

ST. XAVIER'S COLLEGE (AUTONOMOUS)

PALAYAMKOTTAI - 627 002

(Recognized as "College with Potential for Excellence" by UGC)

(Accredited at A⁺⁺ Grade with a CGPA of 3.66 out of 4 in IV Cycle by NAAC)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

B.COM.

(ADDITIONAL)

LOCF SYLLABUS 2026



*Preserve this copy of the syllabus until you complete the course,
as it is an important document of your present course of study.*

Department of Commerce

School of Management Studies

St. Xavier's College (Autonomous) Palayamkottai

Tirunelveli – 627 002, Tamil Nadu, India

(w.e.f. June 2026 - 2027)

Vision

To mould young men and women as leaders in all walks of life so that they may serve the people especially the poor and the oppressed of our nation in truth, justice and love.

Mission

- To achieve a synthesis of academic excellence and the formation of character.
- To ensure social justice through equity and access
- To include the excluded for empowerment
- To equip students with global competencies
- To engage in relevant research activities.
- To promote Lab to Land through the Outreach Programme – Student Training and Action for Neighbourhood Development (STAND)

SCHOOLS OF EXCELLENCE WITH CHOICE-BASED CREDIT SYSTEM (CBCS)

Undergraduate Courses

While the Tamil Nadu State Council of Higher Education (TANSCHÉ) came forward to introduce CBCS in all the affiliated colleges in Tamil Nadu in June 2008, St. Xavier's College had already introduced CBCS as early as June 2002 for UG courses and in June 2003 for PG courses. The aim of the Choice-Based Credit System is to provide ample choice of subjects to students, based on the weighted credit point system. This system offers the learners a chance to match their aptitude and interest with the subjects of their choice and learn at their own pace. Thus St. Xavier's College gives every student an opportunity to study his / her discipline - specific courses and pursue other courses from any other department simultaneously.

Essential Features of CBCS

- Standardisation of degree courses to internationally accepted levels
- Focus on skill-based curriculum
- Emphasis on value education
- Institution - Industry collaboration
- Provision for earning more credits
- Development of communication skills

Credit system

The credit system at St. Xavier's College (Autonomous) assigns weightage to courses based on the hours allocated to each course. Typically, one credit is equivalent to one hour of instruction per week. However, credits are awarded regardless of actual teaching hours to ensure consistency and adherence to guidelines. The credits and hours allotted to each course within a programme are detailed in the Programme Pattern table. While the table provides a framework, there may be some flexibility due to practical sessions, field visits, tutorials, and the nature of project work. For undergraduate (UG) courses, students are required to accumulate a minimum of 150 credits, as stipulated in the programme pattern table. The total number of courses offered by the department is outlined in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

Outcome-Based Education (OBE) is a student-centric teaching and learning methodology that focuses on measuring student performance through clearly defined outcomes. For St. Xavier's College, with its commitment to excellence and NAAC/NBA accreditation requirements, OBE is not just a regulatory expectation but a pathway to academic quality, global competitiveness, and improved employability of graduates.

We prepare students to meet future industry requirements and reinforce St. Xavier's College, Palayamkottai, as a leader in quality higher education. St. Xavier's College introduced OBE in 2018, and for the Attainment Calculation, we developed our own method in 2018. From the academic year 2025-26 onwards, in examinations, for each question we mark Course Outcome (CO), Competency and Performance Indicator, Programme Outcome / Programme Specific Outcome, Bloom's Revised Cognitive Level and we follow the OBE procedure for the calculation of the Attainment of Outcome for each student, course, semester, programme.

EVALUATION PATTERN (UG)

Continuous Internal Assessment

There is no internal minimum for any paper. However, Continuous Internal Assessment (CIA) is a mandatory requirement for all students. A student must take at least one CIA test out of two tests and must fulfil at least one mode of assessment among assignments, quiz, seminars, etc., otherwise he/she will not be permitted to write the semester examination.

S. No	Component	Marks Allotted
1	I CIA Test	50
2	II CIA Test	50
	Total	100

The total CIA marks of 100 will be converted to 70 marks. An additional 30 marks will be awarded through other internal assessment components.

The Continuous Internal Assessment (CIA) consists of two component tests, each carrying 15 marks (15 + 15).

The final internal assessment marks will be calculated out of 100 (70 + 30). The obtained marks will be **converted to 50 marks**.

Semester (External) Examination

- The External Semester Examination will be conducted for 100 marks.
- The obtained marks will be converted to 50 marks.

QUESTION PATTERN

UG Semester Examinations Part- I & II & III (3 Hours)

PART	TYPE	Mark Distribution	Total Marks
A	MCQ	20X1	20
B	ALL	5X3	15
C	Either/or	5X7	35
D	3 out of 5	3X10	30
		Total	100

UG Semester Examinations Part- IV (2 Hours)

PART	TYPE	Mark Distribution	Total Marks
A	MCQ	5X1	5
B	ALL	5X2	10
C	Either/or	5X5	25
D	1 out of 2	1X10	10
		Total	50

UG Internal Examinations Part- I & II & III (1.30 Hours)

PART	TYPE	Mark Distribution	Total Marks
A	MCQ	6X1	6
B	ALL	3X3	9
C	Either/or	3X5	15
D	2 out of 3	2X10	20
		Total	50

UG Internal Examinations Part- IV (1.00 Hour)

PART	TYPE	Mark Distribution	Total Marks
A	MCQ	5X1	5
B	ALL	5X3	15
C	2 out of 3	2X7.5	15
		Total	35

Grading System

Range of Marks	Letter Grade	Grade Point	Description
90-100	A+	9.0-10.0	Outstanding
80-89	A	8.0-8.9	Excellent
70-79	B+	7.0-7.9	Very Good
60-69	B	6.0-6.9	Good
50-59	C	5.0-5.9	Above Average
40-49	D	4.0-4.9	Average
00-39	U	0	Reappear

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PROGRAMME OUTCOMES (PO) FOR UG PROGRAMMES
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Students of all Undergraduate Degree Programmes at the time of graduation will be able to attain the following:

PO1. Critical Thinking: Acquire the knowledge in the respective field and take informed actions.

PO2. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Social Interaction: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems and apply ethical principles and commit to professional ethics and responsibilities and norms of different value systems.

PO6. Environment and Sustainability: Demonstrate the issues of environmental contexts and sustainable development.

PO7. Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern IT tools including prediction and modelling to complex activities with an understanding of the limitations.

PO8. Self-directed and Life-long Learning: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAMME SPECIFIC OUTCOMES (PSOS) - B.COM. (ADDITIONAL)

Upon completion of the course, the student would be able to:

PSO 1: Specify potential issues that arise in accounting, management, human resource management, taxation, legal compliance, and business operations to make effective managerial decisions.

PSO 2: *Apply fundamental concepts and appropriate computer applications to perform academic, commercial, business and data-oriented tasks effectively using office automation, web technologies, artificial intelligence tools, programming concepts and data visualization techniques.*

PSO 3: *Develop basic computational thinking, analytical, and problem-solving skills to organize, process, visualize, and interpret information using appropriate digital tools and programming techniques, thereby supporting decision-making and enhancing employability in business and commerce-related environments.*

PSO 4: Assemble financial information from accounting records, taxation documents, business reports, and digital data sources for analysis, validation, reporting, and managerial decision making.

PSO 5: Handle customers, employees, and stakeholders of business establishments politely and efficiently through customer service skills, communication practices, and relationship management techniques.

PSO 6: Gain knowledge in developing products, digital campaigns, online promotions, content marketing, and social media strategies through contemporary and technology-enabled marketing practices.

PSO 7: Prepare financial statements of sole trading concerns, non-trading institutions, partnership firms, companies, banking companies, insurance companies, and consolidated entities based on accounting standards and financial reporting practices.

PSO 8: Identify the provisions of income tax laws, contract laws, company laws, and e-commerce regulations and apply them in taxation, compliance, and business transactions.

PSO 9: Provide information about business operations, cost structures, profitability, financial position, cash flow, and organisational performance to support efficient allocation of resources and strategic planning.

PSO 10: Evaluate pricing methods, costing techniques, market conditions, and consumer behaviour to determine suitable pricing and cost management decisions for business organisations.

NOTE FROM THE DEPARTMENT

Ever since the college became autonomous, Commerce department has been striving to make the Academic Programmes value based, relevant to times and futuristic. The Choice Based Credit System (CBCS) followed for Commerce students presently is the outcome of decades old continuous academic exercise practiced in the department. The members of the faculty feel proud that their efforts have been crystallized into a credible package for the benefit of the student community.

The B.Com. Additional programme at St. Xavier's college is specially designed to equip the students for Employment and Entrepreneurship. In order to promote these twin objectives, the Board of Studies of Commerce has decided that the students should Pass in the "Lower grade Typewriting Examination in English" conducted by the Department of Technical Education, Government of Tamil Nadu. The students who are not physically competent enough to appear for the above examination and pass in the lower grade typewriting examination in English should undergo On-the-Job training in any organization for one month. The students should pass in the typewriting examination during the first year of the B.Com. Additional programme and it will be considered as mandatory Add-on Course.

Further, the B.Com. Additional students should complete a mandatory Value-Added Course "Tally", certified by the Tally Academy during the second year and one mandatory Extra Credit Course "Social Media Marketing" in the third year.

In addition to the above, students should undergo an internship in any Industrial or Commercial organization for a minimum period of 21 days during the summer vacation in the second year of the programme.

Industrial visits and educational tour are an integral part of the curriculum. The department will initiate necessary arrangements for the conduct of visits and tour which gives an opportunity for the students to observe and learn from the real work environment and field of business.

The department takes the pleasure of making the academic life of the students in the campus more fruitful. The earnest cooperation of the students is essential to achieve the same and they should actively involve and participate in all the curricular and co-curricular activities organized by the department.

The students should keep a copy of this syllabus book in safe custody along with other certificates. This would be more useful when the students plan for higher studies especially to receive the eligibility certificate which becomes mandatory for admission to different programmes in Indian and foreign educational institutions.

DEPARTMENT OF COMMERCE
B.COM (ADDITIONAL) PROGRAMME PATTERN
(With Effect from June 2026)

Sem	Part	Status	Course Code	Title of the Course	Hours	Cdt
I	I	Lang	26UGTL11	General Tamil – I	6	3
			26UGHL11	Hindi – I		
			26UGFL11	French- I		
	II	Lang	26UGEL11	General English – I	6	3
	III	Core	26UCOC11	Accounting Principles and Practices	5	5
		Core	26UCOC12	Principles of Marketing	5	5
	III	EC	26UCLE11	Office Automation - Theory	2	2
			26UCLE12	Office Automation - Practical	2	1
	IV	SEC1	26UCON11	Soft Skills for Business Startups	2	2
	IV	FC	26UHER11 /26UHEE11	Foundation Course: Religion: Catholic Doctrine / Ethics	2	2
					30	23
II	I	Lang	26UGTL21	General Tamil – II	6	3
			26UGHL21	Hindi – II		
			26UGFL21	French – II		
	II	Lang	26UGEL21	General English – II	6	3
	III	Core	26UCOC21	Accounting for Business	5	5
		Core	26UCOC22	Principles and Practices of Management	5	5
	III	EC	26UCLE21	Web Designing Using HTML, CSS, PHP and MYSQL - Theory	2	2
			26UCLE22	Web Designing Using HTML, CSS, PHP and MYSQL - Practical	2	1
	IV	SEC2	26UCON21	Digital Marketing	2	2
	IV	SEC3	26UHEI21	Integrated Personality Development	2	2
					30	23
III	I	Lang	26UGTL31	General Tamil–III	6	3
			26UGHL31	Hindi – III		
			26UGFL31	French – III		
	II	Lang	26UGEL31	General English – III	6	3
	III	Core	26UCOC31	Corporate Accounting – I	5	5
		Core	26UCOC32	Legal Framework for Business	5	5
	III	EC	26UCLE31	Introduction to Artificial Intelligence - Theory	2	2
			26UCLE32	Introduction to Artificial Intelligence - Practical	2	1
	IV	SEC4	26UHEL31	Life Coping and Entrepreneurial Skills Management	2	2
	IV	SEC5	26UCOS31	Skills for Customer Service	2	2
					30	23
IV	I	Lang	26UGTL41	General Tamil – IV	6	3
			26UGHL41	Hindi – IV		
			26UGFL41	French – IV		
	II	Lang	26UGEL41	General English – IV	6	3
	III	Core	26UCOC41	Corporate Accounting – II	5	5
		Core	26UCOC42	Human Resource Management	4	4
	III	EC	26UCLE41	R Programming – Theory	2	2
			26UCLE42	R Programming - Practical	2	2
	IV	EC	26UCOE42	E-Commerce	3	3
	IV	EVS	26UEVS41	Environmental Studies	2	2
	V	Ext. Act.		STAND (Student Training and Action for Neighbourhood Development)	-	1

					30	25
V	III	Core	26UCOC51	Cost Accounting	6	5
	III	Core	26UCOC52	Income Tax	6	5
	III	Core	26UCOC53	Contemporary Banking	6	5
	III	Core	26UCOC54	Auditing and Corporate Governance	5	4
	III	EC	26UCLE51	Data Visualization with Excel and Power BI - Theory	3	2
			26UCLE52	Data Visualization with Excel and Power BI - Practical	2	1
	IV	VE	26UHEH51	Human Rights & Social Analysis	2	2
	IV	Intern-ship	26UCOI51	Summer Internship	-	2
					30	26
VI	III	Core	26UCOC61	Management Accounting	6	4
	III	Core	26UCOC62	Indirect Taxes	6	4
	III	Core	26UCOC63	Project with Viva Voce	6	4
	III	EC	26UCLE61	Programming in Python - Theory	3	2
			26UCLE62	Programming in Python - Practical	2	1
	III	EC	26UCOE62	Logistics Management	5	3
	IV	SEC6	26UCOS61	Aptitude for Competitive Exams	2	2
					30	20
					180	140
Additional Compulsory Courses						
I Year - Add-on Course – Typewriting (26UCOA01)						2
II Year - Value Added Course – Tally (26UCOVA1)						2
III Year - Extra Credit Course – Social Media Marketing (26UCLEC5)						2
Field Visit / Industrial Visit						1
MOOC						2
Cocurricular / Extra Curricular Activities						1
TOTAL					180	150

ADD-ON COURSE

Sem.	Course Code	Title of the Paper	Hours	Credits
I	26UCOAO1	Typewriting	30	2

VALUE ADDED COURSE

Sem.	Course Code	Title of the Paper	Hours	Credits
III	26UCOVA1	Tally	30	2

EXTRA CREDIT COURSES

The student can choose any one of the ECC paper offered by any department from the respective semester and it has an additional 3 credits. The department of commerce offers the following Extra Credit Courses at UG level.

COURSE PATTERN

SEM	SUB.CODE	TITLE OF THE PAPER	CREDITS
I	26UCOEC1	Office Management	2
II	26UCOEC2	Service Marketing	2
III	26UCOEC3	Advertisement & Salesmanship	2
IV	26UCOEC4	Tourism Marketing	2
V	26UCLEC5	Social Media Marketing (Compulsory)	2
VI	26UCOEC6	Quality Management	2

பொதுத்தமிழ் - I

26UGTL11

Sem	Course Code	Course Category	Hours	Credit	MARK FOR EVALUATION		
					CIA	ESE	TOTAL
I	26UGTL11	GT	6 Hrs	3	100	100	100
COURSE TITLE		பொதுத்தமிழ் - I					

COURSE OUTCOMES: (பயன்கள்)

CO1	பாரதியார் காலந்தொட்டுத் தற்காலப் புதுக்கவிதைகள் வரையிலான கவிதைகளை அறிமுகப்படுத்துவதுவதால் படைப்பாற்றல் திறன் பெறுதல். (K1, K2)
CO2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்ளுதல். (K2)
CO3	இக்கால இலக்கிய வகையினைக் கற்பதன் மூலம் படைப்பாக்கத் திறனைப் பெறுதல். (K4)
CO4	மொழி அறிவோடு சிந்தனைத் திறன் அதிகரிக்கச் செய்தல். (K3)
CO5	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல். (K4)
CO6	காலந்தோறும் சமூகச் சிந்தனைகள் மாறுவதை இலக்கிய வரலாற்றின் மூலம் புரிந்து கொள்ளுதல். (K6)

UNITS	SYLLABUS CONTENTS	HOURS
I	மரபுக் கவிதை 1. பெ.சுந்தரனார் - தமிழ்த்தெய்வவணக்கம் 2. இராமலிங்க அடிகளார் - வள்ளலார் பாடல்கள் 3. பாரதியார் - பாரத ஜனங்களின் தற்கால நிலைமை 4. பாரதிதாசன் - சிறுத்தையே வெளியில் வா 5. மு.நல்லசுவாமிபண்டிதர் - சிலுவைத் தியானமாலை - மரியாள் புலம்பல் 6. கவிமணி தேசிக விநாயகம் பிள்ளை - புத்தரும் ஏழைச் சிறுவனும் 7. முடியரசன் - மொழி உணர்ச்சி 8. கண்ணதாசன் - ஆட்டனத்தி ஆதிமந்தி - ஆதிமந்தி புலம்பல் 9. கல்யாணசுந்தரம் - பட்டுக்கோட்டையார் பாடல்	30
	புதுக்கவிதை 1. கவிக்கோ அப்துல் ரகுமான் - வீட்டுக்கொரு மரம் வளர்ப்போம் 2. சிற்பி- கவிதை முடியவில்லை 3. மு. மேத்தா- வாழை மரத்தின் சபதம் 4. வைரமுத்து- புத்தகப்புராணம் 5. ஞானக்கூத்தன் - அம்மாவின் பொய்கள் 6. அறிவுமதி-வள்ளுவம் பத்து 7. நா.முத்துக்குமார் - ஆனந்தயாழை மீட்டுகிறாய் 8. சுகிர்தாராணி- சபிக்கப்பட்ட முத்தம் 9. அபிமானி - தலித்தியக்கவிதைகள் - 10. வைகைச் செல்வி - அம்மி 11. நாட்டுப்புறப்பாடல்	

II	சிறுகதைகள் 1. புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும் 2. கு.ப .ராஜ கோபாலன் - விடியுமா? 3. கி. ராஜநாராயணன் - கதவு 4. வண்ணதாசன் - ஒரு சிறு இசை 5. உமா மகேஷ்வரி - மரப்பாச்சி உரைநடை 1. இலக்கியத்தின் உயிர் - இரா.மோகன் 2. இருபதாம் நூற்றாண்டுக் கவிதைகளில் தொழிலாளர் நிலை— இரா.மோகன் 3. எண்பதுகளில் புதுக்கவிதைப் போக்குகள் - இரா. மோகன் 4. தமிழ்ச் சிறுகதைகளில் முன்னிலை உத்தி - இரா.மோகன் 5. வளமுடன் வாழ - அருள் முனைவர் ச.இன்னாசிமுத்து. சே.ச.	15
III	தமிழ் இலக்கிய வரலாறு (இக்கால இலக்கியம்)	15
IV	இலக்கணம் - எழுத்து 1. தொல்காப்பியத்தின் எழுத்து வகை 2. முதல் எழுத்துக்கள் 3. சார்பெழுத்துக்கள் 4. மொழிமுதல் எழுத்துக்கள் 5. மொழி இறுதி எழுத்துக்கள் 6. மொழி இடை எழுத்துக்கள் 7. போலி 8. பதவிலக்கணம் 9. புணர்ச்சி இலக்கணம்	15
V	பிழையின்றி எழுதுவோம் 1. பிழைப்பட எழுதும் சொற்களும், திருத்தங்களும் 2. சொற்பொருள் வேறுபாடு 3. பிழையான வாக்கியங்களும், திருத்தங்களும் 4. நிறுத்தற்குறிகள் 5. மரபு 6. வல்லெழுத்து (க்.ச்.த்.ப்) மிகுமிடங்கள் 7. வல்லெழுத்து மிகா இடங்கள் 8. வாக்கியம் :வகைகளும், மாற்றங்களும் 9. வழ(ழு)க்குத் தமிழ் 10.உவமைகள் - பழமொழிகள் - மரபுத் தொடர்கள்	15
TEXT BOOKS (பாடநூல்கள்)		
- தமிழ்த்துறை வெளியீடு— தூய சவேரியார் கல்லூரி,(தன்னாட்சி) பாளையங்கோட்டை. - வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு— பாக்கியமேரி		
REFERENCE BOOKS (பார்வைநூல்கள்)		
- தமிழ் இலக்கிய வரலாறு— சிற்பி பாலசுப்பிரமணியன் - புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு— தமிழண்ணல் - தமிழ் இலக்கிய வரலாறு— சேதுராமன்		
WEB SOURCES(இணையதளங்கள்)		
- Tamil Heritage Foundation – www.tamilheritage.org - Tamil Virtual University Library – www.tamilvu.org/library - Project Madurai – www.projectmadurai.org - Chennai Library – www.chennailibrary.com - Tamil University Library – www.ulib.prg - Tamil E-books downloads – tamilebooksdownloads.blogspot.com - Tamil Books online – books.tamilcube.com - Catalogue of the Tamil Books in the library of British congress archive.org		

