning- principles-Co-ordination: Meaning – features.

Unit V Role of Manager

Manager: Meaning –definition – role of manager -key responsibilities of a manager – qualities of a good manager – functions performed by a manager-Difference between Employee and a manager.

Text Book:
1. L.M.Prasad, *Principles & Practice of Management* – New Delhi, Sultan Chand & Sons – 14th Edition 2020
Books for Reference:
2. C.B.Gupta - *Management Theory & practice,* NewDelhi, Sultan Chand & Sons, 5th Edition 2017
3. P.C. Tripathi& P.N Reddy - *Principles of Management,* NewDelhi, Tata McGraw Hill, 6th Edition 2010.
4. Weihrich and Koontz – *Management,* A *Global Perspective.,*NewDelhi, Tata McGraw Hill 14th Edition 2019.
5. N.Premavathy - *Principles of Management,* Chennai, Sri Vishnu Publication, 7th Edition 2003.

	SEMESTER III		
	Skill Enhancement Course -IV- Business Communication		
Course code: 23UBAS31	**Hrs/Week:2**	**Hrs/Semester:30**	**Credits:2**

Objectives:

- To enable the students to understand the methods and concept of communication

- To provide an understanding of effective communication in business

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO address ed	C L
CO-1	gain insight into conceptual knowledge on business communication.	1	Un
CO-2	understand and write effective concise business letter	2,5	Un
CO-3	know and develop the interpersonal skills related to the banking correspondence	2,4	Ap,Kn
CO-4	inculcate the knowledge on preparing reports	3,5	Kn
CO-5	invoke carrier skills and use email efficiently and effectively	2,4	Ap

SEMESTER III			
Skill Enhancement Course -IV- Business Communication			
Course code: 23UBAS31	Hrs/Week:2	Hrs/Semester:30	Credits:2

Unit I - Business communication

Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback - Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication

Unit II - Fundamental of Business writing

Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.

Unit III – Formal communication

Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing.

Unit IV – Presentation skills

Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.

Unit V - Barriers to Effective Communication & listening skills

Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills.

Text book

Rajendra pal & J. S. Korlahalli, essentials of business communication – sultan chand& sons – New Delhi

Reference books

- Shirley taylor, communication for business – pearson publications – new delhi
- Bovee, thill, schatzman, business communication today – peason education private ltd – new delhi

SEMESTER –III				
Ability Enhancement Course		**Yoga and Meditation**		
Course Code: 23UAYM31	**Hrs/Week: 1**		**Hrs/Semester: 15**	**Credits: 1**

Objectives

This course aims at providing knowledge on

- self -awareness and concentration.

- yoga and benefits of yoga asanas.

- the power of positive attitude.

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	acquire knowledge in Meditation, awareness, different types of yoga mindfulness and attitude to life.	K1
CO-2	gain knowledge on Major types of meditation, self-awareness, basic asanas and three components of mindfulness, positive and negative attitude.	K2
CO-3	explain health benefits of meditation, concentration, asanas for healthy life, mindfulness and Brainwave patterns, heartfullness	K3
CO-4	understand better meditation, levels of concentration, surya namaskar, Myths about mindfulness, feat and its types.	K4
CO-5	evaluate the psychological benefits of meditation, ways to develop Presence, benefits of doing in regular life, Scientific Facts about Mindfulness and anger styles.	K5

Unit I Meditation

Meditation — Major types of meditations: Zazen, Mindfulness, Vipasana, Yoga, Self-inquiry, Listening, – Health benefits of meditation: physical, psychological, spiritual–Tips for better meditation. **Exercises:** Practicing Zazen meditation – Self-enquiry meditation exercises

Unit II Self-Awareness

Awareness – Self-awareness – Importance of self-awareness –Difference between Awareness and Concentration – Power of concentration – Levels of concentration – How to increase concentration? – Ways to develop your presence
Exercises: Body Scan exercise

Unit III Yoga

Different types of yoga- Pranayama – Surya namaskara– Basic asanas for healthy life- Pranam asana, Hasta Uttan Asana- Pada Hasta Asana- Adhomukha Svanasana - Danda Asana -Vajra Asana, Padmasana, Parvat Asana, Utthita Padasana, Navasana, Bujang Asana- Dhanur Asana- Savasana
Exercises: Practicing basic Asanas – Doing Sun Salutation

Unit IV Mindfulness

Definition of mindfulness – Three components of mindfulness– Mindfulness and Brainwave patterns – Myths about mindfulness – Scientific Facts about mindfulness – Formal and Informal methods method to practice mindfulness
Exercises: Practice Mindful Walking –Practice Mindful Talking

Unit V Heartfulness

Attitude to life – Power of positive attitude– Techniques to develop positive attitude– Positive vs negative people – Forms of negative attitude – Heartfulness – Managing fear: Basic 5 fears, way's to overcome fear–Handling anger: Anger styles, Tips to tame anger
Exercises: Practice Loving-Kindness meditation– Doing compassionate actions.

	SEMESTER III
	Self-Study/Online course: Personality Development
Course Code:23UBASS1	**Credits: 2**

Objectives:

- To realize the humanness and its inner strength.
- Enhance the capacity of understanding one's own personality and growth in self-actualization.

Course Outcome:

CO.NO.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the importance of personality development	1,5	Un
CO-2	Understand and learn about self-monitoring	1,4	Un
CO-3	know the knowledge on team building	5,	An
CO-4	Understand and analyse the importance of communication	3,4	An,Cr
CO-5	learn the emergence of social graces.	3,4	Un,Ap

SEMESTER III
Self-Study/Online course: Personality Development

Course Code:23UBASS1	Credits:2

Unit -I Personality

Definition- Determinants-Personality traits- Theories of personality- Importance of personality development. Self-awareness- Meaning – benefits of self-Awareness- Developing self- Awareness. SWOT-Meaning Importance – application-components-goal setting-Meaning- Importance Effective goal setting-Principle of goal setting-Goal setting at right level.

Unit-II Self-Monitoring

Meaning-High Self-Monitor versus low self-monitor-Advantage and Disadvantage Self Monitor-Self-

Monitoring and job performance. Perception-Definition-Factor influencing perception- perception process Attitude-Meaning –Formation of Attitude-Type of Attitude-measurement of Attitude-Barrier to Attitude change-Methods to Attitude Change.

Unit-III Team Building

Meaning –Type of team-importance of team building-creating Effective Team. Leadership- Definition Leadership style-Theories of leadership-Quality of effective leader. Negotiation skills- Conflict Management Definition-Type of Conflict-Level of Conflict-Conflict Resolution-Conflict Management.

Unit-IV Communication

Definition-Important of communication-process of communication-Communication symbols- Communication Network-Barriers in communication- overcoming communication Barriers. Transactional analysis-Meaning EGO states-stress management-Meaning-Sources of stress- symptoms of stress-consequences of stress Managing stress.

Unit-V Social Graces

Meaning-Social Grace at work-Acquiring social Graces. Table manners-meaning-Table etiquettes in

Multicultural Environment-Do's and Don'ts of Table etiquette Dress code-Meaning- Dress code for selected Occasions-Dress Code for an interview. Group Discussion-Meaning- Personality traits required for group discussion-Process of Group Discussion-Group discussion Topics. Interview-Definition-type of skill-employer expectation-Planning of the Interview-Interview Questions critical Interview Question.

Dr.NarayananRajan. S, Dr.Rajasekaran. B,Venkadasalapthi.G, VijureshNayaham.V and Herald M.Dhas. *Personality Development*, Tirunelveli: publication Division, ManonmaniamSundaranar University,

Books for Reference:

1. Stephen P. Robbins, *Organisational Behaviour*, New Delhi: Prentice Hall of India Private limited, Tenth Edition, 2008.

2. Jit S. Chandan. *Organisational behaviour*, Delhi: Vikas publishing House Private Limited, Third Edition, 2008.

3. Dr. Ramachandran K.K. and Dr. K. Karthick. *From campus to Corporate*, New Delhi:

   Macmillan Publishers India Limited, 2010.

	SEMESTER – IV		
	Part-I Tamil Paper - 4 சங்க இலக்கியங்கள் செய்யுள், இலக்கணம், இலக்கிய வரலாறு, நாடகம்		
Course Code 23ULTA41	**Hrs / Week:6**	**Hrs / Semester: 90**	**Credits: 4**

நோக்கங்கள்

	Learning Objectives
1	சங்க இலக்கியத்தின் சிறப்பையும் நாடகம் என்னும் இலக்கிய வகையின் தன்மையையும், அகத்திணை புறத்திணை இலக்கணங்களையும் மாணவர்களுக்கு அறிமுகப்படுத்துதல்
2	இலக்கியங்களின் சிறப்பினை உணர்த்துதல். சங்கம் வைத்துத் தமிழாய்ந்த மன்னர், புலவர், மக்கள் இவர்களின் வாழ்வியல் அறங்களைக் கண்டறிவர்.
3	மொழியைப் பிழையின்றி பேசவும் எழுதவும் பயன்படுகிறது. படைப்பாற்றல் திறனை வளர்க்க உதவுகிறது.
4	பழந்தமிழர் வாழ்வியல் முறைகளை கற்று பயனடைய உதவுகிறது பண்பாட்டுச் சிறப்பினை மொழியின் வழி அறிந்து தம் வாழ்வில் கடைப்பிடிக்க வழிகாட்டுகிறது.
5	தமிழ் இலக்கியம் சார்ந்த போட்டித்தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்

பாடத்திட்டத்தின் பயன்கள்

CO.No.	இப்பாடத்தைக் கற்பதால் மாணவிகள் பின்வரும் பயனை அடைவர்	**Cognitive Level**
CO-1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்	K1
CO-2	தமிழின் தொன்மையையும் செம்மொழித் தகுதியையும் அறிந்து கொள்ளுதல்	K2
CO-3	நாடக இலக்கியம் மூலம் நடிப்பாற்றலையும், கலைத்தன்மையையும், படைப்பாற்றலையும் வளர்த்தல்	K4
CO-4	பழந்தமிழர் வாழ்வியல் முறைகளை கற்று பயனடைய உதவுகிறது.	K4
CO-5	போட்டித் தேர்வுகளுக்குப் பயன்படும் வகையில் படைப்பாக்கத் திறனை வளர்த்து வேலைவாய்ப்பினையும் பெறுவர்.	K5

அலகு – 1   (18 மணி நேரம்)
I . எட்டுத்தொகை

1. நற்றிணை – பாடல்கள் 10, 14, 16
2. குறுந்தொகை – பாடல்கள் 16, 17, 19, 20, 25, 29, 38, 440
3. கலித்தொகை – பாடல்கள் 38, 51
4. அகநானூறு - பாடல்கள் 15, 33
5. புறநானூறு - பாடல்கள் 37, 86, 112
6. பரிபாடல் - பாடல் - 55

அலகு – 2   (18 மணி நேரம்)

பத்துப்பாட்டு – நெடுநல்வாடை – நக்கீரர்

அலகு - 3   (18 மணி நேரம்)
இலக்கணம்
    பா வகைகள்
1. ஆசிரியப்பா, வெண்பா பொது இலக்கணம்
    அணி இலக்கணம்
1. உவமை அணி
2. உருவக அணி
3. வேற்றுமை அணி
4. வஞ்சப் புகழ்ச்சி அணி
5. சிலேடை அணி
6. தற்குறிப்பேற்றணி

அலகு - 4
    இலக்கிய வரலாறு   (18 மணி நேரம்)
1. எட்டுத்தொகை
2. பத்துப் பாட்டு
3. சங்க இலக்கியச் சிறப்பியல்புகள்

அலகு - 5   (18 மணி நேரம்)
    நாடகம் : சபாபதி - பம்மல் சம்பந்த முதலியார்

துணை நின்ற நூல்கள்
1. பத்துப்பாட்டு   -   பொ.வே. சோமசுந்தரனார் (உரையாசிரியர்)
                                   திருநெல்வேலி தென்னிந்திய
                                   சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
                                   திருநெல்வேலி – 6.

2. எட்டுத்தொகை   -   பொ.வே. சோமசுந்தரனார் (உரையாசிரியர்)
                                   திருநெல்வேலி தென்னிந்திய
                                   சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
                                   திருநெல்வேலி – 6.

பார்வை நூல்கள்

1. நன்னூல் - பவணந்தி முனிவர்
   திருநெல்வேலி தென்னிந்திய
   சைவசித்தாந்த நூற்பதிப்புக் கழகம், லிமிடெட்,
   திருநெல்வேலி – 6.
2. தமிழ் இலக்கிய வரலாறு - தமிழ்த்துறை தொகுப்பு
   தூய மரியன்னை கல்லூரி (தன்னாட்சி),
   தூத்துக்குடி.
3. பத்துப்பாட்டு - முனைவர் நாகராசன் (உரையாசிரியர்)
   நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்
   41, அம்பத்தூர்
   சென்னை – 98.
4. பத்துப்பாட்டு - முனைவர் கு.வெ. பால சுப்பிரமணியன்(உரையாசிரியர்)
   நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்
   41, அம்பத்தூர்
   சென்னை – 98.

இணைய ஆதாரங்கள்

1. Tamil Heritage Foundation- www.tamilheritage.org <http://www.tamilheritage.org>
2. Tamil virtual University Library- www.tamilvu.org/ library http://www.virtualvu.org/library
3. Project Madurai - www.projectmadurai.org.
4. Chennai Library- www.chennailibrary.com <http://www.chennailibrary.com>.
5. Tamil Universal Digital Library- www.ulib.prg <http://www.ulib.prg>.
6. Tamil E-Books Downloads- tamilebooksdownloads. blogspot.com
7. Tamil Books on line- books.tamil cube.com
8. Catalogue of the Tamil books in the Library of British Congress archive.org
9. Tamil novels on line - books.tamilcube.com

Course Outcomes (PO)	Programme Specific Outcomes (PSO)				
	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	3	2	3
CO-2	2	3	2	1	1
CO-3	3	2	2	2	3
CO-4	1	3	3	2	2
CO-5	3	1	2	2	3
Ave	2.4	2.1	2.3	1.8	2.4

Maping	**<40%**	**≥ 40%and<70%**	**≥70%**
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<table>
<tr><td colspan="5" align="center">SEMESTER – IV</td></tr>
<tr><td rowspan="2" align="center">Part I French</td><td colspan="4">French Literature and Grammar II</td></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td align="center">Course Code:
23ULFA41/ 23ULFB41</td><td align="center">Hrs / Week: 6</td><td align="center">Hrs / Semester: 90</td><td align="center">Credits:3</td></tr>
</table>

Learning Objectives:

- To explore the French Literature.

- To appreciate the values imbibed in the literary texts

- To develop an interest in the French literature that will encourage her to pursue higher studies in French.

- To analyse and interpret verbal expressions of cause, effect, purpose, and opposition in French

<table>
<tr><td colspan="3" align="center">Course Outcomes</td></tr>
<tr><td align="center">Course Outcomes</td><td align="center">On completion of this course, students will be able to</td><td align="center">Cognitive Level</td></tr>
<tr><td align="center">CO-1</td><td>comprehend the French literary background and inculcate the values imparted through the literary texts</td><td>K1</td></tr>
<tr><td align="center">CO-2</td><td>interpret a literary text, with the perspective of analyzing the content and manner of writing</td><td>K2</td></tr>
<tr><td align="center">CO-3</td><td>imbibe the basic grammatical structures of the language to demonstrate knowledge of various expressions used to convey opinion, emotions, cause, effect, purpose, and hypothesis in French</td><td>K3</td></tr>
<tr><td align="center">CO-4</td><td>analyze simple literary texts to acquire literary knowledge and enhance aesthetic perception</td><td>K4</td></tr>
<tr><td align="center">CO-5</td><td>evaluate and reflect on the humanistic value by reflecting upon the author's ideas and transform her own personality</td><td>K5</td></tr>
</table>

SEMESTER – IV			
Part I French	**French Literature and Grammar II**		
Course Code: 23ULFA41/ 23ULFB41	**Hrs / Week: 6**	**Hrs / Semester: 90**	**Credits:3**

Unit I – XVIIIᵉ siècle
1.1   – Candide : il faut cultiver notre jardin   -   Voltaire
1.2   – Le Barbier de Séville   -   Beaumarchais
1.3 – Les pronoms relatifs

Unit II – XIXᵉ siècle
2.1 – Le lac   -   Alphonse de Lamartine
2.2 – La mare au diable (extrait)   -   Georges Sand
2.3 – Le présent du conditionnel

Unit III – XXᵉ siècle
3.1 – Pour faire le portrait d'un oiseau   -   Jacques Prévert
3.2 – Mémoires d'une jeune fille rangée (extrait)-   Simone de Beauvoir
3.3 – Le subjonctif présent

Unit IV Francophonie - Belge
4.1 – Monsieur friquet   -   Camille Lemonnier
4.2 – Le discours indirect
4.3 – La comparaison

Unit V – Francophonie – Afrique noire
5.1 – Le Mandat (La carte d'identité)   -   Ousmane Sembène
5.2 – L'expression de la cause et conséquence
5.3 - L'expression de but et opposition

Textbook:
- Textes complié par le département de français
- Clémence Fafa, Yves Loiseau, Violette Petitmengin, *Grammaire Essentielle Du Français A1*, Didier, 2018