பொதுத்தமிழ் - II
26UGTL21

Sem	Course Code	Course Category	Hours	Credit	MARK FOR EVALUATION		
					CIA	ESE	TOTAL
II	26UGTL21	GT	6 Hrs	3	100	100	100
COURSE TITLE		பொதுத்தமிழ் - II					

COURSE OUTCOMES (பயன்கள்)

CO1	பக்தி இலக்கியத்தின் தோற்றம், வளர்ச்சி சிற்றிலக்கியத்தின் தோற்றம், வளர்ச்சி குறித்து அறிந்து கொள்வர். (K1)
CO2	பக்தி இலக்கியங்கள், சிற்றிலக்கியங்கள் முதலியவற்றின் இலக்கண மற்றும் இலக்கிய அமைப்பை விளங்கிக் கொள்வர் (K2)
CO3	பக்தி இலக்கியப் பாடல்களில் காணப்படும் தெய்வவழி பாட்டுணர்வு, சிற்றிலக்கியங்களில் காணலாகும் சமூகநீதிக் கருத்துகளை, இன்றைய வாழ்வோடு தொடர்புபடுத்தி நோக்குவர் (K3)
CO4	பக்தி இலக்கியம் சிற்றிலக்கியங்களின் வழி இலக்கண இலக்கியச் சிறப்புகளை ஓப்பிட்டுப் பேதங்களைக் காண்பர். (K3)
CO5	பக்தி இலக்கிய, சிற்றிலக்கியங்களின் வழி தமிழ்மொழி, பண்பாடு, மதம், தத்துவம் ஆகியவற்றினை மதிப்பிட்டுச் சீர்தூக்கிப் பார்ப்பர் (K5)
CO6	கற்ற இலக்கியங்களை அடிப்படையாகக் கொண்டு, சிறுபக்திக் கவிதைகள் அல்லது சிற்றிலக்கிய மரபில் பாடல் இயற்றும் திறன் பெறுவர்., (K6)

UNITS	SYLLABUS CONTENTS	HOURS
I	பக்தி இலக்கியம் -1 1. திருஞானசம்பந்தர் - திருக்கோடிக்கா 2. திருநாவுக்கரசர் - திருப்பாதிரிப்புலியூர் 3. திருப்பாவை - ஆண்டாள் 4. குலசேகரஆழ்வார் - 5 ஆம் பதிகம் 5. சித்தர் பாடல்கள் - அமுகணிசித்தர் (தேர்ந்தெடுக்கப்பட்டபாடல்கள்) சிற்றிலக்கியம்: 2 1. கலிங்கத்துப்பரணி - களம் பாடியது 2. திருக்குற்றாலக் குறவஞ்சி - மலைவளம் 3. திருக்காவலூர்க்கலம்பகம் - சமூகஉல்லாசம் 4. முக்கூடற்பள்ளு-நாட்டு வளம் 5. தமிழ்விடுதூது - தூதுக்கானகாரணம்	30
II	ஊரைநடை 1. இறைநம்பிக்கையும் மனிதவாழ்வும் 2. இயேசுபிரான் குறிப்பிடும் எண்வகைமனிதர்கள் 3. நபிகள் நாயகத்தின் வாழ்வியல் நெறிகள் 4. திருமூலர் காட்டும் இறைநெறி 5. வள்ளலார் கூறும் வாழ்வியல் நாவல் - கருப்பாயி என்கிற நார்ஜஹான் -அன்வர் பாலசிங்கம்	15
III	தமிழ் இலக்கிய வரலாறு (பக்தி இலக்கியம், சிற்றிலக்கியம் தொடர்பான பகுதிகள்)	15

IV	இலக்கணம் சொல்லின் இலக்கணம்-பெயர் ,வினை, இடை, உரிச்சொற்கள் பிறமொழிச் சொற்களைத் தமிழில் வழங்கும் முறை	15
V	மொழிபெயர்ப்பு ஆட்சிச் சொல்லகராதி - மரபுத் தொடர்கள் - பழமொழிகள் - திருக்குறள்	15

TEXT BOOKS (பாடநூல்கள்)

1. தமிழ்த்துறை வெளியீடு - தூய சவேரியார் தன்னாட்சிக் கல்லூரி, பாளையங்கோட்டை.
2. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - முனைவர் பாக்கியமேரி
3. கருப்பாயி என்கிற நார்ஜஹான் -அன்வர் பாலசிங்கம்

REFERENCE BOOKS (பார்வை நூல்கள்)

- தமிழ் இலக்கியவரலாறு - சிற்பி. பாலசுப்பிரமணியன்
- புதியநோக்கில் தமிழ் இலக்கிய வரலாறு - தமிழண்ணல்
- தமிழ் இலக்கிய வரலாறு- சேதுராமன்

WEB SOURCES (இணையதளங்கள்)

- Tamil Heritage Foundation- www.tamilheritage.org
- Tamil virtual University Library- [www.tamilvu.org/ library](http://www.tamilvu.org/library) <http://www.virtualvu.org/library>
- Project Madurai - www.projectmadurai.org.
- Chennai Library- www.chennailibrary.com .
- Tamil Universal Digital Library- www.ulib.prg .
- Tamil E-Books Downloads- [tamilebooksdownloads. blogspot.com](http://tamilebooksdownloads.blogspot.com)

பொதுத்தமிழ் - III
26UGTL31

Sem	Course Code	Course Category	Hours	Credit	MARK FOR EVALUATION		
					CIA	ESE	TOTAL
III	26UGTL31	GT	6 Hrs	3	100	100	100
COURSE TITLE		பொதுத்தமிழ் - III					

COURSE OUTCOMES (பயன்கள்)

CO1	மாணவர்கள் காப்பியம், உரைநடை, ஊடகத்தமிழ், இலக்கணம், யாப்பு ஆகியவற்றின் அடிப்படைக் கருத்துக்கள்,பண்புகள், வரலாற்றுப் பின்னணிகளை அறிதல். (K1)
CO2	மாணவர்கள் தமிழ் இலக்கியவடிவங்கள் (காப்பியம்,உரைநடை) மற்றும் இலக்கணக் கூறுகளைப் (எழுத்து,சொல்,பொருள்,யாப்பு) புரிந்துகொண்டு அவற்றின் தனித்துவங்களைவிளங்கிக் கொள்ளல். (K2)
CO3	மாணவர்கள் கற்ற இலக்கணவிதிகள் மற்றும் யாப்புமுறைகளைப் பயன்படுத்தி சரியான தமிழ் வாக்கியங்களையும் செய்யுள்களையும் உருவாக்கப் பயிற்சியளித்தல். (K3)
CO4	மாணவர்கள் காப்பியங்கள் மற்றும் உரைநடைப் படைப்புகளைப் பகுத்து, ஆய்வுசெய்து,அதன் கருத்து,கட்டமைப்பு, இலக்கியநயம் ஆகியவற்றை ஆராய்தல். (K4)
CO5	மாணவர்கள் இலக்கியப் படைப்புகளைதரம்,மொழிநடை, இலக்கணஅமைப்பு ஆகியவற்றைவிமர்சனமுறையில் மதிப்பீடுதல், (K5)
CO6	மாணவர்கள் தமிழ் இலக்கணம் மற்றும் யாப்புஅடிப்படையில் சுயமாக செய்யுள்,கட்டுரை,உரைநடைப் படைப்புகளைஉருவாக்கப் பயிற்சியளித்தல்;.(K6)

UNITS	SYLLABUS CONTENTS	HOURS
I	1. சிலப்பதிகாரம் - வழக்குரைக் காதை. 2. மணிமேகலை- ஆபுத்திரன் திறம் அறிவித்தகாதை. 3. சீவகசிந்தாமணி- பதுமையர் இலம்பகம். 4. கம்பராமாயணம் - மந்தரைச் சூழ்ச்சிப் படலம். 1. சூளாமணி 2. உதயணகுமாரகாவியம் 3. இயேசுகாவியம் 4. மருமக்கள் வழி மான்மியம்	30
II	ஊரைநடை 1. காளத்திவேடனும் கங்கைவேடனும். 2. தீமையை இயற்றும் தன்மையினர் கூனி இயாகோ. 3. சிலம்புகாட்டும் சீர்மிகு சிந்தனைகள். 4. மணிமேகலை காப்பியத்தில் மானுட விழுமியங்கள். நாடகம் - வேலைக்காரி - அறிஞர் அண்ணா.	15
III	தமிழ் இலக்கிய வரலாறு (காப்பியங்கள்)	15
IV	இலக்கணம் - யாப்பு,எழுத்து, அசை. சீர்,தளை, அடி,தொடை,பா வகைகள்	15
V	ஊடகத்தமிழ் - விளக்கம், வகைகள்,செயல்பாடுகள் 1.இதழ்கள்	15

	2.வானொலி 3.தொலைக்காட்சி 4.திரைப்படம்	
TEXT BOOKS (பாடநூல்கள்)		
- தமிழ்த்துறைவெளியீடு-தூயசவேரியார்க் கல்லூரி,(தன்னாட்சி) பாளையங்கோட்டை. - வகைமைநோக்கில் தமிழ் இலக்கியவரலாறு-பாக்கியமேரி		
REFERENCE BOOKS (பார்வைநூல்கள்)		
- தமிழ் இலக்கியவரலாறு-சிற்பிபாலசுப்பிரமணியன் - புதியநோக்கில் தமிழ் இலக்கியவரலாறு-தமிழண்ணல் - தமிழ் இலக்கியவரலாறு-சேதுராமன்		
WEB SOURCES (இணையதளங்கள்)		
- Tamil Heritage Foundation – www.tamilheritage.org<http://www.tamilheritage.org> - Tamil Virtual University Library – www.tamilvu.org/library http://www.virtualvu.org/library - Project Madurai – www.projectmadurai.org - Chennai Library – www.chennailibrary.com<http://www.chennailibrary.com> - Tamil University Library – www.ulib.prg<http://www.ulib.prg> - Tamil E-books downloads – tamilebooksdownloads.blogspot.com - Tamil Books online – books.tamilcube.com - Catalogue of the Tamil Books in the library of British congress archive.org		

பொதுத்தமிழ் - IV

26UGTL41

Sem	Course Code	Course Category	Hours	Credit	MARK FOR EVALUATION		
					CIA	ESE	TOTAL
IV	26UGTL41	GT-IV	6 Hrs	3	100	100	100
COURSE TITLE		பொதுத்தமிழ்- IV					
COURSE OUTCOMES (பயன்கள்)							
CO1:	பழந்தமிழ் இலக்கியவரலாற்றறிவைப் பெறுதல் (K1, K2)						
CO2:	சங்க இலக்கிய அறிமுகங்களின் ஊடாகத் தமிழர் வாழ்வியல் நெறிகளை உணர்தல். (K2,K3)						
CO3:	தமிழ் இலக்கியங்களின் செய்யுள் உருவம்,உள்ளடக்கம், படைப்பியல் கொள்கைகளைப் புரிந்துகொள்ளுதல். (K4)						
CO4:	அகத்திணை,புறத்திணைவாழ்வியல் நெறிப்பாடுகளின் ஊடாகத் தமிழர்ப்பண்பாட்டு அடிப்படைகளை மதிப்பிடும் திறன் பெறுதல். (K2,K3)						
CO5:	மொழித்திறன்,படைப்புத்திறன் பெறுதல். (K3,K4)						
CO6:	நாடக இலக்கியஅனுபவத்தின் வழியாகதமிழ்ச் சமூகநிலைகளை இலக்கியமாக்கும் நுட்பங்களைப் பெறுதல். (K2,K6)						

UNITS	SYLLABUS CONTENTS	HOURS
I	செய்யுள் பகுதி 1 1. நற்றிணை (5பாடல்கள்) 2. குறுந்தொகை (5பாடல்கள்) 3. அகநானூறு (2பாடல்கள்) 4. புறநானூறு (5பாடல்கள்)	30
	செய்யுள் பகுதி 2 1. நெடுநல்வாடை முழுமையும் 2. திருக்குறள் (விருந்தோம்பல், நட்பாராய்தல், குறிப்பறிதல்) 3. நாலடியார் (கல்வி)	
II	உரைநடைக் கட்டுரைகள் 1. ஊரும் பேரும் - ரா.பி. சேதுபிள்ளை 2. தமிழர் பண்பாடும்அதன் சிறப்பியல்புகளும் - தனிநாயகம் அடிகளார் 3. இலக்கியஉருவாக்கமும் பயனும் - சேதுமணிமணியன் பயண இலக்கியம் 1. மண் புதிது - சுப்ரபாரதிமணியன்	15
III	தமிழ் இலக்கியவரலாறு 1. சங்ககாலம் 2. சங்கம் மருவியகாலம்	15
IV	இலக்கணம் -பொருள் 1. அகப்பொருள் 2. புறப்பொருள் 3. அணியிலக்கணம் (உவமை,உருவகம்,பிறிதுமொழிதல்,வஞ்சப்புக்கழ்ச்சி,தற்குறிப்பேற்ற அணி)	15
V	மொழிப்பயிற்சி 1. ஒப்பும் மறுப்பும் (ஒருகருத்தினை வெட்டி,ஒட்டி எழுதும் பயிற்சி) 2. விண்ணப்பம் எழுதுதல் (பயிற்சி) 3. தமிழில் தன்விவரக் குறிப்புரைதல் (பயிற்சி) 4. மேடைப்பேச்சு நுட்பங்கள் (நேர்முகப் பயிற்சிமற்றும் மதிப்பீடு)	15

TEXT BOOKS (பாடநூல்கள்)

1. பொதுத்தமிழ் பாடநூல், தமிழ்த்துறை வெளியீடு ,தூய சுவேரியார் கல்லூரி,பாளையங்கோட்டை.
2. பாக்கியமேரி,தமிழ் இலக்கியவரலாறு,பதினொன்றாம் பதிப்பு - 2025 ,பூவேந்தன் பதிப்பகம்,மயிலாப்பூர்,சென்னை.
3. சுப்பரத்திமணியன்இமண் புதிது,முதல் பதிப்பு 2018 அறிவுப்பதிப்பகம்,சென்னை.

REFERENCE BOOKS (பார்வைநூல்கள்)**பார்வை நூல்கள்**

1. மது.ச.விமலானந்தம்தமிழ் இலக்கியவரலாறு,
2. மு. வரதராசனார்,தமிழ் இலக்கியவரலாறு,
3. தமிழண்ணல்,புதியநோக்கில் தமிழ் இலக்கியவரலாறு.

WEB SOURCES (இணையதளங்கள்)

- Tamil Heritage Foundation – www.tamilheritage.org<<http://www.tamilheritage.org>>
- Tamil Virtual University Library – www.tamilvu.org/library
<http://www.virtualvu.org/library>
- Project Madurai – www.projectmadurai.org
- Chennai Library – www.chennailibrary.com<<http://www.chennailibrary.com>
- Tamil University Library – www.ulib.prg<<http://www.ulib.prg>>
- Tamil E-books downloads – tamilebooksdownloads.blogspot.com
- Tamil Books online – books.tamilcube.com
- Catalogue of the Tamil Books in the library of British congress archive.org

HINDI

SEMESTER 1

UNIT I: GRAMMAR

- Swar(स्वर),
- Vyanjan(व्यंजन),
- Barah Khadi(बारहखड़ी),
- Shabd aur Vakya Rachna (शब्द और वाक्य रचना)

UNIT II: SUBODH HINDI RACHNA

- Binna binna arth(भिन्न भिन्न अर्थ),
- Numbers (गिनती1-100),
- Vaakyong mein Prayag kijiye (वाक्यों में प्रयोग कीजिये)
- Rishto ke Naam (रिश्तो के नाम)
- Gharelu padartho ke Naam (घरेलु पदार्थों के नाम)

UNIT III: PROSE

- Sadharan Vakya aur Sangya (संज्ञा),
- Sarvanaam(सर्वनाम)
- Visheshan(विशेषण)
- Kriya (क्रिया)

UNIT IV: SHORT STORIES

- Bacho ki Kahaniya

UNIT V: COMPREHENSION

- Sant Tiruvalluvar, संत तिरुवल्लुवर,
- Hamara desh, (हमारा देश,)
- Paryavaran Sanrakshan, (पर्यावरण संरक्षण)
- Naari Sashaktikaran, (नारी सशक्तिकरण)
- Rastriya janvar(राष्ट्रीय जानवर)

Reference Books

Hindi sentences - Chaturbhuj Sahay

Subodh Hindi Grammar - Phoolchand Jain

Sankshipt Hindi Grammar - Kamta Prasad

Practical Hindi - Nagappa

Abhinav Hindi Grammar – Nagappa

Saral Hindi Grammar - Shyamchandra Kapur

Grammar Pradeep - Ramdev

Laghu Bal Kathaye - Ramashankar

Captivating Stories - Premchand

CONCISE GRAMMAR OF THE HINDI LANGUAGE - H.C Scholberg

Hindi Grammar - Edwin Greaves

SEMESTER II

UNIT I: Hindi Ekankiya

- Sooryodhaya(सूर्योदय),
- Mayoppiya (मायोपिया),
- Udhayan (उदयन),
- Upendranath Ashk – Lakshmi ka Swagat

Characters: (Tippani)

- Nirjarani (निर्झरणी),
- Sudhi(सुधी)
- Thathagath(तथागत),
- Udhayan (उदयन),

UNIT II: Hindi Kahaniya

- Premchand – Bade Ghar ki Beti
- Malathi Joshi – Vo Tera Ghar Yah Mera Ghar
- Gyanranjan - Pita

UNIT III: ANCIENT POETRY

- Pathya Chayanika– KabeerDhoha–Saaki (साखी) 1 to 10.

UNIT IV: Vyakaran

- Kriya Visheshan (क्रियाविशेषण),
- Sambandh Bodhak (संबंधबोधक),
- Samuchay Bodhak (समुच्चयबोधक)
- Vismayadi Bodhak (विस्मयादिबोधक) aadi shabdo ka prayog

UNIT V:

Pratiyogi Pariksha par aadharit Nimnalikhit Vishayo se sambandhit Prashikshan Karya

- Tamil Bhasha: Mahakavi Bharatiyar
- Sanket Vikas dwara Lekhan kala aur Kahani Lekhan ka Vikas
- Gadyansh dekhkar sahi Shirshak chunna
- Pathit Vyakaran par aadharit Vakya rachna
- Vibhinna Pratiyogi parikshao ke bare mein suchna pradan dena

Reference Books

- Sooryodaya (Dakshin Bharat Hindi Pracharsabha publications)
- Aath Ekanki Natak - Ed. Dr. Ramkumar Verma
- Das Ekanki

SEMESTER III

Niji Patra – Arth aur Bhed, Pitaji/Mataji ke naam patra, Mitra, Bhai aadi ke naam patra

UNIT I: Niji Patra Lekhan

- Niji Patra - Arth aur Bhed
- Pitaji/Mataji ke naam patra
- Mitra, Bhai aadi ke naam patra
- Paribhashik Shabdawali - 20 words

Unit II

- Samajik Patra Lekhan
- Aavedan Patra - Noukri, Chutti aadi
- Dak Adhikari ke naam patra
- Paribhashik shabdawali - 20 words

Unit III

- Vyavasayik Patra Lekhan
- Vyavasayik Patra - Arth aur Bhed
- Prakashak ke naam patra
- Shikayathi
- Paribhashik shabdawali - 20 words

Unit IV

- Samanya Parichay
- Sarkari Patra
- Ardh-Sarkari Patra
- Gyapan, Paripatra
- Anusmarak
- Paribhashik Shabdawali - 20 words

Unit V

- Precis Writing And Applied Grammar (Ling, Vachan and Karak)
- Karak (कारक)
- Vachan badaliye(वचन बदलिए),
- Ling badaliye(लिंग बदलिए)

Reference Books

- Viyavaharik Hindi, Hindi Prachar press, T.Nagar, Madras-600 017
- Alekhan aur Tippan - Prof. Viraj
- Alekhan Kichlu

SEMESTER IV

UNIT I: STORIES (दक्षिणी कथाएं)

- Meri pathni(मेरी पत्नी),
- Thotha aur Mynah(तोता और मैना),
- Noorunisha(नूरनिशा),
- Mruthudhand (मृत्यु दंड),
- Karmaveer(कर्मवीर) and their Characters.