Books, Journals and Learning Resources

- K. Madanagobalane, N.C.Mirakamal. *Le Francais par les Textes*. Chennai : Samhita Publications, 2019.
- Ludivine Glaud, Muriel Lannier, Yves Loiseau, *Grammaire Essentielle Du Français A1 A2*, Didier, 2015
- Blondeau Nicole, Allouache Ferroud jà, Ne Marie-Françoise. *Littérature Progressive du Français*. Paris : CLE International, 2004.
- Akyuz Anne, Bazelle-Shahmaei Bernadette, Bonenfant Joelle, Gliemann Marie-Francoise. *Les 500 exercices de grammaire*. Paris : Hachette livre, 2005
- Grégoire Maria. *Grammaire Progressive du français*. Paris : CLE International, 2002.
- Sirejols Evelyne, Tempesta Giovanna,Grammaire. *Le Nouvel Entrainez-vous avec 450 Nouveaux Exercices.* Paris : CLE International, 2002
- www.francaisfacile.com/exercices/
- www.bonjourdefrance.com
- https://www.conte-moi.net/node/120

PSO Relation Matrix

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	1	3	2	2	1	2	3	3
CO-2	3	2	2	2	2	2	2	3	3	3
CO-3	3	3	1	2	2	3	3	2	2	3
CO-4	3	3	2	2	1	1	2	2	3	3
CO-5	2	1	2	3	3	2	2	3	3	3
Ave.	2.8	2.2	1.6	2.4	2	2	2	2.4	2.8	3

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

	SEMESTER – IV		
Part II English	**Poetry, Prose, Extensive Reading and Communicative English - IV**		
Course Code: 23UGEN41	**Hrs / Week: 6**	**Hrs / Semester: 90**	**Credits: 3**

Objectives:

- To enable the learners to experience the aesthetics of literary works.
- To make them use English effectively for academic purpose.
- To develop interest in the appreciation of Literature.
- To develop and integrate the use of LSRW skills.

Course Outcomes:

CO. No.	Upon completion of the course, the students will be able to	PSO Addressed	K Level
CO -1	identify and comprehend the general themes of the given works.	1,2	1
CO – 2	explain the text within their historical and cultural contexts.	1,2,3	2
CO – 3	present scholarly conversation and show their capabilities in literary competitions.	3	3
CO – 4	examine their educational and career goals.	2,4	4
CO – 5	test their understanding level in the literary development.	5	5

SEMESTER – IV			
Part II English	**Poetry, Prose, Extensive Reading and Communicative English - IV**		
Course Code: 23UGEN41	**Hrs / Week: 6**	**Hrs / Semester: 90**	**Credits:3**

Unit I – Poems

Lord Byron (1788 – 1824)   : The Darkness
Robert Frost (1874 – 1963)   : Home Burial
John Masefield (1878 -1967)   : Laugh and Be Merry
Edgar A. Guest (1881-1959)   : Don't Quit

Unit II –Prose

R.K. Narayan (1906 – 2001)   : An Astrologer's Day
Stephen Leacock (1869- 1944)   : How to be a Doctor

Unit III – Scenes from Literature

Christopher Marlowe (1564-1503) : The Parade of Seven Deadly Sins
                                                  (Act 2 Scene 3 in *Doctor Faustus)*
William Shakespeare (1564- 1616): *Julius Caesar* – Assassination Scene (Act III – Scene I)

Unit IV – Grammar

Synthesis of Sentences
Direct and Indirect Speech

Unit V – Communication Skills

Narrative Report
Newspaper Report

Reference Books

1. Malathi, *Functional English*. New Century Book House (P) Ltd., 2007.
2. Joseph, K.V. *A Text book of English Grammar and Usage*. Chennai: Vijay Nicole Imprints Private Limited.

Web Resources

http:/www.gradesaver.com/George-orwell-essays/study/summary
https://americanenglish.state.gov/files/ae/resource_files/a-retrieved-reformation.pdf The Quality of Mercy, https://poemana1ysis.com
https://learnodo-newtonic.com/famous-indian-poem

PSO Relation Matrix

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO- 5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	3	3	2	3	2	3	2	2
CO-2	3	2	2	3	2	3	2	2	3	2
CO-3	2	3	2	3	3	2	3	2	2	3
CO-4	3	2	2	3	3	3	2	2	2	3
CO-5	2	2	3	3	3	2	2	3	2	3
Ave.	2.6	2.2	2.4	3	2.6	2.6	2.2	2.4	2.2	2.6

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

	Semester IV		
	Core VII- Organisational Behaviour		
Course Code: 23UBAC41	**Hrs/Week :5**	**Hrs/Sem :75**	**Credits :5**

Objectives:

- To provide an overview of theories and practices in organisational behaviour in individual, group and organisational level.

- Acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organisation. and to effectively analyze and approach various organisational situations

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the importance of organisational behavior and its various approaches.	1,4	Un
CO-2	deliver the concepts and principles of perception and personality.	5	Ap
CO-3	identify the various leadership styles and skills required for working in groups and organisational climate	2,5	Un,Ap
CO-4	inculcate the knowledge on group behavior and team building	1,5	An, Ap
CO-5	gain a brief knowledge on organizational conflicts and culture	3,5	Un

Semester IV
Core VII – Organisational Behaviour

Course Code: 23UBAC41	Hrs/Week :5	Hrs/Sem :75	Credits :5

Unit – I Introduction to Organisational Behaviour:

Meaning-Definition –Key elements of OB-Nature and scope of OB-Need for studying OB - Contributing discipline to OB -Various approaches to OB.

(15 hours)

Unit- II Personality & Perception:

Concept of Personality –Definition-Determinants of Personality –Types of Personalities- Theories of Personality- Perception – Meaning-Definition –Perceptual Process-Factors affecting Perception- Ways to improve Perception.

(15 hours)

Unit- III Motivation & Leadership:

Meaning of Motivation- Nature of Motivation-Theories of Motivation-Abraham Maslow's Need Hierarchical Theory-Herzberg's two factor theory-McGregor's Theory X and Y-Urwick's Theory. Leadership: Meaning - Definition-leader –Meaning-Definition- Characteristics – Differences between Manager& Leader- Functions of Leadership- Leadership styles.

(15 hours)

Unit-IV Foundation of Group Behaviour& Team Building:

Group-meaning-definition – Characteristics of Group-Purpose of joining Groups - Theories of group formation -Types of groups - Stages of group development –.Team – Meaning – Definition-Distinguish between Team & Group - Types of teams – Team building process- Causes of team failure-Creating successful team.

(15 hours)

Unit –V Organisational Conflicts and Culture:

Conflict – meaning – definition – sources of conflict-types of conflicts– Negotiations – meaning- definition-negotiations process. Organisational culture – creating& sustaining Organisational culture

Text Books:

1. Aswathappa K. *Organisational Behaviour,* Mumbai: Himalaya Publishing House: 16th Edition 2020.

Books for Reference:

1. Khanka S.S – *OrganisationalBehavio*ur, New Delhi: S.Chand& Co Ramnagar, Reprint Edition 2006.
2. Fred Luthans*Organisational Behaviour,* New Delhi, McGraw Hill International Edition, 13th Edition 2015.
3. Stephen. P. Robbins, *Essentials of Organisational Behaviour*, New Delhi: Prentice Hall of India, 14th Edition 2017.

	SEMESTER IV		
	Core VIII – Legal Aspects of Business		
Course Code:23UBAC42	**Hrs/week: 4**	**Hrs/sem: 60**	**Credits: 3**

Objectives:

1. To impart in depth knowledge of the Law of contracts which forms, the foundation of all day to day obligations in the business world.
2. To instill in the students an awareness of legal framework in sale of goods, consumer protection to understand the applications of these laws to practical commercial situations.
3. To acquaint the students with the alternative forms of business organization available in the country as per partnership and new companies act.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Demonstrate an understanding of the nature of the contractual relationship and list the elements required to create a contract (offer, acceptance, genuine agreement, consideration, capacity and legality).	1,3	Kn
CO -2	Construct the sale of contract and formulate the terms and conditions in sale of goods and services and understand the legislation related to negotiable instrument	5	An
CO-3	Demonstrate the conceptual and practical knowledge in Companies Act 2013 and new partnership model.	3,4	Un,An
CO-4	Elaborate the rights of consumers and identify the common unfair and deceptive practices by gaining an insight into Consumer Protection Act	2,5	Kn
CO-5	Understand the rights to information act and know the formalities of collecting information from government.	1,3	An

SEMESTER IV			
CORE VIII – Legal aspects of business			
Course Code:23UBAC42	**Hrs/week: 4**	**Hrs/sem: 60**	**Credits: 3**

Unit I: Indian Contract Act, 1872

Meaning and Definition of Business / Mercantile Law, Scope of Mercantile Law. Contract - Essentials elements of Valid Contract - Types of a contract – Performance of contracts, Offer Types ,Acceptance, Consideration essentials and exceptions, Capacity of parties, Free consent, Modes of discharge of a contract - Breach of contract and its remedies

Unit II: The Sale of Goods Act, 1930 & Negotiable Instrument Act 1881

Sale of Goods Act: - Essentials of Contract of Sale, Sale and Agreement to Sell, Conditions and Warranties, Unpaid seller – Rights of Unpaid Seller. Negotiable Instruments Act – Meaning, Characteristics, Types of Negotiable Instruments.