UNIT II: Proud yogiki aur Hindi

- Unicode
- Dewanagari Lipi
- Hindi ki Vibhinna Website - Ek Parichay

UNIT III: POETRY (काव्यशास्त्र)

Ras :

- Kavyaras (काव्यरस),
- Veer ras (वीररस),

Sandh:

- Chowpayi (चौपाई),
- Rola(रोला),

Alankar:

- Yamakalankar (यमकअलंकार),
- Upmaalankar (उपमाअलंकार).

UNIT IV:

AUTOBIOGRAPHY (Sathya ka Swar–Gandhiji ki Jeevani)

- Ma, bap aur Janma(मां, बाप और जन्म)
- Ladakpan (लड़कपन)
- High school mein (हाई स्कूल में)
- Vivah aur Mamsabhakshan(विवाह और मांस भक्षण)
- Ankhen Kuli (आंखें खुली)

Unit V :Pratiyogi priksa par aadharit Computer sambandhit prashikshan Karya

- Hindi mein Powerpoint banana
- Hindi mein Google Document taiyar karna
- Hindi mein Google form taiyar karna
- Vibhinna pratiyogi pariksha ke bare mein suchna pradan karna

Reference Books

- Social Networking: Naye Samay ka Samvad – Ed. Sanjay Dwivedi
- Jansanchar aur Maas Culture - Jagdeeshwar
- Media: Bhumandalikaran aur Samaj - Ed. Sanjay Dwivedi
- Naye Jamane ki Patrakarita - Sourabh Shukla
- Patrakarita se Media tak - Manoj Kumar

French semester-I

UNIT. I

Communication:	Decrire la salle de classe et le professeur.
Grammaire :	Les articles indefinis et defines, les verbes reguliers et irreguliers.
Culture:	Les symbols de la France.
Projet:	Desiner les objets dans le sac et dans la trousse.

UNIT. II

Communication:	Parler de la journee.
Grammaire :	Les verbes pronominux, Affirmatif Negatif et interrogatif
Culture:	Les Frontieres de la France.
Projet:	Faire un rapport sur la journee des parents.

UNIT. III

Communication:	se presenter, parler de la nationlite, dire son numero de telephone.
Grammaire :	Les prepositions , Accord adjective nom, verbes aller venir.
Culture:	Les fete en France trditions et multi culturralisme.
Projet:	faire une liste des camarades et noter leurs numeros de telephone a haute voix et demander a un ami de verifier.

UNIT. IV

Communication:	parler de la nourriture et des repas simples et sains. Decrire les repas.
Grammaire :	L'impertif, Les articles partitifs,
Culture:	Les plats francais.
Projet:	Dessiner et decrire l nourriture que les gens mangent dans leur pays,

UNIT. V

Communication:	Exprimer ses gouts.
Grammaire :	Les adjectifs qulificatifs, les adjectifs possessifs, La negation.
Culture:	La France et ses regions.
Projet:	qu'est-ce que tu aimes faire pendant ton temps libre?

- Lecon 1.** La vie scolaire de luc
- Lecon 2.** La vie quotidienne de luc
- Lecon 3.** Le monde multiculturel
- Lecon 4.** La bonne nourriture
- Lecon 5.** Parlons de nos preferences

Ref.Avenir method de francais 3

French
Semester-II

UNIT. I

Communication:	Demander et donner les directions , Situer un endroit (sur la carte)
Grammaire :	Les prepositions L'interrogation.
Culture:	Les vetements francais.
Projet:	Faire une carte de la ville imaginaire.

UNIT. II

Communication:	Parler de la semaine ,Parler des activites faites pendant la semaine.
Grammaire :	Les articles contractes,Les adjectifs demonstratifs, les expressions avec les verbes Faire et Avoir.
Culture:	Les villes connues en France.
Projet:	Preperer un employ du temps avec des activites faites pe dant la semaine.

UNIT. III

Communication:	Parler du passe, Raconter le week end dernier.
Grammaire :	Le passe compose avec l'auxilaire avoir, La formation du participe passe.
Culture:	Noel
Projet:	Faire un petit dossier sur les activites faites pendant les vacances d'ete.coller les photos de ces activites faites.

UNIT. IV

Communication:	Parler du passe, Rconter les vacances dernieres
Grammaire :	Le passe compose avec l'auxilaire etre.
Culture:	Les montagnes en France.
Projet:	Preparer un dossier sur la fete favorite celebree l'annee derniere.

UNIT. V

Communication:	Parler de la ville de demain , Exprimer des projets et des predictions.
Grammaire :	Le future proche, Le future simple.
Culture:	Les monuments en France.
Projet:	Imginer et presenter la ville du future

Lecon 6. Sara cherche son chemin

Lecon 7. Ma semaine en action

Lecon 8. Mon weekend dernier

Lecon 9. Mon sejour a Annecy

Lecon 10. La ville du futur

Ref.Avenir method de francais 3

French
semester-III

UNIT. I

Communication:	Decrier ce que les Francais aiment faire , Parler de la vie des Francais.
Grammaire :	Les articles indefinis et defins ,Les articles partitifs,Les articles contractes.
Culture:	La France dans le Coeur des Francais.
Projet:	Preparer un dossier sur ce que les gens du pays aiment faire.

UNIT. II

Communication:	Comparer la vie des adolescents d'autrefois et d'aujourd'hui.
Grammaire :	Le negation,Les articles.
Culture:	Les sous cultures adolescents.
Projet:	Decrivez la vie des adolescents d'hier et d'aujourd'hui.

UNIT. III

Communication:	Parler d'un sport.
Grammaire :	L'imperatif,L'interrogation questions/reponses,Lesconjonctins.
Culture:	Le sport en France.
Projet:	Parler du sport favort.

UNIT. IV

Communication:	Decriver les vacances,Racontredes experiences,Envoyerles mails.
Grammaire :	Le passe compose.
Culture:	La France ,une destination touristique.
Projet:	Dessiner ou coller les images de l'anniversaire fete l'annee derniere, rediger un petit texte pour raconter ce jour.

UNIT. V

Communication:	Parler d'une sortie scolaire,Ecrire un e-mail.
Grammaire :	Le passe recent, le futur proche .
Culture:	Les penitures celebres du muse du Louvre.
Projet:	Ecris sur une visite au muse.

- Lecon 1.** Esprit Francais.
Lecon 2. Les ados modernes
Lecon 3. Une grande aventure a velo
Lecon 4. Un sejour a nice
Lecon 5. La sortie au muse scientifique

Ref.Avenir method de francais 4

French
Semester-IV

UNIT. I

Communication:	Parler de l'automobile
Grammaire :	Les adjectifs les verbes .
Culture:	Les automobiles en France.
Projet:	Faire un dossier sur ta voiture .Coller une photo de cette voiture et decrire cette voiture.

UNIT. II

Communication	Reflechir aux villes a venir,Parler des projets d'avenir.
Grammaire :	Le futur simple ,le futur proche.
Culture:	Les projets d'avenir en France
Projet:	preparer un dossier sur les changements attendus dans la ville

UNIT. III

Communication:	partager la recette , Parler de la nourriture.
Grammaire :	Les adverbs de quantite,l'adjectif indefini.
Cultur	les fetes et les traditions.
Projet:	Preparerun dossier sur un dessert prefereet parle de son origine.

UNIT. IV

Communication:	Discuter les avantages d'internet,Ecrire un blog.
Grammaire :	Les adjectifs demonstratifs , Les adjectifs possessifs ,Les prepositions.
Culture:	Les principaux medias francais.
Projet:	Faire un rapport sur les avantages et les inconvenients d'internet.

UNIT. V

Communication:	Rediger des invitations , Ecrire des .messages les consignes, Repondre a une invitation.
Grammaire :	Les verbes pronominaux , les verbes pronominaux a l'impertif.
Culture:	Les arts du spectacle en France.
Projet:	Rediger une belle invitation pour feter l'anniversaire d'un grand parent.

Lecon 6. Le monde des automobiles

Lecon 7. La vie en 2050

Lecon 8. L'epiphanie en France

Lecon 9. La vie en ligne

Lecon 10. On fait quoi ce week-end?

Ref.Avenir method de francais 4

GENERAL ENGLISH

DEPARTMENT OF ENGLISH

UG – PART II - GENERAL ENGLISH

(The Seven-Tier Pattern recommended by UGC Curriculum Development Centre and Identified as Best Practice by NAAC)

	Stream A (For learners of high entry level proficiency)	Stream B (For learners of average entry level proficiency)	Stream C (For learners of low entry level proficiency)
Courses in Semester I	IV 26UGEL14	III 26UGEL13	I 26UGEL11
Courses in Semester II	V 26UGEL25	IV 26UGEL24	II 26UGEL22
Courses in Semester III	VI 26UGEL36	V 26UGEL35	III 26UGEL33
Courses in Semester IV	VII 26UGEL47	VI 26UGEL46	IV 26UGEL44

GENERAL COURSE OUTCOMES

CO1 Acquire the four language skills (Listening, Speaking, Reading, and Writing)

CO2 Develop the skill of independent reading and interpreting of graded texts

CO3 Expand and consolidate active and passive vocabulary

CO4 Acquire the skills needed to participate in a conversation that builds knowledge collaboratively

CO5 Acquire a clear understanding of English Grammar to facilitate the accuracy of communication.

CO6 Develop the skills of formal written communication to be used in academic and career-related contexts

TEXTS

Course I – *SPARK I: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.

Course II - *SPARK II: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.

Course III - *SPARK III: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.

Course IV - *SPARK IV: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.

Course V - *SPARK V: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.

Course VI – *SPARK VI: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.

Course VII - *SPARK VII: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.

EXTERNAL EXAMINATION

❖ External Examination has two components:

1) Written Examination and 2) Spoken English Viva Voce

❖ A three-hour written examination will be conducted for 100 marks for all General English papers and the scores will be converted to 40 marks, with a pass minimum of 16 marks.

❖ At the end of every semester, Spoken English Viva Voce will be conducted for all the students for 100 marks (four components) and the scores will be converted to 10 marks, with a required pass minimum of 4 marks.

❖ To pass in any General English paper, a student must secure the pass minimum of 40 out of 100 (16/40 in Written Examination and 4/10 in Spoken English Viva Voce Examination).

Distribution of marks: **Written Exam** (100 marks) Converted to 40 marks
 Spoken English Viva voce (100 marks) Converted to 10 marks
 TOTAL (40+10) = 50 marks

INTERNAL ASSESSMENT

❖ Two Internal Examinations shall be conducted for 50 marks each along with the Continuous Internal Assessments for 30 marks.

❖ The internal assessment for the courses may include skill-based activities such as seminar presentation/spoken English /critical podcast/ video essay/ creating a 5–8 slides on a topic/ composing a poem/ submitting a relevant photo with description etc.

In both the Internal Examinations and Semester Written Examination, 40% of the mark is allotted for literature-based questions, and 60% of the mark is allotted for grammar and composition exercises.

General English Evaluation Procedure

Internal Examination			Converted to	Total
CIA 1 (Written)	50	Converted to 70	50	100
CIA 2 (Written)	50			
Two Classroom Assessments (Spoken/Skill-based Activities) 2x 15	30	30		
External Examination			Converted to	
Semester Exam (Written)	100	Converted to 40/ (Pass Min. 16)	50	
Semester Viva Voce 4x25 (Spoken)	100	Converted to 10/ (Pass Min. 4)		

Course I

Hours: 6

Course Code: 26UGEL11

Credits: 3

LEARNING OUTCOMES

LO1 To provide an ambience to acquire the basic language skills, listening, speaking, reading, and writing

LO2 To make the learners learn the basic elements of grammar

LO3 To enable them to involve in basic communicative activities

LO4 To develop basic vocabulary

LO5 To help the learners comprehend and respond in English

LO6 To build confidence in using English to communicate

UNIT – I POETRY (READING AND WRITING SKILLS)

1. Sarojini Naidu- “Indian Weavers”
2. Robert Burns – “My Love is like a Red Red Rose”

UNIT – II SHORT STORIES (READING AND WRITING SKILLS)

1. W. Somerset Maugham – “The Ant and the Grasshopper”
2. Guy De Maupassant – “The Necklace”

UNIT –III GRAMMAR AND VOCABULARY SKILLS

1. Use of Verbs: Verb Grid (Positive, Negative & Question), Regular Verbs, Irregular Verbs & Modal
2. Tenses: Active Voice Tenses & Passive Voice Tenses
3. Use of Nouns: Forms of Personal Pronouns, Use of Nouns as Subject, Object, Complement and Object of the Preposition
4. Sentence Patterns: SV, SVO, SVC, SVA, SVOA, SVIODO
5. Punctuation and Capitalisation
6. Reading Comprehension (5 Anecdotes and 5 Wisdom Stories)

UNIT – IV LISTENING AND SPEAKING SKILLS

1. Listening Practice –Listen and Do exercises: Listening to English songs, simple Indian short stories, homonyms/homophones
2. Pronunciation Practice: Vegetables, Fruits, Flowers, Trees, Spices, Eatables
3. Introducing Oneself
4. Introducing Others

UNIT –V LISTENING AND SPEAKING SKILLS

1. Greetings
2. Making Request
3. Reading Aloud (From the text)
4. Describing a place / a picture (With hints)

COURSE OUTCOMES

Learners will be able to

CO1 Use grammatical structures in meaningful constructions

- CO2** Use oral communication for day-to-day activities
CO3 Use simple sentences for oral and written communication
CO4 Use punctuation and capitalisation accurately
CO5 Comprehend what they listen to, and respond to it at the primary level
CO6 Read and appreciate simple stories and anecdotes

TEXT BOOKS

- *SPARK I: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.
- *Intermediate English Grammar* by Raymond Murphy. Cambridge University Press, 2019.

REFERENCE

- *Spoken English: A Foundation Course* by Kamalesh Sadanand and Susheela Punitha, Orient Longman Private Limited, 2008, ISBN 81-250-3467-6.
- *Spoken English for You* by G. Radhakrishna Pillai and K. Rajeevan, Emerald Publishers, 1987, ISBN 978-81-7966-023-2.
- *Better English Pronunciation* by Thakur KBP Sinha, Vijay Nicole Imprints, 2005, ISBN 81-8209-068-7.
- Bhatnagar, R. P. *English for Competitive Examinations*, India: Trinity Press, 2017
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

QUESTION PATTERN

SEMESTER EXAMINATION

Marks

PART A - MCQs (7 from each of the Units I, II & 6 from Unit III)	20
PART B - Compulsory - Units I, II & III (5X3)	15
• Unit I - Short answer/ ERC • Unit II - Short answer/ ERC • Verb Grid (be verb) • Verb Grid (possessive) • Verb Grid (action/passive)	
PART C – Compulsory- Unit III (5x7)	35
• Use of Verbs: Verb Grid • Tenses • Use of Nouns • Sentence Patterns • Punctuation and Capitalisation	
PART D - (3x10)	30
• Essay (250 words) Unit I (Either/or) • Essay (250 words) Unit II (Either/or) • Compulsory -Comprehension	

TOTAL

100

INTERNAL EXAMINATIONS	Marks
PART A - MCQs 6X1(2 from each of the Units I, II & III)	6
PART B- Compulsory - one question from each of the Units I, II & III	
1 Short answer/ 1 ERC / Grammar (3X3)	9
PART C –Compulsory (Unit III) (3X5)	15
PART D- (2X10)	20
• Essay - Either /or Units – I & II 250 words • Compulsory- Grammar/ Composition	
TOTAL	50

INTERNAL ASSESSMENTS Marks

Skill-based activity - 2x15 30
 (Seminar presentation/Spoken English/Critical Podcast/ Video Essay/ Creating a 5–8 slide on a topic/
 Composing a poem/ Submitting a relevant photo with description, etc.)
TOTAL 30

Viva Voce Components: 100 Marks

1. Introducing Oneself / Others (25)
2. Reading Aloud (From the text) (25)
3. Describing a place / a picture (With hints) (25)
4. Conversation with the examiner (Greetings/ Making Request) (25)

COURSE II

Hours: 6

Course Code: 26UGEL22

Credits: 3

LEARNING OUTCOMES

LO1 To provide an ambience to acquire the basic language skills, listening, speaking, reading, and writing

LO2 To make the learners frame questions and answers

LO3 To enable them to involve in basic communicative activities

LO4 To develop a comprehensible use of adjectives

LO5 To help the learners comprehend and respond in English

LO6 To develop oral communication for day-to-day activities

UNIT – I POETRY (READING AND WRITING SKILLS)

1. Rabindranath Tagore – “Leave this Chanting and Singing”
2. Gerard Manley Hopkins- “God’s Grandeur”

UNIT – II SHORT STORIES (READING AND WRITING SKILLS)

1. Sister Nivedita - “The Judgement Seat of Vikramaditya”
2. Stephen Leacock - “With the Photographer”

UNIT – III GRAMMAR AND VOCABULARY SKILLS

1. Use of Adjectives
2. Use of Conditional ‘If’ (Probable & Improbable Conditions)
3. Use of ‘who’, ‘which’, ‘where’ & ‘that’ in combining sentences
4. Framing questions – ‘Wh –’ & ‘Yes’ / ‘No’ Questions
5. Prefixes and Suffixes
6. Developing Hints into a Paragraph

UNIT – IV LISTENING AND SPEAKING SKILLS

1. Listening Practice – Listen and Do exercises: Sound patterns and words ending ‘s’ endings and ‘d’ endings, and Listening to English songs and Indian short stories
2. Pronunciation Practice: Medical Terms/ Names of Ailments/People /Currency/ Countries and Capitals/World-famous Cities
3. Making Requests
4. Offering help

UNIT – V LISTENING AND SPEAKING SKILLS

1. Seeking Permission
2. Expressing Gratitude
3. Reading Aloud (from the Prescribed Text)
4. Narrating a Story (from Hints)

COURSE OUTCOMES

Learners will be able to

CO1 Use grammatical structures in meaningful contexts

CO2 Use oral communication for day-to-day activities

CO3 Use simple sentences for oral and written communication

CO4 Use enhanced vocabulary

CO5 Comprehend and respond to what they listen to at the secondary level
CO6 Read and appreciate simple pieces of fiction and non-fiction

TEXT BOOKS

- *SPARK II: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.
- *Intermediate English Grammar* by Raymond Murphy. Cambridge University Press, 2019.