Unit III: Companies Act, 2013 &The Limited Liability Partnership Act 2008 Companies Act - Incorporation, Types of Companies, Articles of Association and Memorandum of Association, Prospectus. Powers, Duties and Liabilities of Directors. Limited Liability Partnership – Meaning, nature of limited partnership, formation.

Unit IV: Consumer Protection Act, 1986

Consumer Protection Act – Scope and Applicability, Consumer Rights, Unfair & Restrictive Trade Practices, Procedures for Consumer Grievances Redressal, Types of Consumer Redressal Machineries and Forums – Consumer Councils

Unit V: The Right to Information Act 2005

Salient features and coverage of the act, definition of terms information, right, record. Public authority - obligations of public authorities, requesting information - functions of PIO.

Text Book(s):

1. Kapoor N.D., Elements of Mercantile Law, 35th edition, Sultan Chand and company, New Delhi, 2017.

2. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2011

Reference(s):

1. P.C. Tulsian, "Business and Corporate Law for CA PE – II", New Delhi: Tata McGraw Hill,2012

2. Padhi, P. K., "Legal Aspects of Business", New Delhi: PHI Learning, 2010.

3. V. K.Agrawal Consumer protection in India, Ayushamna Publication Publications, 2013

	SEMESTER IV		
	General Elective IV– Retail Management		
Course Code:23UBAE41	**Hrs/week: 4**	**Hrs/sem: 60**	**Credits: 3**

Objectives:

- To emphasize the emergence of retail sector in India & other countries.
- Enable students explore business opportunities of retail sector.

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	Understand the concept of retail management	1	Un
CO – 2	Determines the buying decision of buyers and to know about the pricing strategies	4,5	Un,Cr
CO – 3	Understand the ways and techniques retailers use to interact with their customers.	3,4	Un
CO – 4	Understand the concept of branding	1,4	Ap
CO – 5	Understand the concept of mall management in India	5	Ap

SEMESTER IV			
General Elective-IV– Retail Management			
Course Code:23UBAE41	Hrs/week:4	Hrs/sem:60	Credits:3

Unit - I Introduction to Retailing:

Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.

Unit – II – Retail purchasing and pricing

Purchase management: - Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing

Unit – III Retail marketing and promotion:

Nature and scope:-relationship marketing, market strategies, retail research Understanding the retail customer- retail market, population analysis, demographic analysis, consumer behavior Retail promotion Mix: - Retail promotion programme, retail advertising media, promotional budget. Customer services: - customer services, services quality gaps, service recovery.

Unit – IV Information system in Retailing:

Acquiring and using information strategies, technology in retail, information sources, retail information system.

Unit – V Ethical and legal issues in Retailing:

Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

Text Book:

1.GibsonG.Vedamani, PhD, Retail Management; Functional principles & Practices.

2.Prof. Mukesh Bhatia, Retail Management; Concept & Techniques.

Books for Reference

1.Dr. L.Natrajan , Retail Management;

2.S.Chand Publications, R.S.N PillaiBagavthi, Modern Marketing ; Principles & Practices.

	SEMESTER IV		
	NME II – Entrepreneurship		
Course Code: 23UBAN41	**Hrs/Week: 2**	**Hrs/Sem: 30**	**Credits: 2**

Objectives:

- To help student to establish their own enterprises.
- To discuss current issues in starting their own business.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	know the basic meaning of entrepreneur and to gain knowledge on classifications of entrepreneurs	1,3	Un
CO-2	understand about starting a business	1,5	Ap
CO-3	familiarize with project appraisal	3	Un
CO-4	gain knowledge on project report	3,4	Un
CO-5	understand the importance of women entrepreneur and to know the challenges faced by women entrepreneur	1,3	Un

SEMESTER IV			
NME II – Entrepreneurship			
Course Code: 23UBAN41	**Hrs/Week: 2**	**Hrs/Sem: 30**	**Credits: 2**

Unit I Introduction to Entrepreneurship:

Entrepreneurship – Meaning – definition – need – importance – functions – Entrepreneur – meaning – Qualities – Roles of entrepreneur – Economic development – types – Entrepreneurship as career.

Unit II Business start-up:

How to start business – product selection – forms of ownership – plant location – land, building, water and power – raw materials – machinery – man power – infrastructural facility.

Unit III Institutional support for Entrepreneurship development:

DIC – functions – meaning – importance – contents of project report – project appraisal.

Unit IV Project report:

Project report – meaning – importance – contents of project report – formulation of project report – project appraisal.

Unit V Avenues for entrepreneurs:

Government Start up schemes – Central and state level

Text Book:

1. Dr.C.B.Gupta, Dr. N.P.Srinivasan, Entrepreneurship development in India, New Delhi, Sultan chand and sons, 2020.

Books for Reference:

2. Vasath Desai, *Dynamics of Entrepreneurial development*, Mumbai, Himalaya Publishing House, 2009.

3. S.S.Khanka, *Entrepreneurial development*, New Delhi, S.Chand& Co publishing, 2006.

	SEMESTER IV		
Skill Enhancement Course-V – Total Quality Management			
Course Code: 23UBAS41	**Hrs/Week: 2**	**Hrs/Sem: 30**	**Credits: 2**

COURSE OBJECTIVES:

- Total Quality Management (TQM) is a scientific approach for management and employees to be involved in the continuous improvement of processes underlying the production of goods and services.

- Students who complete this course will be able to critically appraise management techniques, choose appropriate statistical techniques for improving processes and write reports to management describing processes and recommending ways to improve them.

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	Students will be able to gain basic knowledge in total quality management relevant to both manufacturing and service industry including IT sector.	1,3	Kn
CO – 2	Students will be able to implement the basic principles of TQM in manufacturing and service based organization.	2,4	Un
CO – 3	The student would be able to examine the reliability and improvement of business by using statistical process control	3,5	Ap
CO – 4	The student would be able to apply the tools and techniques of quality management to manufacturing and services processes	2,4	Un
CO – 5	The students will be able to gain the knowledge on various Quality Management system standards	1,2	Un,Kn

SEMESTER IV			
Skill Enhancement Course-V – – Total Quality Management			
Course Code: 23UBAS41	**Hrs/Week: 2**	**Hrs/Sem: 30**	**Credits: 2**

UNIT I - Introduction to TQM

What is Total Quality Management(TQM)?- Characteristics of TQM -Framework– Principles of TQM- Potential benefits of TQM- Definition of Quality –Other key concepts – Dimensions of Product Quality.

UNIT-II- TQM Principles and Philosophies

Contribution of TQM Guru's Walter A.Shewhart– Philip Crosby –Genichi Taguchi - PDCA cycle, 5S, Kaizen. Supplier partnership - Partnering, Supplier selection, Supplier Rating.

UNIT-III Tools and Techniques of Analysis

The seven traditional tools of quality - New management tools –Control Charts - Process Capability-Six sigma: Concepts, Methodology - FMEA - Stages, Types.

UNIT-IV Tools and Techniques of Improvement

Quality Function Development (QFD)-HOQ - TPM - Concepts, improvement needs - Performance measures. Bench marking - Bench marking process, Quality circles– Meaning, characteristics.

UNIT V – Quality Management System

Service quality – Meaning and significance – SERVQUAL gap model - Need for ISO 9000 – ISO family of Standards – Quality management system - Steps in ISO 9000 Certifications . ISO 14000 - Quality Audits

TEXT BOOKS
1. Shridhara Bhat -Total Quality Management- Himalaya Publishing House - 2010.
2. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Educatio
3. PoornimaM.Charantimath ., Total Quality Management , Pearson Education, 2016

REFERENCE BOOKS
2. SubburajRamasamy ., Total Quality Management , Tata McGraw – Hill , 2016
3. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd.
4. KanishkaBedi ., Quality Management ,Oxford University Press, 201
5. Dr.V.Jayakumar ,Dr.R.Raju ., Total Quality Management , Lakshmi Publications, 2005

	Semester IV		
	Ability Enhancement Course – II		
	Modern office management		
Code : 23UABA41	**Hrs/Week : 1**	**Hrs/Sem : 15**	**Credit : 1**

Objectives:

- To make students understand about the modern office management.

- Develop students with the theoretical and legal concepts of office management.