REFERENCE

- *Spoken English: A Foundation Course* by Kamalesh Sadanand and Susheela Punitha, Orient Longman Private Limited, 2008, ISBN 81-250-3467-6.
- *Spoken English for You* by G. Radhakrishna Pillai and K. Rajeevan, Emerald Publishers, 1987, ISBN 978-81-7966-023-.
- *Better English Pronunciation* by Thakur KBP Sinha, Vijay Nicole Imprints, 2005, ISBN 81-8209-068-7.
- Bhatnagar, R. P. *English for Competitive Examinations*, India: Trinity Press, 2017.
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

QUESTION PATTERN

SEMESTER EXAMINATION	Marks
PART A – MCQs (7 from each of the Units I, II, and 6 from Unit III)	20
PART B – Compulsory Units I, II & III - Short answers/ ERC/Grammar (5X3)	15
• Unit I - Short answer/ ERC • Unit II - Short answer/ ERC • Prefixes • Suffixes • Adjectives	
PART C – Compulsory Unit III (5x7)	35
• Adjectives • Use of 'who' & 'where' in combining sentences • Use of 'which' & 'that' in combining sentences • Framing questions – 'Wh –' & 'Yes' / 'No' Questions • Developing Hints into a Paragraph	
PART D – (3x10)	30
• Essay (250 words) Unit I (Either/or) • Essay (250 words) Unit II (Either/or) • Compulsory -Use of Conditional 'If' (Probable & Improbable Conditions)	
TOTAL	100

INTERNAL EXAMINATIONS **Marks**

PART A - MCQs 6X1(2 from each of the Units I, II & Unit III)	6
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PART B- Compulsory-one question from each of the Units I, II & III	
1 Short answer/ 1 ERC/ Grammar (3X3)	9
PART C –Compulsory (Unit III) (3X5)	15
PART D – (2X10)	20
• Essay - Either /or Units – I & II 250 words • Compulsory - Grammar/ Composition	
TOTAL	50

INTERNAL ASSESSMENTS Marks

Skill based activity – 2x15 30
 (Seminar presentation/Spoken English/Critical Podcast/ Video Essay/ Creating a 5–8 slide on a topic/
 Composing a poem/ Submitting a relevant photo with description, etc.)
TOTAL 30

Viva-Voce Components: 100 Marks

1. Pronunciation: Medical Terms/ Names of Ailments/People /Currency/ Countries and Capitals/ World famous Cities (25)
2. Conversation: Making Requests/Offering help/Seeking Permission /Expressing Gratitude (25)
3. Reading Aloud (from the Prescribed Text) (25)
4. Narrating a Story (from Hints) (25)

COURSE III

Hours: 6

Course Code: 26UGEL13, 26UGEL33

Credits: 3

LEARNING OUTCOMES

LO1 To involve the learners in reading and interpreting English in poetry and prose (Fiction and Non-fiction)

LO2 To enable learners to write about prescribed literature

LO3 To help learners learn the appropriate use of articles, prepositions and adverbs

LO4 To help learners develop vocabulary register through homonyms, homophones and homographs

LO5 To facilitate in learners, the ability to create a narration based on hints

LO6 To build confidence in the learners to speak English for specific purposes

UNIT – I POETRY (READING AND WRITING SKILLS)

1. William Shakespeare – “All the World’s a Stage”
2. P. B. Shelley – “Ozymandias”
3. Oliver Goldsmith – “The Village Schoolmaster”

UNIT – II SHORT STORIES/ PROSE (READING AND WRITING SKILLS)

1. O. Henry – “The Gift of the Magi”
2. Katherine Mansfield – “A Cup of Tea”
3. Mark Twain – “A Day at Niagara”

UNIT – III GRAMMAR AND VOCABULARY SKILLS

1. Articles
2. Prepositions
3. Adverbs
4. Spotting Errors (Articles/ Prepositions / Adverbs)
5. Homonyms, Homophones, Homographs
6. Constructing a story using hints

UNIT –IV LISTENING AND SPEAKING SKILLS

1. Listening Practice: Listen and Do exercises: Listening to short passages , short stories (Indian and British) , English songs, *Mind your Language* (Episodes:1-2)
2. Pronunciation Practice : Words related to professions
3. Words generally mispronounced
4. Telephonic Conversation
5. Making Suggestions

UNIT – V LISTENING AND SPEAKING SKILLS

1. Complimenting / Congratulating
2. Expressing Sympathy
3. Reading aloud
4. Describing a picture/ Describing a process
5. Personal Conversation (Habits, Hobbies, Future Plan)

COURSE OUTCOMES

Learners will be able to

CO1 Read and understand English in poetry and prose (Fiction and Non-Fiction)

CO2 Write coherent essays about the prescribed literature

CO3 Use articles, prepositions and adverbs appropriately

CO4 Use homonyms, homophones, and homographs appropriately, ensuring clarity and precision in their spoken and written English

CO5 Create a narration from hints

CO6 Speak English confidently in a descriptive as well as expository style

TEXT BOOKS

- *SPARK III: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.
- *Intermediate English Grammar* by Raymond Murphy. Cambridge University Press, 2019.

REFERENCE

- *Spoken English: A Foundation Course* by Kamalesh Sadanand and Susheela Punitha, Orient Longman Private Limited, 2008, ISBN 81-250-3467-6.
- *Spoken English for You* by G. Radhakrishna Pillai and K. Rajeevan, Emerald Publishers, 1987, ISBN 978-81-7966-023-2.
- *Better English Pronunciation* by Thakur KBP Sinha, Vijay Nicole Imprints, 2005, ISBN 81-8209-068-7.
- Bhatnagar, R. P. *English for Competitive Examinations*, India: Trinity Press, 2017.
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

QUESTION PATTERN

SEMESTER EXAMINATION

Marks

PART A - MCQs (7 from each of the Units I, II, and 6 from Unit III) 20

PART B - Compulsory - Units I, II & III (5X3) 15

- Unit I - Short answer/ ERC
- Unit II - Short answer/ ERC
- Articles
- Prepositions
- Adverbs

PART C – Compulsory - Unit III (5x7) 35

- Articles
- Prepositions
- Adverbs
- Homonyms, Homophones, Homographs
- Constructing a story using hints

PART D - (3x10) 30

- Essay (250 words) Unit I (Either/or)

- Essay (250 words) Unit II (Either/or)
- Compulsory -Spotting Errors (Articles/ Prepositions / Adverbs)

TOTAL 100

INTERNAL EXAMINATIONS

Marks

PART A - MCQs 6X1(2 from each of the Units I, II &Unit III)

6

PART B- Compulsory one question from each of the Units I, II & III

1 Short answer/ 1 ERC/ Grammar (3X3)

9

PART C – Compulsory- (Unit III) (3X5)

15

PART D- (2X10)

20

- Essay - Either /or Units – I & II 250 words

- Compulsory- Grammar/ Composition

TOTAL 50

INTERNAL ASSESSMENTS Marks

Skill based activity – 2x15 30

(Seminar presentation/Spoken English/Critical Podcast/ Video Essay/ Creating a 5–8 slide on a topic/ Composing a poem/ Submitting a relevant photo with description etc.)

TOTAL 30

Viva-Voce Components: 100 Marks

1. Pronunciation: Words related to professions /Words generally mispronounced (25)
2. Conversation: Making Suggestions /Complimenting / Congratulating /Expressing Sympathy / Habits, Hobbies, Future Plan (25)
3. Reading aloud (25)
4. Describing a picture/ Describing a process (25)

COURSE IV

Hours: 6

Course Code: 26UGEL14, 26UGEL24, 26UGEL44

Credits: 3

LEARNING OUTCOMES

LO1 To make learners read and understand intermediate level poetry and prose

LO2 To encourage learners to continue building a vocabulary register as the students interpret, speak, and write about prescribed literature

LO3 To make learners use tenses and concord in meaningful constructions

LO4 To enable learners to employ appropriate synonyms and antonyms in written and spoken communication

LO5 To help learners learn the different types of letters, resumes and the art of composing e-mails and the use of appropriate language

LO6 To build confidence in students to speak English naturally and clearly, moving from basic sounds and reading practice to advanced conversations about books and real-world issues

UNIT – I POETRY (READING AND WRITING SKILLS)

1. John Milton – “On His Blindness”
2. Lewis Carroll – “The Walrus and the Carpenter”
3. Rudyard Kipling – “If”

UNIT – II SHORT STORIES /DRAMA (READING AND WRITING SKILLS)

1. Rabindranath Tagore – “The Postmaster”
2. Ernest Hemingway– “Cat in the Rain”
3. Fritz Karinthy – “The Refund”

UNIT – III GRAMMAR AND VOCABULARY SKILLS

1. Tenses
2. Concord
3. Spotting Errors (Tenses and Concord)
4. Describing a thing / a place / an event
5. Synonyms and Antonyms (Bhatnagar)
6. Letter Writing (Formal & Informal), Resumes and Composing emails

UNIT – IV LISTENING AND SPEAKING SKILLS

1. Listening Practice: Listen and Do exercises: Listening to conversations, announcements, interviews of popular personalities, and *Mind your Language* (Episodes: 3-4)
2. Complaining
3. Apologising
4. Offering encouragement and responding to them
5. Warning Someone

UNIT –V LISTENING AND SPEAKING SKILLS

1. Pronunciation Practice: Vowels and Diphthongs & Strong and Weak forms of words
2. Reading Aloud
3. Issue-based conversation

4. Speaking about prescribed literature
5. Speaking on a given topic

COURSE OUTCOMES

Learners will be able to

CO1 Read, interpret, and analyse intermediate level of English in poetry, prose, and fiction

CO2 Write coherent essays on prescribed literature

CO3 Use the various tense forms accurately with proper subject - verb agreement

CO4 Compose logically organized descriptive paragraphs, formal letters, professional resumes and emails

CO5 Use synonyms and antonyms appropriately, allowing for more expressive, varied, and accurate communication

CO6 Speak English fluently with confidence in an expository as well as analytical style

TEXTBOOKS

- *SPARK IV: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.
- *Intermediate English Grammar* by Raymond Murphy. Cambridge University Press, 1999.

REFERENCE

- *Spoken English: A Foundation Course* by Kamalesh Sadanand and Susheela Punitha, Orient Longman Private Limited, 2008, ISBN 81-250-3467-6.
- *Spoken English for You* by G. Radhakrishna Pillai and K. Rajeevan, Emerald Publishers, 1987, ISBN 978-81-7966-023-2.
- *Better English Pronunciation* by Thakur KBP Sinha, Vijay Nicole Imprints, 2005, ISBN 81-8209-068-7.
- Bhatnagar, R. P. *English for Competitive Examinations*. India: Trinity Press, 2017.
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

QUESTION PATTERN

SEMESTER EXAMINATION	Marks
PART A - MCQs (7 from each of the Units I, II, and 6 from Unit III)	20
PART B- Compulsory- Units I, II & III (5X3)	15
• Unit I - Short answers/ ERC • Unit II - Short answers/ ERC • Tenses • Concord • Spotting Errors (Tenses and Concord)	
PART C – Compulsory- Unit III (5x7)	35
• Tenses	

- Concord
- Spotting Errors (Tenses and Concord)
- Describing a thing / a place / an event
- Synonyms(4) and Antonyms(3)

PART D - (3x10)	30
• Essay (250 words) Unit I (Either/or) • Essay (250 words) Unit II (Either/or) • Compulsory- Letter Writing/Resumes/ Composing emails	

TOTAL	100
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INTERNAL EXAMINATIONS Marks

PART A - MCQs 6X1(2 from each of the Units I, II & Unit III)	6
PART B- Compulsory one question from each of the Units I, II & III 1 Short answers/ 1 ERC/ Grammar (3X3)	9
PART C –Compulsory (Unit III) (3X5)	15
PART D- (2X10)	20
• Essay - Either /or Units – I & II 250 words • Compulsory- Grammar/ Letter writing/ Composition	
TOTAL	50

INTERNAL ASSESSMENTS Marks

Skill based activity – 2x15	30
(Seminar presentation/Spoken English/Critical Podcast/ Video Essay/ Creating a 5–8 slide on a topic/ Composing a poem/ Submitting a relevant photo with description, etc.)	
TOTAL	30

Viva-Voce Components: 100 Marks

1. Reading Aloud (25)
2. Issue-based conversation (25)
3. Speaking about prescribed literature (25)
4. Speaking on a given topic (25)

COURSE V

Hours: 6

Course Code: 26UGEL25, 26UGEL35

Credits: 3

LEARNING OUTCOMES

LO1 To introduce learners to the intermediate level of English through prescribed literature

LO2 To make learners read, interpret, and write about prescribed pieces of literature

LO3 To make learners learn complex language structures, the appropriate use of conjunctions and voice forms

LO4 To help learners become familiar with the accurate use of language with an awareness of common errors in language use

LO5 To make learners understand the logical sequence of ideas within a paragraph

LO6 To make learners speak English fluently with confidence, argue both sides of a topic with confidence, and discuss difficult modern issues with logic and ease

UNIT – I POETRY (READING AND WRITING SKILLS)

1. William Wordsworth – “The Solitary Reaper”
2. H.W. Longfellow – “A Slave’s Dream”
3. Robert Frost – “The Road Not Taken”

UNIT – II PROSE/ DRAMA (READING AND WRITING SKILLS)

1. Oscar Wilde - “The Model Millionaire”
2. A. A. Milne – “The Boy Comes Home”
3. Francis Bacon – “Of Friendship”

UNIT – III GRAMMAR SKILLS

1. Synthesis and Transformation of Sentences (Simple, Compound & Complex)
2. Conjunctions
3. Active – Passive Voice
4. Spotting Errors (Simple, Compound & Complex sentences/ Conjunctions/ Active – Passive Voice)

UNIT – IV ADVANCED WRITING/ VOCABULARY AND ANALYTICAL SKILLS

1. Expansion of Ideas / Proverbs
2. Dialogue Writing
3. Words often confused (Bhatnagar)
4. Sentence Arrangement

UNIT – V LISTENING AND SPEAKING SKILLS

1. Listening Practice - Listen and Do exercises: Listening to news reading, directions, stories in American English, and watching movies

2. Pronouncing Words ending with common Inflections (like – ‘logy’ ‘- graphy’ ‘-ation’ etc.),
Pronouncing ‘R’ in different positions
3. Reading and Interpreting
4. Turncoat
5. Expand a Proverb
6. Issue-Based Conversation

COURSE OUTCOMES

Learners will be able to

CO1 Read, interpret and analyse poetic English to understand open possibility of inferences

CO2 Write logically planned essays to address specific questions concerning prescribed literature

CO3 Understand the forms and structural differences in different types of sentences and their specific purposes

CO4 Use complex language structures with appropriate conjunctions and voice forms

CO5 Use vocabulary actively with an awareness of words often confused

CO6 Use Spoken English fluently with confidence and accuracy for specific purposes such as analytical, argumentative, and expository talks

TEXT BOOKS

- *SPARK V: An Integrated Course Text for General English*, Department of English, St. Xavier’s College (Autonomous), Palayamkottai.
- *Intermediate English Grammar* by Raymond Murphy. Cambridge University Press, 1999.

REFERENCE

- *Spoken English: A Foundation Course* by Kamalesh Sadanand and Susheela Punitha, Orient Longman Private Limited, 2008, ISBN 81-250-3467-6.
- *Spoken English for You* by G. Radhakrishna Pillai and K. Rajeevan, Emerald Publishers, 1987, ISBN 978-81-7966-023-2.
- *Better English Pronunciation* by Thakur KBP Sinha, Vijay Nicole Imprints, 2005, ISBN 81-8209-068-7.
- Bhatnagar, R. P. *English for Competitive Examinations*. India: Trinity Press, 2017.
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

QUESTION PATTERN

SEMESTER EXAMINATION

Marks

PART A - MCQs (8 from Unit I, 7 from Unit II, and 5 from Unit III)	20
PART B- Compulsory Units I & II – 3 Short answers/ 2 ERC (5X3)	15
PART C – Compulsory - Unit III &IV (5x7)	35

- Synthesis and Transformation of Sentences (Simple, Compound & Complex)
- Conjunctions
- Active – Passive Voice
- Expansion of Ideas / Proverbs
- Words often confused

PART D - (3x10) 30

- Essay (250 words) Unit I & II (Either/or)
- a) Dialogue Writing (5) b) Sentence Arrangement (5)
- Compulsory -Spotting Errors (Simple, Compound & Complex sentences/ Conjunctions/ Active – Passive Voice)

TOTAL
100

INTERNAL EXAMINATIONS Marks

PART A - MCQs 6X1(1 from Units I & II , 5 from Units III & IV) 6
 PART B- Units I & II – 2 Short answers/ 1 ERC (3X3) 9
 PART C –Compulsory (Units III & IV) (3X5) 15
 PART D- (2X10) 20

- Essay - Either /or Units – I & II 250 words
- Compulsory -Grammar/ Letter writing/ Composition

TOTAL **50**

INTERNAL ASSESSMENTS Marks

Skill based activity – 2x15 30
 (Seminar presentation/Spoken English/Critical Podcast/ Video Essay/ Creating a 5–8 slide on a topic/
 Composing a poem/ Submitting a relevant photo with description, etc.)

TOTAL 30

Viva-Voce Components: 100 Marks

1. Reading and Interpreting (25)
2. Turncoat (25)
3. Expand a Proverb (25)
4. Issue-Based Conversation (25)

COURSE VI

Hours: 6

Course Code: 26UGEL36, 26UGEL46

Credits: 3

LEARNING OUTCOMES

LO1 To introduce learners to the advanced level of poetic English through representative pieces, to make them understand the oblique use of language

LO2 To make them read and understand classical English novel

LO3 To familiarise them with advanced language structures and the use of idioms and phrasal verbs

LO4 To make them understand and use different degrees for comparison, and use language for reporting speech

LO5 To acquaint them with the skills of expanding or developing, condensing ideas and responding to advertisements

LO6 To make them organize their professional knowledge into clear speeches, and discuss important world issues with confidence and logic

UNIT –I POETRY (READING AND WRITING SKILLS)

1. John Keats – “La Belle Dame Sans Merci”
2. John Donne – “Death Be Not Proud”
3. Walt Whitman – “O Captain! My Captain!”

UNIT - II FICTION (READING AND WRITING SKILLS)

George Orwell –*Animal Farm*

UNIT – III GRAMMAR AND VOCABULARY SKILLS

1. Degrees of Comparison
2. Direct- Indirect Speech
3. Spotting Errors/Correcting Errors (Comprehensive)
4. Idioms and Phrasal Verbs (Bhatnagar)

UNIT – IV ADVANCED WRITING AND ANALYTICAL SKILLS

1. Précis Writing
2. Essay Writing
3. Responding to the given advertisement
4. Cloze Test

UNIT – V LISTENING AND SPEAKING SKILLS

1. Listening Practice - Listen and Do exercises: Listening to famous speeches, poetry renditions, sports commentary, and TED Talks
2. Pronunciation Practice: Words generally often mispronounced
3. Reading and Interpretation
4. Issue-Based Conversation
5. Public speaking on a subject topic

6. Extempore

COURSE OUTCOMES

Learners will be able to

CO1 Read and interpret the oblique language of poetry and write appreciative essays on the prescribed literature

CO2 Read, interpret, and write analytical essays about prescribed literature

CO3 Use advanced grammar structures to report speech and use the three degrees of comparison for intended emphasis

CO4 Use advanced nuances of language such as idioms and phrasal verbs

CO5 Write reflective, descriptive, expository and imaginative essays with appropriate content, and condense material to a précis

CO6 Use English fluently and accurately for public speaking, extempore and other specific purposes

TEXT BOOKS

- *SPARK VI: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.
- Orwell, George. *Animal Farm*. Maple Classics, 2013.
- *Intermediate English Grammar* by Raymond Murphy. Cambridge University Press, 1999.

REFERENCE

- *Spoken English: A Foundation Course* by Kamalesh Sadanand and Susheela Punitha, Orient Longman Private Limited, 2008, ISBN 81-250-3467-6.
- *Spoken English for You* by G. Radhakrishna Pillai and K. Rajeevan, Emerald Publishers, 1987, ISBN 978-81-7966-023-2.
- *Better English Pronunciation* by Thakur KBP Sinha, Vijay Nicole Imprints, 2005, ISBN 81-8209-068-7.
- Bhatnagar, R. P. *English for Competitive Examinations*. India: Trinity Press, 2017.
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

QUESTION PATTERN

SEMESTER EXAMINATION

Marks

PART A - MCQs (7 from Unit I, 8 from Unit II, and 5 from Unit III)	20
PART B – Compulsory -2 ERC from Unit I / 3 Short answers from Units II	15
PART C – Compulsory- Unit III & IV (5x7)	35
• Degrees of Comparison	
• Direct- Indirect Speech	
• Précis Writing	
• Essay Writing	
• Responding to the given advertisement	
PART D - (3x10)	30
• Essay (250 words) Unit I & II (Either/or)	
• Compulsory- Spotting Errors (5) Correcting Errors(5) (Comprehensive)	
• Compulsory- a) Idioms and Phrasal verbs (5) b) Cloze Test (5)	

TOTAL **100**

INTERNAL EXAMINATIONS

Marks

PART A - MCQs 6X1(1 from Units – I & II , 5 from Units III)

6

PART B- Compulsory Units I & II

1 ERC from Unit I /2 Short answers from Units I & II (3X3)

9

PART C –Compulsory (Unit III & IV) (3X5)

15

PART D- (2X10)

20

- Essay - Either /or Units – I & II 250 words
- Compulsory- Grammar/ Composition

TOTAL **50**

INTERNAL ASSESSMENTS Marks

Skill based activity - 2x15 30

(Seminar presentation/Spoken English/Critical Podcast/ Video Essay/ Creating a 5–8 slide on a topic/
Composing a poem/ Submitting a relevant photo with description, etc.)

TOTAL 30

Viva-Voce Components: 100 Marks

1. Reading and Interpretation (25)
2. Issue Based Conversation (25)
3. Public speaking on subject related topic (25)
4. Extempore (25)

LEARNING OBJECTIVES

LO1 To facilitate learners' reading advanced English through representative pieces of Literature

LO2 To help learners infer and interpret prescribed literature and write coherent, analytical essays

LO3 To help learners analyse a selected dramatic scene to identify how dialogue and stage directions reveal character motivation and advance the central conflict

LO4 To encourage learners in using English skillfully and creatively to discuss, brainstorm or debate a topic, through active practice

LO5 To equip learners with the soft skills necessary for employability

LO6 To help learners to produce structured reports, engaging blogs and original creative pieces by adapting their writing style to suit different purposes and audiences

UNIT –I DRAMA (READING AND WRITING SKILLS)

1. *Julius Caesar* – Act III, Scene I

2. *Othello* – Act V, Scene II

3. *Hamlet*- Act I, Scene III

UNIT –II FICTIONS (READING AND WRITING SKILLS)

H. G. Wells –*Time Machine*

UNIT –III SOFT SKILLS AND SPEAKING SKILLS (Theory and Practice)

1. Interview Skills*

2. Group Discussion*

3. Debate*

4. Interpersonal Skills*

(* Included for Spoken English Viva Voce and Internal Assessments)

UNIT –IV SOFT SKILLS

1. Time Management

2. Problem-Solving Techniques

3. Teamwork

4. Leadership

UNIT –V ADVANCED WRITING SKILLS

1. Report Writing

2. Blog writing

3. Creative Writing (poem/short story)

COURSE OUTCOMES

Learners will be able to

CO1 Read and understand advanced forms of English in Literature

CO2 Interpret and write analytical essays on topics concerning prescribed pieces of literature

CO3 Speak English fluently and accurately in professional contexts

CO4 Use English effectively and creatively for interviews, group discussions, etc.

CO5 Behave, react, and handle situations connected to employability, using the acquired knowledge of soft skills

CO6 Demonstrate versatility in written communication by producing structured technical reports, engaging digital content for blogs, and original creative works that employ evocative language and narrative techniques

TEXT BOOKS

- *SPARK VII: An Integrated Course Text for General English*, Department of English, St. Xavier's College (Autonomous), Palayamkottai.
- Wells, H. G. *Time Machine*. Oxford University Press, 2017 Ed.
- Alphonse S. J., Xavier. *We Shall Overcome: A Textbook on Life Coping Skills*. ICRDDCE Publication, 2004.

REFERENCE

- Sijwalii B.S. and Indu Sijwali, *General Interview Skills for Both Government and Private Sectors*. Arihant Publications, 2023.
- Soman, Ashok M, *Graduates and Postgraduates Entering the Corporate World*. Himalaya Publishing House, 2023.
- Patnaik, Priyadarshi, *Communication, Logical Thinking, and Public Speaking*. Cambridge University Press, India, 2016.

QUESTION PATTERN

SEMESTER EXAMINATION

Marks

PART A - MCQs (5 from each of the Units I, II, III & IV)

20

PART B- Compulsory - (5X3)

15

ERC from Unit I/ Short answers from Units II, III & IV

- Unit I
- Unit II
- Units III
- Units IV
- Units III/ IV

PART C –Compulsory- Units I, II, III, IV & V (5x7)

35

- Short Essay (200 words)/ Annotation Unit I
- Short Essay Unit II (200 words)
- Short Essay Unit III (200 words)
- Short Essay Unit IV (200 words)
- Creative Writing (poem/short story)

PART D - (3x10)

30

- Essay (250 words) Unit I & II (Either/or)
- Compulsory -Report writing (250 words)
- Compulsory - Blog writing (250 words)

TOTAL

100

INTERNAL EXAMINATIONS	Marks
PART A - MCQs 6X1 (1 from Units I & II , 5 from Units III & IV)	6
PART B- Units I & II – 2 Short answers from Units I & II/ 1 ERC from Unit I (3X3)	9
PART C –Compulsory (Unit III & IV) (3X5)	15
PART D- (2X10)	20
1. Essay - Either /or Units – I & II 250 words	
2. Compulsory - Report writing / Blog writing/ Creative Writing (Unit V)	
TOTAL	50

INTERNAL ASSESSMENTS Marks

Skill based activity – 2x15 30
 (Seminar presentation/ Video Essay/ Creating a 5–8 slide on a topic/ writing a poem, short story/Mock Interview /Group Discussion/Debate etc.)

TOTAL 30

Viva-Voce Components: 100 Marks

1. Interview Skills: Mock Interview (25)
2. Group Discussion (25)
3. Debate (25)
4. Interpersonal Skills: Conversation (25)

DEPARTMENT OF HUMAN EXCELLENCE
St. Xavier's College (Autonomous), Palayamkottai
Courses Offered

Semester	Category	Course Code	Course Title
I	FC	26UHER11/ 26UHEE11	Religion: Catholic Doctrine / Ethics
II	SEC3	26UHEI21	Integrated Personality Development
III	SEC4	26UHEL31	Life Coping and Entrepreneurial Skills Management
IV	EVS	26UEVS41	Environmental Studies
V	VE	26UVEH51	Human Rights and Social Analysis

NME

Semester	Category	Course Code	Course Title
I	Library	26ULBN11	Foundations of Library Science
I	XRF	26UXRN11	Traditional Knowledge of Indian Medicinal Systems
II	Library	26ULBN21	Information Resources
II	STAND	25USTN21	Rural Development Studies
II	XRF	26UXRN21	Indian Traditional Medicinal Foods
III	XRF	26UXRN31	Food Microbiology
IV	XRF	26UXRN41	Herbal Resources and Their Conservation
IV	MAX Forum	26UMXN41	Society, Economy and Politics in Contemporary India

Common Question Pattern

Internal Test

Part A	Answer ALL the questions in one or two lines	5 x 2 = 10
Part B	Answer ALL the questions, each in a paragraph	3 x 5 = 15
Part C	Write an essay on the following	1 x 10 = 10

Semester Exam

Part A	Answer ALL the questions in one or two lines	10 x 3 = 30
Part B	Answer ALL the questions, each in a paragraph	5 x 8 = 40
Part C	Write an essay on each the following	2 x 15 = 30

RELIGION: CATHOLIC DOCTRINE
(26UHER11)

SEMESTER:I	VE	HOURS:2	CREDITS: 2	TOTALHOURS:30
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Course Outcomes:

Upon completion of the course the students will be able to

- CO1:** Recite the Sacraments (K1)
- CO2:** Identify the challenges of the present day church (K1)
- CO3:** Associate Old and New testaments of the bible (K2)
- CO4:** Explain the Church history (K2)
- CO5:** Discuss the Marian worship (K2)
- CO6:** Summarize the catholic social teachings (K2)

Unit I: Introduction to Bible (6 Hours)

Bible as a Word of God, its inspiration, the Canon - Old and New Testaments and their interconnectedness - Traditional and modern interpretations

Unit II: Jesus and His Teachings (6 Hours)

Parables of Jesus – Important Teachings of Jesus: Kingdom of God – God’s Mercy – Trust in Providence – Two Commandments of love – Be committed – No condemnation of wealth – No condemnation of sinners – Love of enemies; Prayer: Jesus’ Prayer – Types of Prayer; Jesus the Healer – Types of Miracles of Jesus – Jesus the Liberator

Unit III: A Brief History of the Church & Changes and Challenges of the Modern World (6 Hours)

The beginnings of the Church - Medieval period and its challenges - The importance of the Second Vatican Council and their decrees – Synodality; Casteism – Ecumenical unity and Inter Religious harmony – Digital world and Religious Faith - Catholic Social Teachings

Unit IV: Introduction to the Sacraments and Trinity (6 Hours)

The origin of the seven sacraments - Their practices and meanings – Trinity: The Father – The Son and the Holy Spirit

Unit V: Introduction to Mariology (6 Hours)

Mary, Mother of God and Jesus - Mary, our Mother and in the Gospels - Mariology in the history of the Church – Mary as a Prophet of revolution

REFERENCES:

- “Faith Matters” material prepared by the Department of Human Excellence.
- Second Vatican Council Documents.

ETHICS
(26UHEE11)

SEMESTER:I	VE	HOURS:2	CREDITS: 2	TOTALHOURS:30
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Course Outcomes

After completing this course, the learner will be able to know/understand: Cognitive Level

(K-Level)

CO-1 Describe the Ethical foundations and human values (K2)

CO-2 Identify Ethics and its relationship with religions (K1)

CO-3 Evaluate the personal ethical codes in day-to-day life (K5)

CO-4 Associate ethics in family and society (K3)

CO-5 Apply moral, professional, and personal ethics in academic, workplace, and daily life situations. (K3)

CO-6 Analyse the modern ethical issue (K4)

Unit-I Introduction to Ethics and Human Interface (6 Hours)

Meaning, Nature and Scope of Ethics-Challenges and Importance of ethics-Basic ethical foundations-Human values: Tolerance, Compassion, Rationality, Objectivity. Scientific Attitude, Integrity, Respecting Conscience and Empathy. Mahatma Gandhi and Ethical practices: Non violence, Truth, Non-hatred and love for all, concern for the poorest, objectivity nationalism and Education for man making relation between ends and means.

Unit-II Ethics and Major religions and civilizations (6 Hours)

Ethics and its relationship with Religions- Ten Commandments: Christianity and Judaism tradition-Hinduism- Dharma and Mokhya (out of 4 goals of life Dharma, Artha, Kama and Mokhya),concept of Purusartha, Nisakama Karma (work without attachment to results), Concept of Basudev Kutumba and Peace(Whole including all animals, plants, inanimate beings and human form one world)-Islamic Ethics: Justice, Goodness, Kindness, Forgiveness, Honesty, Purity and piety- Buddhism - Arya AstangikaMarg: Right view, Thought , Speed, Action, Livelihood, Efforts, Attention and Concentration.

Unit-III Personal and Professional ethics (6 Hours)

Moral percepts -Dynamics of personal morality-Moral Conscience-Ethical aspects of Thirukural-Evils of corruption- Professional ethics- Nature, Characteristics, scope, type. Professional Value: Trusteeship, Inclusiveness, Commitment, Sustainability, Accountability, Transparency, Impartiality.

Unit-IV Governance, Family and Social Ethics (6 Hours)

Concept of Good Governance-Principles: Transparency, Accountability, Rule of Law-Ethical Leadership and Public Responsibility-Corruption and Integrity in Public Life-Role of Family in ethical formulations-Respecting persons-Peace and Justice-Human Duties-Respecting Persons and Human Dignity-Equality, Justice and Fairness -Peace, Non-violence and Social Harmony-Tolerance, Pluralism and Social Inclusion.

Unit- V Judicious Use of Technology (6 Hours)

Judicious use of Mobile Phones, Electrical machines, Plastics, Television, Computers and their harmful effects. Ethics and Use of Digital Technology: Cyber ethics-, Ethics of social media: WhatsApp, Face book, Twitter and others.

Recommended Books/e-resources:

- R.R. Gaur, R Sangal, G.P. Bagaria (2009): A Foundation Course in Human Values and Professional Ethics, Excel Books.
- D.R. Kiran (2014) Professional Ethics and Human Values, McGraw Hill Education (India).

- Vivian L Vignoles (2017): Identity: Personal and Social, Chapter to appear in Oxford Handbook of Personality and Social Psychology (2nded.), edited by Kay Deaux and Mark Snyder.
- https://cdn.visionias.in/value_added_material/3b896-ethics.pdf
- Sargolzaei, E., & Nikbakht, M. (2017). The Ethical and Social Issues of Information Technology: A Case Study. International Journal of Advanced Computer Science and Applications, 8(10), 138–146. <https://doi.org/10.14569/ijacsa.2017.081019>
- Mirghaderi, L., Sziron, M., & Hildt, E. (2023). Ethics and Transparency Issues in Digital Platforms: An Overview. AI (Switzerland), 4(4), 831–843. <https://doi.org/10.3390/ai4040042>
- Müller, V. C. (2022). The History of Digital Ethics. Digital Dreams Have Become Nightmares: What We Must Do. <https://doi.org/10.1145/3640479.3640499>
- Course Material Prepared by Department of Human Excellence.

**INTEGRATED PERSONALITY DEVELOPMENT
(26UHEI21)**

SEMESTER: II	SEC3	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course Outcomes:

After completing this course, students will be able to:

CO1: Analyze individual personality traits, habits, and attitudes by utilizing self-awareness frameworks such as SWOC and the Johari Window. (K4)

CO2: Formulate actionable plans to build self-confidence, a positive mindset, and healthy self-esteem for continuous personal growth. (K6)

CO3: Implement self-management techniques, including mindfulness, yoga, and distraction control, to regulate stress and improve discipline. (K3)

CO4: Demonstrate effective interpersonal skills, including rapport building, assertiveness, and conflict management, within group discussions and team environments. (K3)

CO5: Design a systematic roadmap of realistic personal and academic goals using structured goal-setting methodologies. (K6)

CO6: Integrate ethical values, social responsibility, and gender sensitivity into professional conduct and real-life decision-making. (K4)

UNIT-I: Self-Knowledge (6 Hours)

Exploring Habits, Attitudes, Self Awareness – Self introspection - SWOC analysis – Johari Window’s Self identity. Enhancing one’s Self image, Self -Esteem, Building self Confidence and Positive Mind Set.

UNIT-II: Self Management (6 Hours)

Understanding of One’s Life Story- Focusing on Internal Narratives – Self-Talk, Self-Discipline- Managing Change, -Adaptation to change, Managing Distractions, Yoga and Mindfulness -Overcoming Inferiority Complex

UNIT-III: Personal Competence and Goal Setting (6 Hours)

Developing Rapport - Giving and Receiving Constructive Feedback - Assertiveness and Conflict Management Skills - Group Discussion Skills –Goal Setting.

UNIT-IV: Personality Development (6 Hours)

Recognizing the growth in different dimension of Holistic and Integrated Personality Development-Ethical Behavior-Gender Sensitivity and Respect- Civic Responsibility-Social Media Responsibility

UNIT-V: Emotional Well-Being (6 Hours)

Meaning -Types of Emotions- Expressing Emotions- Managing Difficult Emotions - Self-Control-Healthy Relationships- Building Resilience & Coping Skills - -Mental Health Awareness.

Reference Books:

1. Dr.Xavier Alphonse S.J ,We Shall Overcome, ICRDEC Publications,Chennai,2004.
2. Harold R Wallace and L. Ann Masters, Personality Development South- Western Cengage Learning India PL,NewDelhi,2006.
3. Course Material Prepared by Department of Human Excellence.

LIFE COPING AND ENTREPRENEURIAL SKILLS MANAGEMENT

(26UHEL31)

SEMESTER:III	SEC 4	HOURS:2	CREDITS:2	TOTAL HOURS:30
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Course Outcomes:

After completion of the Course, the students will be able to

CO1: Explain holistic health including physical, mental, and social wellbeing. (K2)

CO2: Apply healthy lifestyle practices including nutrition, hygiene, and digital wellbeing. (K3)

CO3: Analyze social and professional situations using empathy and ethical reasoning. (K4)

CO4: Apply structured decision-making and problem-solving skills in real-life situations. (K3)

CO5: Demonstrate coping strategies for stress, crisis, and uncertainty. (K3)

CO6: Evaluate addiction risks and design strategies for a healthy lifestyle. (K5)

Unit I: Holistic Health & Lifestyle Management (6 Hours)

WHO's definition of Health – Dimensions of Health – Adolescent Health and Women's Health – Understanding Physical Self – Personal Hygiene and Grooming – Balanced Diet and Nutrition – Healthy Habits and Lifestyle – Lifestyle Diseases and Prevention – Digital Wellbeing (Screen Time, Sleep Cycle, Mental Balance) – Public Health Awareness.

Unit II: Social Intelligence & Relationship Management (6 Hours)

Family Relationship: Values in family relationship, nuclear family, Joint Family, Dependence, Overdependence, Happy family, Broken Family - Caring Elders - Rapport Building with Peers/ Friends, Strangers, Transgenders - Professional Relationship: Officials, Mentors, Staff & Service Personnel- Other centeredness and others point of view and Empathy.

Unit III: Decision-Making & Problem-Solving Skills (6 Hours)

Types of Problems (Academic, Personal, Financial, Social) – Problem-Solving Strategies – Decision-Making Process – Rational and Intuitive Decision-Making – Ignatian Discernment Process – Lateral Thinking and Creativity – Basic Financial Literacy (Needs vs Wants, Saving, Budgeting).

Unit IV: Coping with Stress, Crisis & Change (6 Hours)

Meaning and Types of Stress – Causes of Stress (Academic, Social, Digital) – Stress Management Techniques – Emotional Regulation Strategies – Time Management and Productivity – Crisis Management (Failure, Uncertainty, Loss) – Building Resilience and Adaptability.

Unit V: Addiction Awareness & Personal Safety (6 Hours)

Meaning and Types of Addiction – Substance Addiction – Digital and Internet Addiction – Causes and Effects of Addiction – Prevention and Control Measures – Self-Regulation Techniques – Cyber Safety and Responsible Internet Usage – Seeking Help and Counselling Support.

Activity Collaborators: Anti-drug Club, Women's Forum.

Reference Books:

1. Dr. Xavier Alphonse S.J., We Shall Overcome, ICRDEC Publications, Chennai, 2004.
2. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
3. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
4. Clear, James. 2018. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones. New York: Avery
5. Atomic Habits – James Clear, Avery, 2018.
6. The 7 Habits of Highly Effective People – Stephen R. Covey, Free Press.
7. Emotional Intelligence – Daniel Goleman, Bantam Books.

8. Thinking, Fast and Slow – Daniel Kahneman, Penguin Books.
9. Course Material prepared by the Department of Human Excellence.

ENVIRONMENTAL STUDIES
(26UEVS41)

SEMESTER:IV	EVS	HOURS:2	CREDITS:2	TOTAL HOURS:30
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Course Outcomes:

The students will be able to:

CO1: Describe various natural resources and the fundamental principles of sustainable development to explain resource interdependence. (K1)

CO2: Explain the relationship between biodiversity and various conservation approaches to maintain ecological balance. (K2)

CO3: Apply prevention and mitigation strategies to address specific environmental issues and ecosystem degradation. (K3)

CO4: Illustrate the adverse health impacts of different types of pollution on human populations and ecosystems. (K3)

CO5: Evaluate environmental quality indicators and the effectiveness of climate change mitigation risks. (K5)

CO6: Summarize major international environmental treaties and national legislations aimed at environmental protection. (K2)

Unit I: Natural Resources (6 Hours)

Environment – Definition; Overview of natural resources: definition, types of natural resources. Biotic and abiotic, renewable and non-renewable resources. Water resources: types, over-exploitation, issues, challenges, water scarcity, conflicts. Soil and mineral resources: important minerals, problems, soil as a resource. Energy resources: sources, conventional and non-conventional, implications. (IKS- Traditional water conservation methods (e.g., temple tanks, ooranis, johads). Indigenous agricultural practices and soil conservation methods.)