Course Outcome:

CO. NO	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand about the office management.	1,3	Un
CO-2	know about the types of mistakes of report writing	3	Un
CO-3	identify supervisory skills	1,2	Re
CO-4	understand the different leadership styles	2	Un
CO-5	understand the records management	5	Un

Semester IV

| Ability Enhancement Course –II |
| Modern office management |

Code: 23UABA41	Hrs./Week:1	Hrs./Sem: 15	Credits:1

Unit- I: Office

What is a Business Enterprise-What is an Office- Who are Office Staff- What are the most Common Forms of Business Organization- What are the Advantages of Office Work-What are the Categories of Office Career and Job Classifications under Each Category- What are the Specific Skill Requirements for Office Jobs- Duties and Responsibilities of Office Staff

Unit-II: Records Management

Objectives of Record Keeping; what is Filing- What are the Different Kinds of Filing System- Steps in Filing; Indexing; Selecting the Appropriate Filing System; How to handle Incoming & Outgoing Mails

Unit –III: Document/Report Writing

Key points to write a document: The 5w-h plan for writing; Steps in writing workplace documents; Important things to remember when editing seven layout mistakes to avoid; Quick tips for report Writing; Basics of Meetings

Unit-IV: Supervisory Skills

What are the Skills of the Supervisor and How to Acquire - Functions of Supervisor Communication Meaning; Process; Communicating Tools; Types, Barriers

Unit-V Leadership & Motivation

Meaning and Concept; Importance of Leadership; Qualities of a Leader; Relationship & Differences Leadership and Motivation; Organizational Leadership; Leadership Ethics - Traits of an Ethical Leader; Leadership Styles - Important Leadership Styles- Situational Leadership – Emotional Intelligence of Leader; Which Leadership Style to Follow? Influence of Situational Leadership Styles on Subordinate Development;

Text Book
1. Ankita Bhatia Dr. R. K. Chopra, Office management, Himalaya Publishing House.

Book for Reference:
2. R.S.N.Pillai, Office management, New Delhi, S.Chand

	SEMESTER V			
	Core – IX Human Resource Management			
Course Code: 23UBAC51		Hrs/Week:6	Hrs/Sem: 90	Credits:6

Objective:

☐ To understand importance of training and to know the essentials of management development

☐ To provide basic understanding about the concepts and functions of HRM.

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	provide basic understanding about the concepts and functions of HRM.	1	Un
CO-2	distinguish between Recruitment and Selection.	1,3	An
CO-3	understand importance of training and to know the essentials of management development	4	Un, Kn
CO-4	develop an understanding about basics of compensation, transfer and promotion	1,5	Ap, Un
CO-5	get insight an about Performance Appraisal and to know the various methods of Performance Appraisal	1,4	An

SEMESTER V			
Core – IX Human Resource Management			
Course Code: 23UBAC51	**Hrs/Week:6**	**Hrs/Sem: 90**	**Credits:6**

Unit-I : Introduction
Human Resource Management: Meaning- Objectives – Nature and Scope -Importance Functions - and Problems of HRM - Personnel Management Vs. HRM - Qualities and Qualifications of Human Resource Managers.

Unit-Il : Human Resource Planning, Recruitment And Selection
Human Resource Planning: Meaning - Need and Importance - Objective - Problems - Process -Recruitment: Meaning - Factors Influencing Recruitment - Sources of Recruitment - Problems in Recruitment - Selection: Meaning -Factors Affecting Selection, Steps in Selection.

Unit-III : Training And Development
Training: Need and Importance - Objective - Types - Steps in Training Programme - Methods of Training - Evaluation of Training Programmes - Development: Meaning - Concept and Essentials of Management Development Programmes.

Unit-IV : Transfer, Promotion & Compensation
Transfer: Objective - Transfer Policy - Promotion: Purpose - Promotion Policy- Demotion Compensation: Objective - Principles.

Unit-V : Performance Appraisal
Performance Appraisal: Meaning - Need and Importance - Objective - Problems in Performance Appraisal - Factors Influencing Performance Appraisal - Methods of Performance Appraisal.

Text Book:
- ChitraAtmaramNaik, Human Resource Management, Chennai: Ane Books Pvt.Ltd.

Books for Reference:
- Dr .. Gupta C.B, Human Resource Management, New Delhi: Sultan Chand & Sons.
- MemoriaC.P ., Personnel Management, Mumbai: Himalaya Publishing House.
- Prasad L.M ., Human Resources Management, New Delhi: Sultan Chand & Sons, 59

<table>
<tr><td colspan="4" align="center">SEMESTER V</td></tr>
<tr><td colspan="4" align="center">Core – X Research Methodology</td></tr>
<tr><td align="center">Course Code: 23UBAC52</td><td align="center">Hrs/Week:6</td><td align="center">Hrs/Sem: 90</td><td align="center">Credits:5</td></tr>
</table>

Objectives:
- To enable the students to learn the basic concepts of Research and its Methodology.
- To provide knowledge on research methods, techniques and process and to develop skills in the application of research methods for solving problems in business.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the objectives of research, types of research and criteria of good research.	1,3	Un
CO-2	know the research problem and research design.	2,5	Un, Re
CO-3	gain knowledge of sampling design and methods of data collection.	1,4	Un, Cr
CO-4	gain insights in the interpretation of data and report writing.	5	Re, Cr
CO-5	conduct pre-test for doing research.and to write research report.	3,4	Re

SEMESTER V			
Core – X Research Methodology			
Course Code: 23UBAC52	**Hrs/Week:6**	**Hrs/Sem: 90**	**Credits:5**

Unit I: Meaning and Process of Research

Research – meaning – purpose - types. Research design- Factors affecting research design - Pure, applied, historical, analytical, descriptive and Experimental. Process of research.

Unit II: Identification and testing of Research Problem

Research Problem- identification- Selection– formulation - Review of literature. Hypothesis- meaning-Sources- Types - Formulation – Testing – errors. Survey - Census method-sampling method (advantages and disadvantages).

Unit III: Sampling methods

Sampling – principles – design – Selection of a sample – Sample Size determination- Essentials of a good sampling. Methods of sampling - probability and non-probability. Sources of primary data – secondary data. Modes of data collection - analytical method – case study – observation survey - Interview. Tools of data collection - Interview Schedule, Questionnaire, Observation Chart/Sheet and Scaling techniques.

Unit IV: Processing of data

Processing the data – editing – coding – tabulation – diagrams - statistical tools for analysis and hypothesis testing. Interpretation - Guidelines for making valid interpretation. Introduction to SPSS.

Unit V: Report Writing

Report–Importance-types– format- pagination- using quotations-presenting foot notes– abbreviations-Presentation of tables and figures- referencing-documentation - Use and format of appendices-Indexing – Publication ethics.

Text Book:

1. Kothari.C.R. *Research Methodology,* New Delhi: Vikas Publishing Ltd., 5th Edition.

Books for Reference:

2. Levin J.Kchard*Statistics for Management,* New Delhi: Prentice Hall, 3rd Edition.

3. Gupta C.B &Kapoor.V.K. *Fundamentals of Applied Statistics.* New Delhi: Sultan Chand & Sons, 2018.

	Semester V		
	Core XI – Advertising and Sales Promotion		
Course Code: 23UBAC53	**Hrs/Week :6**	**Hrs/Sem :90**	**Credits :5**

Vision:

To enable the students to learn the basic concepts of advertising.

Mission:

To acquaint the students with thorough knowledge of various advertising media and advertising agency.

Course Outcomes

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Inculcate the basic idea of advertising and its nature and benefits.	1,4	Un
CO -2	Import the knowledge on types of advertising on the basis of demand, geographical, time.	3,5	Un,Ap
CO-3	Develop brief study on media and factors influencing media plan.	4,5	Un,Re
CO-4	Deliver about advertising copy and types.	2,3	Ev,Re
CO-5	Input the information on services rendered by adverting agency.	2,4	Un,Re

Semester V
Core XI – Advertising and Sales Promotion

Course Code: 23UBAC53	**Hrs/Week :6**	**Hrs/Sem :90**	**Credits :5**

Unit –I Introduction:

Advertising: Meaning – Definition – Evolution – Objectives - Nature and Scope of Advertising – Benefits of Advertising – Limitations - Advertising - Evolution of Advertising.

Unit – II Classifications:

Types of Advertising – Product and Institutional Advertising – On the basis of Audience, Geographic Coverage & Medium – Push and Pull Strategy – Professional Advertising.

Unit – III Types of Media:

Media: Meaning - Definition – Print Media – Indoor & Outdoor Advertising – Direct Mail Advertising – Radio and TV, Film Advertising – Factors influencing Media Planning.

Unit –Advertising copy:

Advertising copy-Meaning-Definition-Creativity – Activities comprising Creative Design Process – Qualities of good Advertising Copy - Classification of Copy – Components of Advertising Copy.

Unit – V Advertising Agency:

Meaning of Advertising Agency – Functional departments of Advertising – Service rendered by Advertising Agency – Functions of an Advertising Agency – Types of Agency.

Text Book

1.Advertisement Management – P.K.Bhargav – published by DaminsGarg for Murarilal& sons

2.Rustom&Davar, SahrabR.Davar – Salesmanship and publicity – Vikasspublisihing house

Books for Reference:

1.Mahendra Mohan, Advertising Management , Tata _McGraw_ Hill

2.Mr.Batra , Advertising Management, Prentice hall.