Unit II: Environmental pollution and Health (6 Hours)

Natural and man-made disasters and their impacts of environment and management. Pollution: definitions, natural and man-made pollution. Different types of pollution- Air, Water, Soil, Noise, Radioactive and solid waste pollution: Sources of pollution, different types of pollutants, effects of pollution in environment and human health, prevention and control of pollution. (IKS- Traditional waste management practices. Herbal and indigenous methods to reduce pollution impacts.)

Unit III-Conservation of Biodiversity and Ecosystems (6 Hours)

Biodiversity and its distribution: Levels and types, India and world, hotspots, threat categories. Ecosystems and ecosystem services: major types in India, basic characteristics, significance. Threats to biodiversity and ecosystems: land use, commercial exploitation of species and invasive species. Types of Biodiversity conservation (*In-situ and Ex-situ*). (IKS- Sacred groves and community-based conservation practices, Role of indigenous communities in biodiversity protection)

Unit IV: Climate change: Impacts, Adaptation and Mitigation (6 Hours)

Climate change: structure and different layers of atmosphere, Impacts, vulnerability and adaptation to climate change. Mitigation of climate change: GHGs types, sources, impacts and control. Importance of 1.5 °C and 2.0 °C Global warming and Ozone depletion. Concept of carbon intensity, energy intensity and carbon neutrality; policy instruments, carbon capture and storage, climate justice. Anthropogenic factors - Human over population, over consumption, pollution, Mining, Transport, Environmental degradation and Impact of human activities. (IKS- Traditional climate-resilient farming practices. Indigenous housing designs for climate adaptation.)

Unit V: Environmental Treaties, Legislation and Sustainable Development (6 Hours)

Overview of instruments of international cooperation: bilateral, multilateral, conventions and protocols, COPs. Major International Environmental Agreements: CBD, CITES, UNCCD, UNFCCC. Major Indian Environmental Legislations: acts, rules, sites, areas, zones and judgments. Introduction to sustainable development: SDGs, targets and indicators,

challenges and strategies. Principle of sustainable development, international efforts of sustainable development and sustainable development in India: Perspective and strategies. (IKS- Community based natural resource management models.)

Skill-Based Activities:

Unit-I	➤ Field observation of local water bodies ➤ Preparation of a household resource audit report ➤ Case study analysis on sustainable practices
Unit-II	➤ Air and water quality observation survey ➤ Preparation of eco-friendly products (natural cleaners, composting) ➤ Awareness campaign design
Unit-III	➤ Biodiversity documentation of campus/local area ➤ Preparation of herbarium or digital biodiversity register
Unit-IV	➤ Carbon footprint calculation (individual/department level) ➤ Tree plantation and climate awareness drive
Unit-V	➤ Mock COP session ➤ Policy analysis and presentation ➤ Preparation of sustainability action plan for the campus

General Suggestions:

- Educational visit to Xavier Solai be organized as a common activity for all students.
- Include activity based and project based assignments.
- Conduct orientation programs for EVS faculty on IKS and skill based pedagogy.
- Students examine environmental problems in their local communities and develop solutions to address them.

Reference Books:

1. Singh, J.S., Singh, S.P., Gupta, S.R. (2006). Ecology, Environment and Resource Conservation. Anamaya Publications.
2. Harris, Frances (2012). Global Environmental Issues, 2nd Edition. Wiley- Blackwell.
3. Krishnamurthy, K.V. (2003). Textbook of Biodiversity, Science Publishers, Plymouth, UK.
4. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).
5. Pittock, Barrie (2009). Climate Change: The Science, Impacts and Solutions. 2nd Edition. Routledge.
6. Ministry of Environment, Forest and Climate Change (2019). A Handbook on International Environment Conventions & Programmes.
7. KanchiKohli, Manju Menon (2021). Development of Environment Laws in India, Cambridge University Press.

HUMAN RIGHTS AND SOCIAL ANALYSIS

(26UVEH51)

SEMESTER:IV	VE	HOURS:2	CREDITS:2	TOTAL HOURS:30
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Course Outcomes:

Upon completion of the course, the students will be able to

CO1: Recall key concepts of rule of law, democracy, equality, human dignity, citizenship, social justice, secularism and human rights.(K1)

CO2: Explain the Preamble to the Constitution of India, Fundamental Rights, Directive Principles, civil and political rights, socio-economic and cultural rights and collective rights.(K2)

CO3: Apply constitutional principles and human rights concepts to contemporary social issues. (K3)

CO4: Analyze interrelationships among inequalities, social structures, social problems, and reform initiatives in India. (K4)

CO5: Evaluate the effectiveness of constitutional provisions in promoting equality and social justice.(K5)

CO6: Design strategies fostering equality, communal harmony, responsible democratic citizenship and civic participation. (K6)

Unit I: Understanding basic concepts (6 Hours)

Understanding of key concepts, their meaning and significance in today's context – Rule of law, democracy, equality, human dignity, citizenship, social justice, secularism, human rights, fundamental rights and constitutional values.

Unit II: Classification of Human Rights (6 Hours)

Civil and Political rights, socio-economic and cultural rights collective rights or group rights – Preamble to the Constitution of India, Fundamental Rights - Equality rights, personal freedom and right to life, rights against arbitrary arrest and illegal detention, Rights against exploitation, Religion Freedom, Minority rights and Fundamental Duties (Art. 51A)

Unit III: Indian Social System (6 Hours)

Social Analysis - Social system and its components, Inequalities, caste structures and manifestation, Patriarchy and violence against women, Gender and sexual Minorities– A land of cultural linguistic and religious diversity –secular ethos – religious -fundamentalism-Indian politics -Interdependence of human being and society

Unit IV: Social Problems (6 Hours)

Indian Economic inequality and Poverty - Caste Discrimination : Untouchability, honour killing - Reservation policy, and Dalit empowerment - illiteracy and its effects Child labour, child abuse, bonded labour and their effects

Unit V: Social Reformers (6 Hours)

Promoting social justice and equality, women's rights, and eradication of caste discrimination - Dr. B. R. Ambedkar, Mahatma Gandhi, Dr. Muthulakshmi Reddy, Savitribai Phule, Fathima Sheik, Pandita Ramabai and E. V. Ramasamy - Focusing on service to the marginalized, healthcare, education, and human values

Reference Books:

1. P.N. Sharma, "Social problems and issues in India", Bharat Book Centre, 2014, New India
2. The Reality Reloaded, Gurjot S. Kaler, Chandigarh, India, 2018
3. Course Material Prepared by the Department of Human Excellence
4. Activity-based learning will be conducted in collaboration with the Democracy Forum and Electoral Literacy Club to promote democratic values, constitutional awareness, and responsible citizenship.

ACCOUNTING PRINCIPLES AND PRACTICES			
26UCOC11			
SEMESTER: I	CORE	HOURS: 5	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course

- LO 1:** Explain the fundamentals of financial accounting, accounting concepts and conventions, subsidiary books, and preparation of final accounts of sole trading concerns.
- LO 2:** Examine the accounting procedures relating to non-trading institutions, including the preparation of receipt and payment accounts, income and expenditure accounts, and balance sheets.
- LO 3:** Analyse the concepts, objectives, and methods of depreciation and apply appropriate accounting treatments for depreciation in business organisations.
- LO 4:** Assess accounting procedures under incomplete records and single-entry systems and prepare final statements using conversion methods.
- LO 5:** Compute insurance claims relating to loss of stock and loss of profit by applying relevant accounting principles and average clause provisions.

Unit – I - Fundamentals of Financial Accounting (15 Hours)

Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions – Financial Wisdom from Rigveda, Yajurveda and Bhagavata Purana (IKS)– Subsidiary Books - Final Accounts of Sole Trading Concern— Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.

Unit – II- Non-trading Concern (15 Hours)

Accounts of Non -Trading Institutions - Capital and Revenue Expenditure and Receipts - Receipt & Payments account – Income & Expenditure Account and Balance sheet

Unit – III Depreciation (15 Hours)

Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method - Sinking Fund Method – Cost Model vs Revaluation Model

Unit –IV Accounting from Incomplete Records – Single Entry System (15 Hours)

Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method.

Unit – V Insurance Claims (15 Hours)

Insurance Claims – Loss of Stock - Calculation of Claim Amount-Average clause – Loss of Profit

THEORY 20% & PROBLEM 80%

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Explain the **fundamental concepts, principles, and conventions of financial accounting**, including insights from Indian Knowledge Systems. (K2)
- CO 2:** Prepare **final accounts of sole trading concerns** (Trading, Profit & Loss Account and Balance Sheet) with necessary adjustments. (K3)
- CO 3:** Construct **accounts of non-trading institutions**, including Receipt & Payment Account, Income & Expenditure Account, and Balance Sheet. (K3)
- CO 4:** Compute and compare **depreciation using various methods** (Straight Line, Diminishing Balance, Sinking Fund, etc.) and analyze their impact. (K4)
- CO 5:** Determine profit and prepare financial statements from **incomplete records using single entry system methods**. (K4)
- CO 6:** Calculate **insurance claims for loss of stock and loss of profit**, applying average clause and relevant accounting principles. (K5)

TEXTBOOKS

1. S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.
2. S.N. Maheshwari, Financial Accounting, Vikas Publications, Noida.
3. T.S. Reddy & A. Murthy, Financial Accounting, Margam Publishers, Chennai.
4. Shukla Grewal and Gupta, "Advanced Accounts", volume 1, S.Chand and Sons, New Delhi.
5. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
6. R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.

REFERENCE BOOKS

1. Dr. Arulanandam and Raman: Advanced Accountancy, Himalaya Publications, Mumbai.
2. Tulsian, Advanced Accounting, Tata McGraw Hills, Noida.
3. Charumathi and Vinayagam, Financial Accounting, S.Chand and Sons, New Delhi.
4. Goyal and Tiwari, Financial Accounting, Taxmann Publications, New Delhi.
5. Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, Noida.

WEB RESOURCES

1. <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
2. <https://www.slideshare.net/ramusakha/basics-of-financial-accounting>
3. <https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>

PRINCIPLES OF MARKETING			
26UCOC12			
SEMESTER: I	CORE	HOURS: 5	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To provide foundational understanding of marketing concepts and philosophies.

LO 2: To develop analytical skills in market segmentation and consumer behaviour.

LO 3: To equip students with knowledge of product and pricing decisions.

LO 4: To enhance understanding of promotion and distribution strategies.

LO 5: To expose students to contemporary, digital and global marketing practices.

LO 6: To cultivate ethical, socially responsible and culturally rooted marketing perspectives.

UNIT-1-Introduction to Marketing (15 Hours)

Meaning-Definition and Functions of Marketing- Evolution of Marketing Concepts-Innovations in Modern Marketing. Role and Importance of Marketing-Classification of Markets - Niche Marketing - Indian Knowledge System: Ancient Indian trade regulation and pricing principles from Arthashastra - Ethical business conduct and Dharma from Bhagavad Gita - Swadeshi and trusteeship philosophy of Mahatma Gandhi and its relevance to ethical and sustainable marketing.

Unit-II-Market Segmentation and Consumer Behaviour (15 Hours)

Market Segmentation - Meaning, Importance and Bases (Geographic, Demographic, Psychographic and Behavioural) - Targeting and Positioning - Consumer Behaviour - Consumer Buying Decision Process - Post-purchase Behaviour - Motivation Theories (Maslow and Freud) - Digital Consumer Behaviour (Introductory).

Unit-III-Product and Pricing Decisions (15 Hours)

Concept of Product - Product Mix - New Product Development Process - Product Life Cycle - Pricing: Meaning, Objectives and Factors Affecting Pricing - Pricing Methods - Pricing Strategies (Skimming, Penetration and Competitive Pricing).

Unit IV-Promotions and Distributions Management (15 hours)

Promotion - Meaning and Objectives - Promotion Mix - Advertising: Objectives and Forms – sales promotion -Personal Selling: Qualities of Sales Personnel - Channels of Distribution (Consumer and Industrial Goods) – Channel members.

Unit-V - Contemporary and Global Marketing Practices (15 Hours)

E-Marketing, M-Marketing and E-Tailing - Social Media Marketing (Introductory) - Customer Relationship Management (CRM) - Marketing Information System (MIS) - Green Marketing - Ethics and Social Responsibility in Marketing - Global Marketing Environment - Sustainable and Data-driven Marketing (Overview).

COURSE OUTCOMES

At the end of the course, the student will be able to:

CO 1: Explain fundamental marketing concepts and philosophies.

CO 2: Apply segmentation, targeting and positioning strategies in market situations.

CO 3: Analyse consumer behaviour and buying decision processes.

CO 4: Formulate basic product and pricing strategies.

CO 5: Evaluate promotion and distribution alternatives effectively.

CO 6: Integrate ethical, sustainable and Indian knowledge perspectives into marketing decisions

TEXTBOOKS

1. Philip Kotler, *Principles of Marketing: A South Asian Perspective*, Pearson Education. New Delhi
2. R.S.N. Pillai & Bagavathi, *Modern Marketing*, S. Chand & Company Ltd., New Delhi.

REFERENCE BOOKS

1. Philip Kotler & Kevin Lane Keller, *Marketing Management*, Pearson Education, New Delhi.
2. V.S. Ramaswamy & S. Namakumari, *Marketing Management*, McGraw Hill Education, New Delhi.
3. Rajan Saxena, *Marketing Management*, Tata McGraw Hill Publishing Company Ltd., New Delhi.
4. Kautilya, *Arthashastra*, Penguin Classics / Any Standard Edition, New Delhi.

WEB RESOURCES

1. www.marketingteacher.com
2. www.hbr.org
3. www.mindtools.com
4. bis.gov.in
5. gem.gov.in

OFFICE AUTOMATION - THEORY			
26UCLE11			
SEMESTER: I	EC	HOURS: 2	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the basics of computer systems and its components.

LO 2: To understand the basic concepts of a word processing package

LO 3: To generate electronic mail for communicating in an automated office for business environment.

LO 4: To understand and apply the basic concepts of Power Point presentation.

LO 5: To apply the basic concepts of electronic spread sheet software in business.

Unit I: Computer Systems (6 Hours)

Computer Systems: Computer and its Characteristics – Types of Computers – Computer Hardware – Computer Software - Input and Output Devices. Working with File Explorer: Creating, Copying, Moving, Renaming, Deleting and Searching Files and Folders.

Unit II: MS Word Basics (6 Hours)

Working with Word Document: Entering and Editing Text - Correcting Mistakes – Font and Paragraph Formatting - Formatting with Styles - Find and Replace Text – Inserting Bullets and Numbering.

Unit III: Insert Tab and Mail Merge (6 Hours)

Inserting Pages - Inserting Headers, Footers and Page Numbers – Inserting and Formatting a Table - Inserting Pictures and Videos - Mail Merge - Printing Documents.

Unit IV: MS PowerPoint (6 Hours)

Basics of Presentations: Slides, Fonts, Drawing, Editing, Inserting, Tables, Images, Texts, Symbols and Media – Applying Themes – Transition – Animation - Slideshow.

Unit V: MS Excel Basics (6 Hours)

The Excel Interface - Workbook and Worksheets - Entering and Editing Data - Character and Paragraph Formatting - Sorting and Filtering Data - Conditional Formatting – Creating Formulas - Mathematical, Statistical, Financial, Lookup and Text Functions.

COURSE OUTCOMES

At the end of the course the student will be able to:

CO1: Recall the basic concepts of computer hardware, software, input/output devices and file management. (K1)

CO2: Explain the fundamental features and applications of MS Word, PowerPoint and MS Excel in an office environment. (K2)

CO3: Apply MS Word, PowerPoint and Excel commands to perform common office and business-related tasks. (K3)

CO4: Analyze business data using sorting, filtering, formulas and appropriate Excel functions. (K4)

CO5: Evaluate the suitability of different MS Office features for preparing effective business documents, presentations and spreadsheets. (K5)

CO6: Create professional business documents, presentations and spreadsheets using appropriate MS Office tools. (K6)

TEXTBOOKS

1. Peter Norton, "Introduction to Computers" Tata McGraw-Hill: New Delhi, 2008.
2. Tom Bunzel, "Easy Microsoft Office 2010", Que Publishing, First Edition, 2010.

REFERENCE BOOKS

1. Gary B. Shelly, Misty E. Vermaat, "Microsoft Office 2010: Introductory", Cengage Learning, First Edition 2012.
2. Katherine Murray, "Microsoft Office 2010 Plain & Simple", Microsoft Press, First Edition, 2010
3. Dr. Sandeep Srivastava, Er. Meera Goyal, Computer Applications In Business - SBPD Publications, UP.

WEB RESOURCES

1. <http://www.w3schools.com>
2. <http://www.tutorialspoint.com>
3. <http://www.javapoint.com>
4. <https://www.udemy.com/course/office-automation-certificate-course>

OFFICE AUTOMATION - PRACTICAL				
26UCLE12				
SEMESTER: I	EC	HOURS: 2	CREDITS: 1	TOTAL HOURS: 30

LEARNING OBJECTIVES

The following are the learning objectives of the course

LO 1: Develop basic skills in managing files and folders using the Windows file management system.

LO 2: Create, edit and format professional documents using MS Word.

LO 3: Prepare business documents using tables, Mail Merge and other document features.

LO4: Create and deliver simple presentations using MS PowerPoint with appropriate formatting, animations and transitions.

LO 5: Enter, organize and analyze basic business data using MS Excel, formulas and functions.

LAB EXERCISES

1. Creating, Renaming, Moving, Copying, Deleting, Saving and Searching Files and Folders
2. Working With a New Word Document
3. Basic Text Formatting in MS Word
4. Creating Lists (Bullets and Numbering)
5. Creating Tables in MS Word
6. Mail Merge in MS Word
7. Creating a PowerPoint Presentation
8. Adding Custom Animation Effects in PowerPoint
9. Adding a Transition Effects to slides in PowerPoint
10. Entering and Editing data in MS Excel
11. Conditional Formatting in Excel
12. Working with Formula and Functions in MS Excel

SOFT SKILLS FOR BUSINESS STARTUPS			
26UCON11			
SEMESTER: I	SEC-1	HOURS: 2	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the meaning -and types of leadership.

LO 2: To analyze different leadership styles and to compare and contrast them.

LO 3: To comprehend the importance, characteristics, and process of teamwork, including team-building skills.

LO 4: To identify effective communication skills and barriers to communication.

LO 5: To comprehend problem-solving and decision-making skills and the process of decision making.

LO 6: To learn the principles, and techniques of time management, and to identify time-wasting culprits.

Unit I: Leadership (6 Hours)

Definition-Meaning-Qualities-Types-Laissez Faire – Democratic – Transactional – Transformational – Situational- Leadership Principles from Bhagavad Gita (IKS) - Case Study – Emotional intelligence for leaders

Unit II: Team Work (6 Hours)

Definition- Meaning-Characteristics - Team Work -Team Building Skills-Team Work Process – Drawbacks and benefits-Case Study -Handling team conflicts – Virtual team management skills

Unit III: Communication (6 Hours)

Definition – Meaning- Importance-Types- Skills-Listening – Writing- Presenting—Speaking- Barriers-Case Study – Professional Email and Business writing skills.

Unit IV: Problem solving and Decision making (6 Hours)

Definition of Problem solving - Meaning- -Skills for Problem solving- Marketing- Delegation- Strategic Thinking -Decision making skills--Analytical skill-Creativity skills -Collaboration and leadership skills - Process of decision making -Case Study- Presentation on startup ideas

Unit V: Time Management (6 Hours)

Definition – Meaning – Importance-Benefits- Elements of Time Management-Time Wasting Culprits- How to use time effectively - Overcoming Time Management - Case Study – Work-life balance skills for entrepreneurs

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:**List out the different leadership qualities and compare and contrast types of leadership styles. (K1, K4)
- CO 2:**Recognise the importance of team work. (K2)
- CO 3:**Practice problem solving and decision-making skills. (K3)
- CO 4:**Appraise Communicative skills of entrepreneurs. (K5)
- CO 5:**Evaluate one's time schedule and critically examine his/her time wasters. (K4, K5)
- CO 6:**Develop measures and strategies for effective time management. (K6)

TEXT BOOK

1. Jayashree Suresh, (Reprint 2017) Entrepreneurial Development, Margham Publications. Chennai.

REFERENCE BOOKS

1. Dr. C.B. Gupta &Dr. S.S. Khanka (Reprint 2014). Entrepreneurship And Small Business Management, Sultan Chand & Sons, New Delhi.
2. Raj Shankar, (Reprint2016), Entrepreneurship Theory and Practice, Vijay Nicole and Imprints Pvt. Ltd, Chennai.