	SEMESTER V		
	Core XII – Case Study Analysis		
Course Code: 23UBAC54	**Hrs/Week:6**	**Hrs/Sem: 90**	**Credits:5**

Objectives:

- To develop interpersonal skills through both a team work and completing individual tasks.
- Enable a researcher to gain a more detailed, un-biased understanding of a complex situation, through the use of a range of research tools.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the overall situations as well as to analyse the company's strategy.	1	Ev
CO-2	know the process key information needed for decision making.	5	An
CO-3	identify the company's strength and weakness.	4	An,Ev
CO-4	know the strategically and applied critical thinking.	1	Re
CO-5	understand the decision making techniques.	5	An, Ap

SEMESTER V			
Core XII – Case Study Analysis			
Course Code: 23UBAC54	**Hrs/Week: 6**	**Hrs/Sem: 90**	**Credits:5**

CASE ANALYSIS

One case per week is to be discussed by the students. The cases could be from different functional areas of management.

The students would be provided with the case lets. They would discuss the 'case' in groups. The teacher would guide and facilitate group discussions so as to impart, develop and hone the GD Skills.

	SEMESTER V		
	Discipline Specific Elective-I **IT Skills for Managers**		
Course Code: 23UBAE51	**Hrs/Week : 4**	**Hrs/Sem : 60**	**Credits : 3**

Objectives

● To make the students understand about computer and make them efficient in the concept of computers

● To provide an understanding of computers, computer operating systems and train students computer application software

Course Outcome:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the basic concepts of information Technology	1	Un
CO-2	Apply spell and grammar check in Ms Word	2,4	Ev
CO-3	To know about Ms Excel in detail for calculations	2,5	An
CO-4	To know about Ms Power Point for presenting company data	2,5	An
CO-5	Gain knowledge in internet applications	2,3	Cr

SEMESTER V

Discipline Specific Elective-I IT Skills for Managers

Course Code: 23UBAE51	Hrs/Week : 4	Hrs/Sem : 60	Credits : 3

Unit – I Basics of Information technology

Information Technology – Meaning – Definition – Nature – Scope – Importance – Functions –

Role – Characteristics - Career in IT Industry – Evolution of IT – Present Scenario in IT – Computer Memory and Storage – Memory Hierarchy – Random Access Memory (RAM) – Read Only Memory (ROM) – Input Output Media – Types.

Unit – II Microsoft Word

Microsoft Word – Introduction to Word – Meaning – Word Processor Basics – Opening Microsoft Word – Closing the Document and Quitting Word – Starting Microsoft Word XP – Saving the Document – Previewing – Closing – Changing the size of the document.

Editing the Document

Opening an existing word document – Moving the cursor – Making changes in the document –

Undoing any operation – Saving changes in document – Spell check – Automatic correction error

– Printing file – Saving and closing document

Unit – III Microsoft Excel

Microsoft Excel – Meaning – Introduction to Spreadsheets – Uses of spreadsheet - Basics of spreadsheet – Formatting spreadsheet – Graphs – Functions of MS Excel – Excel work Environment – Changing size of work book and Excel Window – Cell and Cell Address – Standard toolbar – Formatting Toolbar – Formula Bar – Components of Excel Workbook.

Working in Excel

Entering data in cell address – Making changes in entry – Mathematical Calculations – Formula using numbers – Formula using cell address – Defining function simple Graphs

Unit – IV Microsoft PowerPoint

Microsoft PowerPoint – Meaning – Introduction to MS PowerPoint – Starting PowerPoint – Creating Presentation – Working with views – Adding Graphics, Charts and Tables – Slide Transition – Closing Slides – Quitting MS PowerPoint.

Microsoft Access

Microsoft Access – Introduction to Database – Defining Database – Understanding RDBMS – Objects Relational Database – Function of DBMS – Starting Microsoft Access – Creating and Working on Tables – Saving the Table – Defining primary key – Closing Table – Closing Database window and Quitting Access.

Unit - V Basics of Business analytics

Business analytics – Meaning – Basics - Artificial Intelligence – Chat GPT - Canva **Text**

Book:

1. Krishnan. N, *Window and Msoffice 2000 with Database concepts*, Mumbai, Scitech publications, 2001.

Books for Reference:

2. Anita Goel*Computer Fundamentals* New Delhi, Pearson Education, 2017.

3. V.Rajaraman, *Introduction to Information Technology* New Delhi, PHI Learning, 3rdEdition 2018.

4. ReemaThareja, *Fundamentals of Computer* Mumbai, Oxford University Press, 2014.

	Semester V		
	Discipline Specific Elective -I – Web Commerce		
Code : 23UBAE52	**Hrs/Week: 4**	**Hrs/Sem:60**	**Credit : 3**

Objectives:

- To learn the methodology of undergoing business using electronic network.
- To enable the students to understand the concept of electronic market and e-commerce virtual infrastructure.

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basics about web commerce.	1	Un
CO-2	know about different types of web commerce.	2	An
CO-3	understand and apply web payment systems.	2	Ap
CO-4	know about web marketing and web advertising.	2	Cr
CO-5	know about internet technologies.	2,4	Cr

Semester IV
Discipline Specific Elective -I – Web Commerce

Code : 23UBAE52	Hrs/Week: 4	Hrs/Sem:60	Credit : 3

Unit – I Introduction to Web Commerce:

Web Commerce – Definition – Web Commerce vs Traditional Commerce –Advantages – Limitations - Need for Web commerce.

Unit – II Classification of Web Commerce:

Business to Business (B2B) - Business to Consumer (B2C) – Consumer to   Business (C2B) - Consumer to Consumer(C2C) - Business to Employee(B2E) - Business to Government   (B2G)

Unit-III Web Marketing and Web Advertising:

Web Marketing – Advantages of Web Marketing - Web Marketing Mix – Websites   naming issues – Web Marketing plan – Web Advertising – Format for Web Advertising

Unit-IV Web Payment:

Web Payment – Benefits of Web Payment – Electronic Fund Transfer – Credit Card   System– Popular Electronic Payment methods.

Unit-V Practical Classes:

Creating a Web Page or Applications

Text Book:

1.PandeyU.S, Rahul Srivastava, Saurabh Shukla Er. *E-Commerce and its applications,* New

Delhi: 1st Edition, 2007.S.Chand& Co.

Book for Reference:

1.   Dr. Abirami Devi.K, Dr. Alagammai. M, *E-Commerce.* Chennai: Margham Publications.

SEMESTER V			
Ability Enhancement Course III Environmental Studies			
Course Code: 23UAEV51	**Hrs/ week: 2**	**Hrs/Sem:30**	**Credits: 1**

Course Outcomes:
 Upon completion of this course, the students will be able to
   1 Recognize the biotic and abiotic components of ecosystem and how they function.
   2 Use natural resources more efficiently and know more sustainable ways of living.
   3. Acquire an attitude of concern for the environment.
   4. Participate in improvement and protection of environment.
   5. Manage unpredictable disasters.
   6. Create awareness about environmental issues to the public.

Unit I :

Environment and Ecosystem: Aim and need for Environmental Awareness - Components of Environment Ecosystem - Components of Ecosystem: Abiotic and biotic factors (Producer, Consumer and   Decomposer) – Food Chain, Tropic Levels - Food Web, Energy flow and Ecological pyramids

Unit II :
 Natural Resources: Renewable and non-renewable resources – Water Resources: Uses and Conservation of Water – Rain Water Harvesting – Forest Resources: Importance of Forests - Major and Minor forest produces - Conservation of Forest Energy Resources: Solar Fossil Fuel – Wind – Role of individuals in the conservation of natural resources

Unit III :
Environmental Pollution: Pollutants – Types of pollution: Air, Water, Noise and Plastic Pollution – Causes, effects and Control measures – Global warming and Climate Change

Unit IV:
Human Population and Environment: Effect of human population on environment   – Population Explosion problems related to population explosion – Involvement of population in conservation of environment – Measures adopted by the Government to control population growth – Environment and human health

Unit V:
Disaster Management: Floods–Drought–Earthquakes– Cyclones – Landslide–Tsunami–Control measures

<table>
<tr><td colspan="2" align="center">SEMESTER V</td></tr>
<tr><td colspan="2" align="center">CONSUMER BEHAVIOUR</td></tr>
<tr><td align="center">Course Code: 23UBASS2</td><td>Credits :2</td></tr>
</table>

Objectives

- To help the students to have a knowledge in market place and impact on marketing strategy
- The students will understand the influences on customer choice and process of human decision making in a marketing context

Course Outcome:

CO. No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	Understand the concepts of consumer behaviour	1	Un
CO – 2	Describe the consumer culture and to learn about different types of consumer decision	5	An
CO – 3	Investigate the environmental influence of consumer behaviour	4	Ap
CO – 4	Know the right protection and role of consumer	3,5	An
CO – 5	Understand the research process for consumer satisfaction	3	Un

SEMESTER V	
CONSUMER BEHAVIOUR	
Course Code: 23UBASS2	**Credits :2**

Unit I Introduction

Consumer behaviour meaning – definition –nature – scope – needs to study consumer behavior- methods to study consumer behavior – current trends in consumer behavior