WEBSITES

1. <https://www.scribd.com/presentation/946006080/IKS-GP-1-Amul>

ACCOUNTING FOR BUSINESS			
26UCOC21			
SEMESTER: II	CORE	HOURS: 5	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

- LO 1:** Explain the accounting procedures relating to branch and departmental accounts, including dependent and independent branches and inter-departmental transfers.
- LO 2:** Examine the principles and accounting treatment of hire purchase and instalment systems, including interest calculation, default, repossession, and profit determination.
- LO 3:** Analyse partnership accounting procedures relating to admission and retirement of partners, including valuation and treatment of goodwill.
- LO 4:** Assess the accounting treatment for dissolution of partnership firms, insolvency of partners, realization of assets, and application of Garner vs Murray rule.
- LO 5:** Evaluate the role and significance of accounting standards, IFRS, and Ind AS in financial reporting and corporate accounting practices.

Unit – I - Branch and Departmental Accounts (15 Hours)

Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price

Unit – II - Hire Purchase and Instalment System (15 Hours)

Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account - Instalment System - Calculation of Profit

Unit – III - Partnership Accounts – I (15 Hours)

Partnership Accounts: –Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill –Retirement of a Partner

Unit – IV - Partnership Accounts – II (15 Hours)

Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - One or more Partners insolvent – All Partners insolvent – Application of Garner Vs Murray Theory.

Unit – V Accounting Standards for financial reporting (Theory only) (15 Hours)

Objectives and Uses of Financial Statements for Users-Role of Accounting Standards - Development of Accounting Standards in India - Role of IFRS- IFRS Adoption vs Convergence Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.

THEORY 20% & PROBLEMS 80%

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Explain the **accounting procedures for branch and departmental accounts**, including allocation of expenses and inter-departmental transfers. (K2)
- CO 2:** Prepare accounts under **hire purchase and instalment systems**, including calculation of interest, profit, and treatment of default and repossession. (K3)
- CO 3:** Apply accounting principles for **admission and retirement of partners**, including goodwill valuation and hidden goodwill. (K3)
- CO 4:** Analyze and prepare accounts for **dissolution of partnership firms**, including realization account and treatment of insolvency of partners. (K4)
- CO 5:** Evaluate the application of **Garner vs Murray rule** in settlement of insolvent partners' capital deficiency. (K5)
- CO 6:** Explain the **role, development, and application of accounting standards**, including IFRS, Ind AS, and their convergence in India. (K2)

TEXTBOOKS

1. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
2. M.C. Shukla T.S. Grewal & S.C. Gupta, Advance Accounts, S Chand Publishing, New Delhi.
3. R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.
4. S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers, New Delhi.
5. T.S. Reddy & A. Murthy, Financial Accounting, Margam Publishers, Chennai.

REFERENCE BOOKS

1. Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida.
2. Dr. Venkataraman & others (7 lecturers): Financial Accounting, VBH, Chennai.
3. Dr. Arulanandan and Raman: Advanced Accountancy, Himalaya publications, Mumbai.
4. Tulsian, Advanced Accounting, Tata MC. Graw hills, India.
5. Charumathi and Vinayagam, Financial Accounting, S. Chand and sons, New Delhi.

WEB RESOURCES

1. <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
2. <https://www.slideshare.net/ramusakha/basics-of-financial-accounting>
3. <https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>

PRINCIPLES AND PRACTICES OF MANAGEMENT			
26UCOC22			
SEMESTER: II	CORE	HOURS: 5	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand fundamental management concepts and principles.

LO 2: To examine the evolution of management thought and its relevance.

LO 3: To apply planning and decision-making tools in organizational settings.

LO 4: To design organizational structures and staffing systems effectively.

LO 5: To develop leadership, communication and motivational competencies.

LO 6: To cultivate ethical and culturally grounded managerial perspectives.

UNIT I - Introduction to Management and Managerial Thought (15 Hours)

Meaning and Definition of Management-Nature, Scope and Importance-Levels of Management –Management: Science or Art – Functions of Management - Evolution of Management Thought: F.W. Taylor, Henry Fayol – Trends and Challenges in Management - Indian Knowledge System: Administrative insights from Arthashastra - Ethical leadership and duty-based action from Bhagavad Gita-Trusteeship concept of Mahatma Gandhi and relevance to modern management.

UNIT II - Planning and Decision Making (15 Hours)

Planning: Meaning, Nature, Importance, Process and Types - Tools and Techniques of Planning - Forecasting: Meaning - Decision Making: Process and Types - Management by Objectives (MBO) - Contemporary Trends in Planning (Digital Planning Tools, Data-based Decisions, Agile Thinking).

UNIT III - Organizing and Structural Design (15 Hours)

Organizing: Meaning and Importance - Formal and Informal Organization - Organization Structure: Meaning and Types – Departmentalisation - Authority, Responsibility and Accountability - Delegation - Centralization and Decentralization-Span of Management - Modern Organizational Forms (Team-based and Matrix Structures-Introductory).

UNIT IV - Staffing and Leadership (15 Hours)

Staffing: Meaning – Process - Manpower Planning- Modern Methods of Recruitment - Selection Process -Training and Development-Performance Appraisal – Meaning and methods - Leadership: Meaning – Work from home – Managing work from home.

UNIT V - Directing, Motivation and Controlling (15 Hours)

Directing: Meaning, Nature and Importance, Motivation - Abraham Maslow's and Frederick Herzberg's theories of Motivation - Communication: Process and Barriers - Measures to Overcome Communication Barriers – Supervision – Coordination - Control: Nature and Process - Requisites of Effective Control - Management by Exception [MBE]

COURSE OUTCOMES

At the end of the course, the student will be able to:

CO 1: Explain the fundamental concepts and evolution of management thought.

CO 2: Apply planning and decision-making techniques in organizational scenarios.

CO 3: Design appropriate organizational structures and delegation systems.

CO 4: Demonstrate knowledge of staffing processes and leadership styles.

CO 5: Apply motivation, communication and control techniques effectively.

CO 6: Integrate ethical and Indian Knowledge perspectives into managerial practice.

TEXT BOOKS

1. Gupta. C.B, -Principles of Management-L.M. Prasad, S. Chand & Sons Co. Ltd, New Delhi.
2. Dinkar Pagare, Principles of Management, Sultan Chand & Sons Publications, New Delhi.
3. P.C. Tripathi & P.N. Reddy - Principles of Management, Tata McGraw, Hill, Noida.
4. L.M. Prasad - Principles and Practice of Management, S. Chand & Sons Co. Ltd, New Delhi.

REFERENCE BOOKS

1. Koontz, Harold., & Weihrich, Heinz., (Latest Edition), *Essentials of Management*, McGraw Hill Education / Sultan Chand & Sons, New Delhi.
2. Robbins, Stephen P., & Coulter, Mary., (Latest Edition), *Management*, Pearson Education, New Delhi.
3. Drucker, Peter F., (Latest Edition), *The Practice of Management*, Harper Business / McGraw Hill, New Delhi.
4. Kautilya (Chanakya), *Arthashastra* (Translated by R. Shamasastri / L. N. Rangarajan), Penguin Classics / Motilal Banarsidass, New Delhi.

WEB RESOURCES

1. www.managementstudyguide.com
2. www.mindtools.com
3. Harvard Business Review (hbr.org)
4. www.ignou.ac.in (e-content)
5. Digital Library of India (for classical Indian texts)

WEB DESIGNING USING HTML, CSS, PHP AND MYSQL - THEORY			
26UCLE21			
SEMESTER: II	EC	HOURS: 2	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To introduce students to the basics of web designing and development.

LO 2: To enable students to create simple web pages using HTML and CSS.

LO 3: To develop skills in designing user-friendly web forms.

LO 4: To understand server-side scripting using PHP.

LO 5: To provide basic knowledge of database creation and manipulation using MySQL.

LO 6: To enable students to build simple dynamic web applications with CRUD operations.

Unit I: Introduction to HTML (6 Hours)

Introduction to Web Designing and Internet basics - Structure of HTML document - HTML Tags: Headings, Paragraphs, Formatting tags - Lists (Ordered, Unordered, Definition) - Hyperlinks and Images - Tables in HTML - Forms: Input types, Labels, Buttons.

Unit II: CSS Basics (6 Hours)

Introduction to CSS - Types of CSS: Inline, Internal, External - Selectors and Properties - Styling Text, Fonts, Colors - Box Model: Margin, Padding, Border - Styling Tables and Forms - Basic Page Layout using CSS

Unit III: Introduction to PHP (6 Hours)

Introduction to PHP and Server-side scripting - Basic Syntax, Variables, Data Types – Operators - Control Structures: if, else, switch - Loops: for, while, foreach - Functions in PHP - Embedding PHP in HTML

Unit IV: PHP with Forms (6 Hours)

Handling HTML Forms using PHP - GET and POST methods - Form Validation - Working with Strings and Arrays - File Inclusion (include, require – basic usage).

Unit V: MySQL and PHP Integration (6 Hours)

Introduction to MySQL - Creating Database and Tables - Connecting PHP with MySQL - CRUD Operations: Insert, Retrieve, Update and Delete.

COURSE OUTCOMES

At the end of the course the student will be able to:

CO 1: Recall the basic concepts and features of HTML, CSS, PHP and MySQL. (K1)

CO 2: Explain the structure and components of webpages, web forms and simple web applications. (K2)

CO 3: Apply HTML and CSS concepts to design simple static webpages and forms. (K3)

CO 4: Analyze user inputs and form-processing requirements using PHP and appropriate programming constructs. (K4)

- CO 5:** Evaluate basic database operations and PHP–MySQL integration for simple web applications. (K5)
- CO 6:** Design and develop a simple dynamic web application using PHP and MySQL with basic CRUD functionality. (K6)

TEXT BOOKS

1. R. Lavanya "HTML 5 Magic Wand for Web Designing", Ane's Student Edition., 2011
2. Elizabeth Castro, Bruce Hyslop "HTML5 & CSS3", Peachpit Press, 7th Ed., 2012
3. PHP The Complete Reference - Steven Holzner, Tata McGraw Hill Edition
4. Andy Harris, "PHP5/MYSQL Programming for the absolute beginner", Thomson Course Technology, 2015

REFERENCE BOOKS

1. Alexis Goldstein, Louis Lazaris, Estelle Weyl, "HTML5 & CSS3 for the Real World", Site Point Pvt. Ltd., 2011.
2. Matthew MacDonald, "HTML5: The Missing Manual", O'Reilly, 2011.
3. K. Meena, R. Sivakumar and A.B. Karthick Anand Babu, "Web Programming Using PHP and MySQL", Himalaya Publishing House, 2012.

WEB RESOURCES

- <http://www.w3schools.com>
- <http://www.tutorialspoint.com>
- <http://www.javapoint.com>

WEB DESIGNING USING HTML, CSS, PHP AND MYSQL - PRACTICAL				
26UCLE22				
SEMESTER: II	EC	HOURS: 2	CREDITS: 1	TOTAL HOURS: 30

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: Develop simple static webpages using HTML elements and basic webpage structures.

LO 2: Apply CSS styles to improve the appearance and layout of webpages.

LO 3: Develop simple PHP programs using variables, operators, conditional statements and loops.

LO 4: Handle and validate user input through HTML forms and PHP.

LO 5: Create and manage basic MySQL databases and integrate them with PHP applications.

LO 6: Develop simple dynamic web applications using basic CRUD operations.

LAB EXERCISES

1. Create a basic HTML page with headings, paragraphs, and formatting tags.
2. Design a webpage using lists, links, and images.
3. Create a timetable using HTML tables.
4. Design a student registration form using HTML.
5. Apply CSS (inline, internal, external) to style a webpage.
6. Write a PHP program to display "Hello World"
7. Write PHP programs using conditional statements and loops.
8. Create a PHP program to handle form input (GET/POST).
9. Develop a student registration form with PHP validation.
10. Create a MySQL database and table; connect it using PHP.
11. Develop a simple CRUD application (Insert, View, Update, Delete student records).

DIGITAL MARKETING			
26UCON21			
SEMESTER: II	SEC-2	HOURS: 2	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the basic concepts of marketing, its evolution, functions, and the marketing mix.

LO 2: To explain the fundamentals of digital marketing and its significance.

LO 3: To analyse content marketing and search engine marketing (SEM/SEO) processes.

LO 4: To examine social media, email, and influencer marketing strategies.

LO 5: To understand online reputation management (ORM) concepts

UNIT I -INTRODUCTION TO MARKETING: (6 Hours)

Marketing Concepts: Marketing: Meaning and Evolution – Functions - marketing mix - 7 Ps of marketing – Types of marketing – Compare traditional and digital marketing methods

UNIT II – INTRODUCTION TO DIGITAL MARKETING: (6 Hours)

Digital marketing meaning, Definition, Fundamentals of Digital marketing - Significance, Traditional marketing vs. Digital Marketing – Create a digital marketing plan for a small plan.

UNIT III - DIGITAL MARKETING CHANNELS-I (6 Hours)

Content marketing- stages- content creation process; Search engine marketing – benefits, process & components; Search engine optimization- Advantages - Blog creation.

UNIT IV -DIGITAL MARKETING CHANNELS-II (6 Hours)

Social Media Marketing- Advantages– Social media platforms & channels- Social media marketing strategy & its process; E-mail marketing – types- Influencer marketing – benefits & types of influencers – influencer identification

UNIT V - DIGITAL REPUTATION MANAGEMENT (6 Hours)

Online Reputation Management – Concepts – Process - Features – Importance – Strategies and tools of online reputation management – preparation of a reputation improvement plan

COURSE OUTCOMES

At the end of the course the student will be able to:

CO 1: Explain key marketing concepts, functions, and differentiate between traditional and digital marketing approaches. (K2).

CO 2: Demonstrate understanding of digital marketing fundamentals and design a simple digital marketing plan (K3).

CO 3: Apply content marketing strategies and implement basic SEO/SEM techniques (K3).

CO 4: Develop and evaluate social media, email, and influencer marketing strategies for business growth (K5).

CO 5: Analyse and implement online reputation management strategies to enhance brand image. (K4).

CO 6: Create and optimize integrated digital marketing campaigns using multiple channels to achieve specific business objectives. (K6).

TEXTBOOKS

1. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson Education, 18th Edition. New York.

REFERENCE BOOKS

1. Nitin Kamat & Chinmay Nitin, Digital Marketing, Himalaya Publishing House, Mumbai.
2. Raghavendra K & Shruthi Prabhakar, Digital Marketing, Himalaya Publishing House, Mumbai.
3. Seema Gupta, Digital Marketing, McGraw-Hill Education, New Delhi.

WEB RESOURCES

1. <https://learndigital.withgoogle.com>
2. <https://developers.google.com/search>
3. <https://support.google.com/analytics>
4. <https://trends.google.com>

CORPORATE ACCOUNTING – I			
26UCOC31			
SEMESTER: III	CORE	HOURS: 5	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the process of issuing shares, allotment, forfeiture and reissue of shares.

LO 2: To know the methods and entries for the issuance and redemption of preference shares and debentures.

LO 3: To prepare of final accounts, including the form and contents of financial statements as per Schedule III of the Companies Act 2013.

LO 4: To understand and differentiate methods of valuing goodwill and shares.

LO 5: To comprehend the International Financial Reporting Standards (IFRS) and Indian Accounting Standards (Ind AS), their applicability, objectives, and significance.

LO 6: To identify specific Ind AS applicable to the elements of financial statements, and preparation of cash flow statement and consolidated financial statements.

Unit – I - Issue of Shares (15 Hours)

Issue of Shares – Premium - Discount - Forfeiture - Reissue – Pro-rata Allotment - Record accounting entries - Issue of Rights and Bonus Shares - Underwriting of Shares and Debentures – Underwriting Commission - Types of Underwriting - **Prepare underwriting accounts** and compute underwriting commission.

Unit – II - Redemption of Preference Shares & Debentures (15 Hours)

Redemption of Preference Shares–Provisions of Companies Act– Capital Redemption Reserve – Minimum Fresh Issue – Redemption at Par, Premium and Discount - Record issue and redemption of preference shares.

Debentures: Issue and Redemption – Meaning – Methods – In-One lot–in Instalment – Purchase in the Open Market includes Ex Interest and Cum Interest - Record issue and redemption of debentures.

Unit – III - Final Accounts (15 Hours)

Introduction – Final Accounts – Form and Contents of Financial Statements as Per Schedule III of Companies Act 2013 – Part I Form of Balance Sheet – Part II Form of Statement of Profit and Loss – Ascertaining Profit for Managerial Remuneration - Prepare final accounts as per Schedule III of Companies Act, 2013 - Record-keeping practices in ancient Indian kingdoms

Unit – IV- Valuation of Goodwill & Shares (15 Hours)

Valuation of Goodwill – Meaning – Need for Valuation of Goodwill – Methods of Valuing Goodwill – Average Profit – Super Profit – Annuity and Capitalization Method - **Compute** goodwill value using various methods.

Valuation of Shares – Need for Valuation of Shares – Methods of Valuation of Shares – Net Assets Method – Yield and Fair Value Methods - Compute share value using various methods.

Unit – V - Indian Accounting Standards

(15 Hours)

International Financial Reporting Standard (IFRS)–Meaning and its Applicability in India - Indian Accounting Standards – Meaning – Objectives – Significance – Procedures for Formulation of Standards – Ind AS – 1 Presentation of Financial Statement, Ind AS – 2 Valuation of Inventories, Ind AS 38 Intangible Assets, Ind AS – 103 Business Combinations - Ethical reporting rooted in Indian value systems

THEORY 20% & PROBLEMS 80%

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Recall and describe the meaning of the terms associated with shares and debentures and final accounting of the company. (K1, K2).
- CO 2:** Understand the provisions of the Companies Act regarding the issuance and redemption of preference shares and debentures (K2).
- CO 3:** Write final accounts of a company in the prescribed format (K6).
- CO 4:** Differentiate between different methods of valuing goodwill and shares (K4).
- CO 5:** Evaluate the significance and applicability of International Financial Reporting Standards and Indian Accounting Standards (K5).
- CO 6:** Apply Ind AS, in preparation and presentation of financial statements (K3).

TEXT BOOK

1. T.S. Reddy, A. Murthy – Corporate Accounting- Margham Publication, Chennai.

REFERENCE BOOKS

1. D.S.Rawat & Nozer Shroff, Students Guide to Accounting Standards, Taxmann, New Delhi
2. Prof. Mukesh bramhbutt, Devi, Corporate Accounting I, Ahilya Publication, Madhya Pradesh
3. Anil Kumar, Rajesh Kumar, Corporate accounting I, Himalaya Publishing house, Mumbai.
4. Prasanth Athma, Corporate Accounting I, Himalaya Publishing house, Mumbai.

WEB RESOURCES

1. <https://www.tickertape.in/blog/issue-of-shares/>
2. <https://www.taxmann.com/bookstore/bookshop/bookfiles/chapter12valuationofgoodwillandshares.pdf>
3. <https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting-standards.html>

LEGAL FRAMEWORK FOR BUSINESS			
26UCOC32			
SEMESTER: III	CORE	HOURS: 5	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

- LO 1:** To understand the elements of the Indian Contract Act, 1872 and the essentials of a valid contract.
- LO 2:** To comprehend the concepts of offer, acceptance, consideration, capacity, free consent, and legality of object.
- LO 3:** To analyze contracts of indemnity and guarantee and understand the rights and liabilities of surety.
- LO 4:** To understand contingent, quasi, and void contracts and their legal implications.
- LO 5:** To examine the provisions of the Sale of Goods Act, 1930, including rights and duties of buyers and sellers.
- LO 6:** To understand the formation, incorporation, and management of companies under the Companies Act, 2013.