Unit II Environmental Influences on Consumer Behavior

Culture – meaning – characteristics – meaning of norms and value – effect of consumer behavior on culture

– change in family- change in influence age – change in society

Unit III Buying Behavior

Buying behavior meaning – types of consumer decision – consumer decision making process – purchase processes – outcomes of consumer decision – theories of post purchase evaluation

Unit IV Customer Satisfaction

Customer satisfaction meaning- objectives – importance- working towards enhancing consumer satisfaction- reason of consumer dissatisfaction – consumer satisfaction research process

Unit V Consumerism

Consumerism meaning – rights of consumer – consumer production measurements in India–reason of growth consumerism in India – consumer protection act 1986 – role – functions- emergence of consumerism production act **Text Book:**

1. Leon G. Schiff man and Joseph L. Wisenblit*Consumer Behavior:* New Delhi, Pearson Education, 12th Edition 31December 2018

Books for Reference:

3.   Michael Solomon *Consumer Behaviour: Buying, Having, Being* New Delhi, Pearson Education 13th edition 30 January 2020

4.   David L Mothersbaugh ,Hawkins , Amit Mookerjee - *Consumer Behaviour: Building Marketing Strategies* –New Delhi, McGraw Hill Education, 13th Edition , 10th December 2019

	SEMESTER VI		
	Core XIII – Financial Management		
Course Code: 23UBAC61	**Hrs/Week:6**	**Hrs/Sem:90**	**Credits:5**

Objectives:
- To develop strategies and plans for the long term financial goals of the organisation.
- Ensure accurate and timely financial reporting, procurement compliance with applicable rules and regulations.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	enhance the practical and applied aspects of capital	1,4	Un,Ap
CO-2	calculate the credit period of the business	5,8	Ap
CO-3	find out the short term and long term solvency of a business.	5,8	An
CO-4	prepare both operating and financial budget.	3,5	Cr, Ap
CO-5	analyse the relationship between the cost volume and profit	5	An

SEMESTER VI			
Core XIII – Financial Management			
Course Code: 23UBAC61	**Hrs/Week:6**	**Hrs/Sem:90**	**Credits:5**

Unit – I Introduction to Financial Management:
Meaning – Objectives - Functions and Limitations – Responsibilities of financial manager. Capital Structure: Meaning – Essentials and Principles of Capital Structure – Factors determining Capital Structure – (Theory only).

Unit – II Financing Decisions:
Long term, Medium term and Short term – Types of securities – Debt, Equity and Preference stock – Working Capital Management: Techniques of forecasting working capital (Simple problems)

Unit – III Investment Decisions:
Meaning - Characteristics – Advantages - Limitations and essentials of a successful budgetary control – Classification of budgets – Preparation of Production, Sales and Cash budgets – Flexible budget.(Simple problems)

Unit – IV Working Capital Management:
Concept – Importance – Classification – Determination of cost of capital (Simple problems)

Unit – V Dividend Decisions:
Meaning - Importance – Factors affecting capital investment proposals – Capital budgeting Appraisal methods – PayBack – ARR – NPV – IRR methods.(Simple problems)

Note: Theory 30%,

Problems 70%.

Text Book:

- Khan.M.Y& Jain P.K *Financial Management*, New Delhi: TMH, 2018.

Books for Reference:
- Maheshwari S.N. *Cost and Management Accounting* New Delhi, Sultan Chand & Sons.
- Pandey I.M. *Financial Management* New Delhi: Vikas Publishing House (P) Ltd, 2016.
- PrasannaChandra,*FinancialManagaement Theory and Practice,* New Delhi:THM, 2018

	SEMESTER VI

Core XIV - Manufacturing and Materials Management			

Course Code: 23UBAC62	**Hrs/Week : 6**	**Hrs/Sem :90**	**Credits :5**

Objectives

- To provide knowledge on understanding of production and operation process of converting

    resources into products.

- Apply the concept to manage maintenance, quality control and work measurement at an organization level.

Course Outcome:

CO. No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	Understand the meaning, nature and recent trends production and operation management	1	Un
CO – 2	Know about plant location and layout	3	Un
CO – 3	Understand the types and methods of layout	3,4	Un
CO – 4	Describe the plant and material maintenance	5	An
CO – 5	Investigate the production and operation planning and control	4	Ap

SEMESTER VI			
Core XIV - Manufacturing and Materials Management			
Course Code: 23UBAC62	**Hrs/Week :6**	**Hrs/Sem:90**	**Credits :5**

Unit-I Introduction

Production and operation Management meaning – definition – scope – nature – production VS operation management - importance – Recent trends in production and operation management –Advantage and disadvantage of production and operation management

Unit-II Location and Layout

Plant location –Location strategy and importance - Plant capacity and line balancing – Factors influencing Plant Location –Multi Plant Location Decision – Location break even analysis – Plant Layout-Principles - Methods of Layout – Types of Layout – Product Process, Combination Layout.

Unit-III Work Study and Measurement

Work Study–Meaning -Method study – meaning –Work measurement- Meaning, Objectives – Step involved in method study - Application of Work Study Techniques – work measurement technique and their application – Productivity improvement technique – Types of charts

Unit-IV Maintenance

Plant Maintenance – Material maintenance –Meaning, Importance – Organize Maintenance Department – Procedure for preventive and break down maintenance – Types of Maintenance -Merits and Demerits – Safety Engineering – Good House Keeping – Japanese 5s model

Unit-V Quality Control and Scheduling

Quality control - meaning-Elements of production and operation - Quality circle and inspection - Economic order quantity model (EOQ) - just in time (JIT)- Scheduling – Meaning, planning, re order quantity, Maximum and minimum level, Routing, Scheduling, Dispatching, Expediting and Follow Up - Safety stock

Text book:
1. Panneer Selvam *Production and Operations Management* New Delhi, Prentice Hall India Learning Private Limited, 3rd edition 2004
Books for reference:
2. K.Aswathappa *Production and operation management* Mumbai, Himalaya Publishing House 2009
3. B.SGoel, *Production operation Management* Uttar Pradesh, Pragatiprakashan Publication 1st January 2012

4.   KanishkaBedi*Production and Material Management*, Mumbai,Oxford University Press, 3rd edition 2013

SEMESTER VI			
Core XV - Entrepreneurial Development			
Course Code: 23UBAC63	**Hrs/Week: 6**	**Hrs / Sem : 90**	**Credits : 5**

Objectives:

- To foster entrepreneurial thinking, promote, facilitate the business knowledge and develop the aspiring entrepreneurial thought among the students.
- Help to realize the entrepreneurial potential of people for the emergence of an enterprising society and vibrant economy.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the basic concept of entrepreneur & their roles.	1	Un
CO-2	gain the information on women entrepreneurship and their barriers faced.	4	Re
CO-3	gain knowledge on agencies dealing with entrepreneurs.	2,3	Un
CO-4	understand the roles of small scale industries in economic development.	1,2	Ev
CO-5	understand project identification and prepare project report.	5	Un

SEMESTER VI			
Core XV - Entrepreneurial Development			
Course Code: 23UBAC63	Hrs/Week: 6	Hrs/Sem: 90	Credit : 5

Unit - I Introduction:

Entrepreneurship – Definition – Need – Functions & types of Entrepreneur– Role of Entrepreneurs – Role of Entrepreneurship in economic development – Concept of women Entrepreneurship – Functions and problems of women Entrepreneurs- Recent growth of woman entrepreneurship in India.

Unit II Business start-up:

Procedure to start business – Business proposal– product selection – forms of ownership – plant location – land, building, water and power – raw materials – machinery – man power – infrastructural facility.

Unit – III Schemes for Entrepreneurs:

Factors affecting Entrepreneurial growth – agencies dealing with Entrepreneurs – Banks and Service organisations – IDBI – NSIC – SIO – SISI – ITCOT – DIC center for Entrepreneurship development – Industrial Estates – Technical Consultancy organisation.

Unit – IV Small Industries & Rural entrepreneurs

Small Industries – Characteristics – Objectives – Scope – Role of Small Industries in economic development – problems of small industries – Tax concessions to small industries in rural and backward areas.

Rural entrepreneurs – Problems faced by rural entrepreneurs – growth of rural entrepreneurs in recent times.

Unit – V Project Identification:

Project identification – selection – meaning of project – signification – report – contents of project report – content evaluation.

Text Book:
1. Srinivasan. N.P *Entrepreneurship Development*, New Delhi: Sultan Chand & Sons, 2019.

Books for Reference:
2. Vasanth Desai, *Dynamics of Entrepreneurial Development.* Mumbai: Himalaya Publishing House, 2018
3. Khanka.S.S.*Entrepreneurship Development.* New Delhi: S.Chand& CO, 2021

	SEMESTER –VI		
	Project and Viva Voce		
Course Code: 23UBAP61	**Hrs/Week: 6**	**Hrs/Sem: 90**	**Credits : 4**

1. It is a Group project and each group consists of not more than five students.

2. The project report should be in English.

3. A project report shall consist about 50 pages minimum.

4. Marks for the project report will be 100 divided as internal 50 marks and external 50 marks.

5. Project report evaluation and viva – voce will be conducted by both External examiner and the Guide. 6. Allocation of marks for the VI semester subject project is given below.

	Marks
Internal Evaluation	
Data Collection & Experimental work	10
Relevance, Objective & Focus of Project	15
Team Work	5
Originality, Innovation & Creativity	10
Oral Presentation	10
Total	**50**
External Evaluation	
Relevance to the theme	15
Design of the Project	10
Mode of presentation (Models / Charts / Graph / Power Point Presentation)	15
Response to questions & Criticisms	10
Total	**50**

	Semester VI			
	Discipline Specific Elective –II **Service Marketing**			
Course code: 23UBAE61	**Hrs/Week :6**	**Hrs/Sem :90**		**Credits :4**

Objectives:

- To understand the meaning of services and the significance of marketing the services.
- The students will be able to apply the concepts of services marketing in promoting services.

Course Outcomes

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the brief knowledge on services marketing	1,3	Un
CO -2	Import about services on specific Industries.	2	Un, Re
CO-3	Understand the services provided in financial services.	5	Un, Re
CO-4	Deliver about professional service marketing in health care and advertising agency.	4	Un, Re, Cr
CO-5	Understand the knowledge on marketing of educational services.	1,2	Un, Re, Cr

Semester VI
Discipline Specific Elective -II **Service Marketing**

Course code: 23UBAE61	**Hrs/Week :4**	**Hrs/Sem :90**	**Credits :3**

Unit –I Understanding Services:

Definition of services – Characteristics – Generic difference between Goods and Services-Myths of services- Evolution of service firms - Services Marketing Mix - Triangle of Service Marketing.

Unit –II Marketing services of specific services:

Hotel Industry- Characteristics of Hotel – Market Segmentation- Marketing Mix of Hotel IndustryHotel Industry in India-Tourism Industry- Characteristics – Market Segmentation – Tourism Marketing Mix-

Recent trends in Tourism – Tourism in India- Transportation – Characteristics of Marketing Mix- Transportation in India.

Unit –III Marketing of Financial services   :

Meaning of Bank – Market Segmentation- Marketing Mix – Recent trends in Banking Insurance Industry– Market Segmentation – Marketing Mix- Recent trends in Insurance Marketing.

Unit –IV Professional service Marketing:

Health Care – Market Segmentation – Marketing Mix- Recent trends in Indian Health Care Industry- Evolution of Advertising Agency- Segmentation & Marketing Strategy – Marketing Mix-Advertising agency in India-Retailing Industry – Characteristics of Market Segmentation –Recent Trends.

Unit –V Marketing of Educational Services:

Education Services – Classifications- Characteristics – Technology and its Role in EducationEducation in India- Charities Marketing – Business function in Charities- Marketing Planning & Market Mix- Charity Organisations in India.

Text Book:
- Services marketing – The Indian Context, R. Srinivasan – Prentice, Hall of India, 2004.

Book for Reference:
- Services Marketing: The Indian Context R.Srinivasan-Prentice Hall fo India 2010.

- Services Marketing –C.Bhattacharya,Excel books India ,2009.

	SEMESTER VI			
Discipline – **Digital Marketing** **Specific Elective -II**				
Course code: 23UBAE62	**Hrs/Week : 4**	**Hrs/Sem : 60**	**Credits : 6**	

Objectives
- **To** familiarize students with the basic concepts of internet, E-commerce, e-business and cyber security
- To understand the practices and technology to stand an online Business.

Course Outcome:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the concept and different categories of digital marketing	1,3	Un
CO-2	Gain knowledge on digital retail business model	1,4	Un, An
CO-3	Observe the knowledge on digital display advertising	1,3,4	Un, An
CO-4	Effective knowledge on E-Payment system	3	An
CO-5	Know the difference between hacking and cracking	1,5	Ap

General Specific Elective –II Digital Marketing			
Course code: 23UBAE62	Hrs/Week : 4	Hrs/Sem : 60	Credits : 3

Unit –I Introduction to Digital Marketing

Digital Marketing – Meaning – Definition – Functions – Challenges and Opportunities - Different Categories of digital marketing –Importance – Types – Recent trends and current scenario of the industry in digital marketing – Digital Marketing a tool to success for companies - SEO

Unit –II E- Digital Business Models and Mobile Technology

Electronic Digital Business Model – Meaning – Definition – Nature and Importance – Methods in digital business – Digital retail business model – Digital finance service business model – Digital hospitality business model – Digital health business model – Digital government and cities - Mobile Technology – Concept of mobile web – Benefits – Merits and Demerits – Mobile Banking Services – Online banking Vs Mobile banking – Mobile

Banking – Challenges – Types of mobile banking – Trends in mobile banking applications

Unit –III Digital Display and Business Applications

Digital Display – Meaning – Definition – Concepts – Objectives – Budget – Steps - Benefits – Challenges – Digital Display Advertising – Running effective Ads – Ad format features – Target audience – Content writing – Business Applications – Nature – Scope – Consumer oriented E-business – model-marketing – Web-advertising – Features - E-mail marketing – E-CRM – CRM technology tool – Framework of CRM - Online services – Business oriented

E-business –E-governance – Electronic Data Interchange (EDI)

Unit – IV Social media marketing and Digital analytics

Social media marketing – affiliate marketing – video marketing – blog marketing – video marketing , Web analytics – social media analytics – Basics.

Unit – V E-Payment System

E-Payment System – Meaning – Definition – Benefits to buyer and Seller –E-Payment System in Credit card – Mobile Payment – smart card cash payment system – micro payment

system – E-Cash – Process – Issues in E-Cash - E-Wallets – Types of E-Wallets – Mobile Wallet Vs E-Wallet - E-Cheque – Advantages and Disadvantages of E-Cheque – Types of E-Cheque - Digital cards – Types digital cards– Stored value card.

Text Book:

- John Wiley & Sons, *Digital Marketing* New Delhi, McGraw Hill Education, 2nd Edition 2009

Books for Reference:

- U. Pandey, Rahul Srivastava, Saurabh Shukla*E-Commerce and its Applications,* New Delhi, S.Chand, 1st Edition, 2007.
- Simon Kingsnorth, *Digital Marketing Strategy,* United Kingdom, Kogan Page Publication, 2016
- David King, H.Michael Chung, *Electronic Commerce – A Managerial Perspective,* New Delhi, Pearson Education Asia, 2001,

	SEMESTER VI		
	Skill Enhancement Course – Logistics Management		
Course code: 23UBAS61	**Hrs/Week : 2**	**Hrs/Sem :30**	**Credits :2**

Objectives

- To enable students to have knowledge in shipping field operation.
- To familiarize students on the various aspects of logistics.

Course outcome:

CO.No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	Understand the concept of logistics management and its evolution	1	Un
CO – 2	Understand the importance of logistics to the economy	2	Re
CO – 3	Gain knowledge on performance measurement and logistics audit	5	Un,Cr
CO – 4	Know about supply chain management	2,4	Cr
CO – 5	Demonstrate about global logistics	3,5	Re

SEMESTER VI
Skill Enhancement Course - Logistics Management

Course code: 23UBAS61	Hrs/Week :2	Hrs/Sem: 30	Credits :2

Unit I Introduction to Logistics management

Logistics management – meaning – definition - The Evolution of Logistics – Importance Of Logistic to the economic development - Current trends in Logistics- Logistics in the Supply Chain Context

Unit II Logistics Delivery and Fulfilment

Unitization, Palletization And Containerization –Cannel and water Transportation. Air Transportation - Road Transport - Rail Transport - Ports and Facilities – Inland container depot – Export clearance freight station

Unit III Costs and Performance Measurements

Performance measurement – meaning, internal and external, need system, level and dimensions, logistics audit –Procedure, Characteristics- total logistics cost –Concept,

Accounting methods in logistics

Unit IV Logistics Strategy and Supply Chain Management

Logistics Strategy- Warehousing - Inventory- types –material handling – order processing – supply chain management–Meaning, Characteristics, Essential, Process, Types, Elements-

Logistics Intermediaries And Outsourcing

Unit V Global Logistics

Introduction - International Distribution Channels Strategies – Exporting – Licensing – Joint Ventures – Controlling Logistics Activity - Strategic logistics planning – green logistics - E logistics –Global logistics scenario - Technology in Logistics

Text Book:

1. Ganapathy , Nandi *Logistics Management*, New Delhi, Oxford University Press, 6 January 2015

Books for Reference:

2. Martin Christopher *Logistics and Supply Chain Management* Mumbai, FT Publishing international 5th edition.

3. Paul A Myerson *Lean Supply Chain and Logistics Management* New Delhi, MCGraw Hill, 1st Edition.

4. Doughan Lambert, *Fundamentals of logistics management* New Delhi, McGraw Hill, 1998