Unit – I - Elements of Contract (15 Hours)

Introduction to Legal Systems for Business in India - Ancient Legal System for Business - Indian Contract Act 1872: Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration – Capacity to Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract- Quasi Contract

Unit – II Contract of Indemnity and Guarantee & Sale of Goods Act 1930 (15 Hours)

Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety- Sale of Goods Act 1930 - Definition of Contract of Sale - Essentials of Contract of Sale - Conditions and Warranties - Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller

Unit – III –Companies Act 2013 (15 Hours)

Companies Act 2013 – Definition of a Company, Characteristics – Lifting or Piercing the Corporate Veil – Company Distinguished from Partnership and Limited Liability Partnerships – Classification of Companies – Based on Incorporation, Liability, Number of Members, Control – Promoter – Formation of a Company –Incorporation Documents e-filing.

Unit – IV - Legal Documents (15 Hours)

Memorandum of Association – Contents – Alteration – Legal Effects – Articles of Association - Certificate of Incorporation – Prospectus – Contents - Kinds – Liabilities – Share Capital – Kinds – Issue – Alteration – Dividend – Debentures - Meeting and Resolution – Types – Requisites – Voting & Poll - Resolution – Ordinary & Special

Unit – V - Management & Administration

(15 Hours)

Management & Administration – Legal Position – Board of Directors – Appointment/ Removal– Director Identification Number – Powers & Duties of directors– Board Committees – Insider Trading- Managing Director – Secretarial Audit – Winding Up – National Company Law Tribunal (NCLT) – National Company Law Appellate Tribunal (NCLAT) – Special Courts.

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Recall the meaning and define contract, offer, acceptance, consideration, capacity, and types of contracts under the Indian Contract Act, 1872. (K1)
- CO 2:** Understand the essential elements of a valid contract, free consent, legality of object, and performance of contracts. (K2)
- CO 3:** Apply the provisions of the Sale of Goods Act, 1930 in the formation and execution of contracts of sale. (K3)
- CO 4:** Analyze the rights, duties, and liabilities in contracts of indemnity, guarantee, and sale of goods. (K4)
- CO 5:** Evaluate the legal framework governing companies, including incorporation, documents, and management under the Companies Act, 2013. (K5)
- CO 6:** Create and interpret legal documents and apply legal provisions in business situations related to contracts and company law. (K6)

TEXTBOOKS

1. N.D. Kapoor, Business Laws- Sultan Chand and Sons, New Delhi.
2. R.S.N. Pillai – Business Law, S.Chand, New Delhi.
3. M C Kuchhal & Vivek Kuchhal, Business law, S Chand Publishing, New Delhi
4. M.V. Dhandapani, Business Laws, Sultan Chand and Sons, New Delhi.
5. Shusma Aurora, Business Law, Taxmann, New Delhi.

REFERENCE BOOKS

1. Preethi Agarwal, Business Law, CA foundation study material, Chennai.
2. Business Law by Saravanavel, Sumathi, Anu, Himalaya Publications, Mumbai.
3. Gaffoor & Thothadri, Company Law, Vijay Nichole Imprints Limited, Chennai
4. M.R. Sreenivasan, Business Laws, Margham Publications, Chennai
5. Kavya And Vidhyasagar, Business Law, Nithya Publication, Bhopal
6. S.D. Geet, Business Law Nirali Prakashan Publication, Pune
7. Preethi Agarwal, Business Law, CA foundation study material

WEB RESOURCES

1. www.cramerz.comwww.digitalbusinesslawgroup.com
2. <http://swcu.libguides.com/buslaw>
3. <http://libguides.slu.edu/businesslaw>
4. <https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-2013.html>
5. <https://vakilsearch.com/blog/explain-procedure-formation-company/>
6. <https://www.investopedia.com/terms/w/windingup.asp>

INTRODUCTION TO ARTIFICIAL INTELLIGENCE - THEORY			
26UCLE31			
SEMESTER: III	EC	HOURS: 2	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the fundamentals of Artificial Intelligence

LO 2: To introduce students to Generative AI tools

LO 3: To develop effective prompt writing skills for business applications.

LO 4: To apply AI tools in communication, reporting, and marketing tasks.

LO 5: To understand ethical and responsible use of AI.

LO 6: To enable hands-on experience with AI tools for real-world commerce scenarios.

Unit I: Introduction to Artificial Intelligence (6 Hours)

Meaning of Artificial Intelligence - Types of AI - Basics of Machine Learning - Generative AI - AI in Commerce - Benefits of AI – Challenges.

Unit II: Generative AI Tools for Business (6 Hours)

Introduction to AI Tools - Popular AI Tools - Business Applications - AI in Communication - AI in Data Handling - Advantages of AI Tools -

Unit III: Prompt Engineering (6 Hours)

Meaning of Prompt Engineering - Structure of Good Prompt - Types of Prompts - Role-based Prompting - Chain Prompting - Common Errors -

Unit IV: AI Applications in Commerce (6 Hours)

AI in Accounting - AI in Marketing - AI in Finance - AI in HR - AI in E-Commerce - AI in Entrepreneurship -

Unit V: Ethical and Social Aspects of AI (6 Hours)

Responsible Use of AI - Data Privacy - AI Bias - Copyright Issues - Academic Integrity - Limitations of AI - Future of AI in Business

COURSE OUTCOMES

At the end of the course the student will be able to:

CO 1: Recall the basic concepts, types and applications of Artificial Intelligence and Generative AI. (K1)

CO 2: Explain the role and applications of AI in accounting, marketing, finance, HR, e-commerce and entrepreneurship. (K2)

CO 3: Apply Generative AI tools to perform basic business communication, reporting and content-generation tasks. (K3)

CO 4: Analyze and construct effective prompts for different business and commerce-related requirements. (K4)

CO 5: Evaluate AI-generated outputs with respect to accuracy, relevance, usefulness, bias and limitations. (K5).

CO 6: Create AI-assisted solutions for simple business problems while following responsible and ethical AI practices. (K6)

TEXT BOOKS

1. Goswami, S. (2024). AI for Everyone: A Beginner's Handbook for Artificial Intelligence. Pearson India.
2. Russell, S. & Norvig, P. (2010). Artificial Intelligence: A Modern Approach, (3rd Ed.). Pearson.

REFERENCE BOOKS

1. Max Tegmark, M. (2017). Life 3.0: Being Human in the Age of Artificial Intelligence. Penguin Books.
2. Bostrom, N. (2014). Superintelligence: Paths, Dangers, Strategies. Oxford University Press.

WEB SOURCES

1. <https://www.geeksforgeeks.org/ai/>
2. <https://deepai.org/>

INTRODUCTION TO ARTIFICIAL INTELLIGENCE - PRACTICAL				
26UCE32				
SEMESTER: III	EC	HOURS: 2	CREDITS: 1	TOTAL HOURS: 30

LEARNING OBJECTIVES

The following are the learning objectives of the course:

- LO 1:** Gain practical familiarity with Generative AI tools and their basic capabilities.
- LO 2:** Develop effective prompts for common academic and business-related tasks.
- LO 3:** Apply AI tools to create business communication, reports and marketing content.
- LO 4:** Use AI tools to summarize, organize and interpret information for simple business tasks.
- LO 5:** Evaluate AI-generated content for relevance, accuracy and usefulness.
- LO 6:** Apply AI tools responsibly while considering privacy, accuracy, bias and academic integrity.

LAB EXERCISES

1. Create a business introduction using AI.
2. Generate a professional resume using AI tools.
3. Write a formal business letter using prompts.
4. Create a product advertisement using AI.
5. Generate a short business report using AI.
6. Summarize a long article using AI.
7. Create a presentation outline using AI.
8. Generate social media marketing content.
9. Use AI for email drafting and replies.
10. Create a simple financial summary using AI.

SKILLS FOR CUSTOMER SERVICE			
26UCOS31			
SEMESTER: III	SEC-5	HOURS: 2	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the basic concepts of customer service and its importance

LO 2: To explore the qualities, roles and responsibilities of customer service representatives

LO 3: To gain knowledge about types of customers and the bases for customer analysis.

LO 4: To understand the importance of after sales follow-up and services.

LO 5: To gain knowledge about evaluation of the customer complaints and reviews and handling customer complaints

LO 6: To understand the common types of customer's complaints.

Unit I: Introduction to Customer Service (6 Hours)

Meaning of Customer – Internal & External Customers – Meaning and Importance of Customer Service – Services at the Time of sales – Principles of Good Customer Service – Customer Dharma Service (IKS) - Measuring Customer Service. -Customer service strategy

Unit II: Customer Service Representatives (6 Hours)

Meaning – Roles and Responsibilities – Qualities of a Good Customer Service Representatives – Customer Support Team – Customer Support Representative Vs Customer Success Representative – Skills for Customer Service Representatives – Telephone etiquette basics – Professional communication skills (emails, calls) Body language and voice modulation.

Unit III: Customer Analysis and Customer Support (6 Hours)

Meaning – Importance – Bases of Customer Analysis – Types of Customers – Customer Needs and Expectations – KYC Analysis – Components– Customer Support – Customer Support Vs Customer Service – Introduction to digital platforms

Unit IV: After Sales Follow-up and Services (6 Hours)

Meaning of After Sales Follow-up – Importance – steps – After Sales Services – Kinds – Importance – Ticketing tools to track after sales cases

Unit V: Handling Customers' Complaints and Reviews (6 Hours)

Meaning of Customers' Complaints – Common Customers' Complaint - Types of Complaining Customers – Complaint Handling Procedure – Complaint Handling Skills – Online Customer Review – Benefits - Analyzing online reviews

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Define customer, customer service, customer service representatives, customer analysis and after sale services. (K1)
- CO 2:** Describe the process of customer analysis, after sales customer services and handling customer's complaints (K2)
- CO 3:** Classify the customers, and differentiate them from one another. (K2, K3)
- CO 4:** Critically analyse customer's needs and expectations and their complaints. (K4)
- CO 5:** Identify and appraise his/her skills for analyzing customers, rendering customer service and handling customers (K2, K5)
- CO 6:** Develop strategies for handling the complaints of the customers and to offer better customer service (K6)

TEXT BOOK

1. David E.Deviney, "Outstanding Customer Service: The key to Customer Loyalty", Coastal Training Technologies Corp, USA 1998

REFERENCE BOOKS

1. Karen Leland and Keith Bailey, "Customer service for Dummies", John Wiley and Sons, 2006
2. Ranee Evenson, "Customer Service Training", Haper Collins Publishers, Third Edition.

WEB SOURCES

1. <https://shorturl.at/T47M9>
2. <https://shorturl.at/SxIMh>
3. <https://www.vedantu.com/commerce/telephone-etiquette>

CORPORATE ACCOUNTING – II			
26UCOC41			
SEMESTER: IV	CORE	HOURS: 5	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

- LO 1:** To understand the meaning and accounting treatment for amalgamation and internal and external reconstruction.
- LO 2:** To comprehend the form of banking company accounts and prepare them as per bank law.
- LO 3:** To comprehend the form of insurance company accounts and prepare them accordingly.
- LO 4:** To understand the process of preparation of consolidated financial statements.
- LO 5:** To comprehend the different methods of winding up of companies.
- LO 6:** To understand the steps in preparation of various statements in case of winding up of companies.

Unit – I - Amalgamation of Companies (15 Hours)

Amalgamation – Meaning – Compute Purchase Consideration - Lump sum Method, Net Assets Method, Net Payment Method, Intrinsic Value Method - Types of Methods of Accounting for Amalgamation - Prepare journal entries and ledger accounts relating to amalgamation - The Pooling of Interest Method - The Purchase Method (Excluding Inter-Company Holdings).

Unit – II - Internal & External Reconstruction (15 Hours)

Internal Reconstruction – Conversion of Stock – Increase and Decrease of Capital – Reserve Liability - Accounting Treatment of External Reconstruction

Unit - III Accounting of Banking Companies (15 Hours)

Final Statements of Banking Companies (As Per New Provisions) - Non-Performing Assets - Rebate on Bills Discounted- Prepare Profit and Loss a/c - Balance Sheet as Per Banking Regulation Act 1949 - Indigenous credit institutions

Unit – IV - Insurance Company Accounts (15 Hours)

Meaning of Insurance – Principles – Types – Preparation of Final Accounts of Insurance Companies – Accounts of Life Insurance Business – Accounts of General Insurance Companies -New Format - Risk-sharing concepts in ancient Indian communities

Unit – V - Consolidated Financial Statements (15 Hours)

Introduction-Holding & Subsidiary Company-Legal Requirements relating to Preparation of Accounts -Preparation of Consolidated Balance Sheet (Excluding Inter-Company Holdings).

THEORY 20% & PROBLEMS 80%

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO1:** Recall the concepts of amalgamation, reconstruction and winding up of companies (K1)
- CO2:** Understand the process of internal and external reconstruction in corporate entities (K2)
- CO3:** Apply the provisions of Banking Regulations Act in preparation of final statements for banking companies. (K3)
- CO4:** Analyze the complexities involved in preparing final accounts for insurance companies and identify appropriate accounting principles. (K4)
- CO5:** Evaluate the effectiveness of consolidated financial statements in providing a comprehensive view of group financial performance. (K5)
- CO6:** Create and propose strategies for managing the liquidation process of companies, considering various stakeholders' interests. (K6)

TEXT BOOKS

1. T.S. Reddy and A. Murthy, Corporate Accounting II, Margham Publishers, Chennai

REFERENCE BOOKS

1. S.P. Jain and K.L. Narang. Advanced Accountancy, Kalyani Publishers, New Delhi.
2. Dr. K.S. Raman and Dr. M.A. Arulanandam, Advanced Accountancy, Vol. II, Himalaya Publishing House, Mumbai.
3. R.L. Gupta and M. Radhaswamy, Advanced Accounts, Sultan Chand, New Delhi.
4. M.C. Shukla and T.S. Grewal, Advanced Accounts Vol. II, S Chand & Sons, New Delhi.

WEB RESOURCES

1. <https://www.accountingnotes.net/amalgamation/amalgamation-absorption-and-reconstruction-accounting/126>
2. <https://www.slideshare.net/debchat123/accounts-of-banking-companies>
3. <https://www.accountingnotes.net/liquidation/liquidation-of-companies-accounting/12862>

HUMAN RESOURCE MANAGEMENT			
26UCOC42			
SEMESTER: IV	CORE	HOURS: 4	CREDITS: 4

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To familiarize the students with the theoretical concepts of HRM

LO 2: To make the students understand the importance of optimum utilization of available human resources in the organization

LO 3: To highlight the ways and means for recruitment and induction process

LO 4: To give clear insight regarding training and development programme

LO 5: To know the different methods of compensation and performance appraisal

LO 6: To impart knowledge about employee motivation and workforce empowerment

UNIT – I Introduction to Human Resource Management (12 Hours)

Definition and concept, objectives, functions, scope and development of Human Resource Management, importance of Human Resource Management, Human Resource practices. Human Resource Planning: Concept of Human Resource Planning (HRP), process of HRP. Job Analysis and Design: Job analysis, job description, writing a job description, job specification, job design.

UNIT – II Recruitment, Selection and Induction (12 Hours)

Recruitment: Introduction, concept of recruitment, factors affecting recruitment, types of recruitment. Selection: Introduction, concept of selection, process of selection, selection tests, barriers in selection. Induction: Introduction, meaning and definition of induction, need for induction, problems faced during induction, induction programme planning.

UNIT – III Training and Development (12 Hours)

Training and Development: Employee training – concept and significance of training, training needs, training methods, types of training. Management development: Concepts and significance, types of management development programmes – case studies.

UNIT – IV Compensation Administration and Performance Appraisal (12 Hours)

Compensation Administration: Introduction, nature and significance, methods of compensation determination. Incentives: Introduction, concept of incentives, types of incentive schemes. Performance Appraisal: Introduction, concept of performance appraisal, purpose, process, methods, major issues in performance appraisal.

UNIT – V Employee Relations and Empowerment (12 Hours)

Employee Relations: Introduction, concept of employee relations, managing discipline, managing grievance, employee counselling. Employee Empowerment: Introduction, concept of employee empowerment, process of empowerment, empowerment in Indian scenario, empowerment in global scenario. International HRM: Introduction, comparison of domestic and international HRM, challenges in international HRM, recent trends in HRM – case studies.

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Recall the meaning and definition of HRM, HRP, job analysis and job description, recruitment and selection, compensation and performance appraisal (K1)
- CO 2:** Understand the types of selection and process of selection (K2)
- CO 3:** Apply the acquired training knowledge into performance and compensation administration (K3)
- CO 4:** Analyse the various methods of training and development (K4)
- CO 5:** Evaluate employee performance through different methods of performance appraisal (K5)
- CO 6:** Create a dynamic environment for ease and empowerment for employee and employer (K6)

TEXT BOOK

- Pravin Durai, Human Resource Management, Pearson Education, New Delhi, 2020

REFERENCE BOOKS

1. Mamoria C.B. & Gankar S.V, *Human Resource Management*, Himalaya Publishing House, New Delhi, 2016
2. Monappa A and Saiyadain M, *Personnel Management*, McGraw Hill Education, New Delhi, 2017
3. DeCenzo D.A. & Robbins S.P, *Fundamentals of Human Resource Management*, John Wiley and Sons, New Delhi, 2017

WEB RESOURCES

- https://onlinecourses.swayam2.ac.in/cec21_mg06/preview
- https://onlinecourses.nptel.ac.in/noc20_hs48/preview
- https://onlinecourses.nptel.ac.in/noc25_mg05/preview
- <https://www.careers360.com/courses-certifications/swayam-human-resource-management-courses-brp-org>
- https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/240

R – PROGRAMMING - THEORY			
26UCLE41			
SEMESTER: IV	EC	HOURS: 2	CREDITS: 2

LEARNING OBJECTIVES

At the end of the course the students will be able to

LO 1: Understand the basics of R programming and its environment.

LO 2: Identify and use different data structures like vectors, matrices, and lists.

LO 3: Apply control structures (if, for, while) in simple programs.

LO 4: Work with datasets including importing, exporting, and managing data.

LO 5: Perform basic data manipulation and analysis.

LO 6: Create simple charts and apply built-in functions for data analysis.

Unit I: Introduction to R Programming and Data Structures (6 Hours)

Introduction to R: What is R - Why R – R Environment - Data Structure - Variables – Scalars – Vectors.

Unit II: Matrices, Lists and Control Structures in R (6 Hours)

Matrices – List. Loops: While - For - If structure - Arithmetic operations.

Unit III: Data Frames and Data Importing Techniques (6 Hours)

Data frames - Attach - Detach - Importing data - Tabular Data - CSV - data from excel - Accessing database – Loading – Writing to files.

Unit IV: Data Manipulation and Data Management in R (6 Hours)

Manipulating Data: Selecting rows/observations - Selecting columns/fields - Merging data - Relabelling the column names - Converting variable types - Data sorting - Data aggregation.

Unit V: Functions and Data Visualization in R (6 Hours)

Using functions in R: Mathematical Functions - String Functions - local and global variable - Box plot - Line chart - Pie graph.

COURSE OUTCOMES

At the end of the course the students will be able to

CO 1: Recall the basic concepts of R programming, variables, data types and data structures. (K1)

CO 2: Explain the use of vectors, matrices, lists, data frames and control structures in R. (K2)

CO 3: Apply R programming constructs to perform arithmetic operations and basic data processing tasks. (K3)

CO 4: Analyze datasets using selection, sorting, merging, relabelling and aggregation techniques in R. (K4)

CO 5: Evaluate suitable data handling and visualization techniques for representing basic business and academic datasets. (K5)

CO 6: Develop simple R programs to manipulate datasets and generate appropriate graphical representations. (K6)

TEXT BOOKS

1. Roger D Peng, R programming for Data science, Lulu.com, 2012.

REFERENCE BOOKS

1. Michael J. Crawley, The R Book, 2nd Edition, 2012.
2. Dr. G. Sudhamathy, Dr. C. Jothi Venkateswaran, R Programming – An Approach to Data Analysis, MJP Publishers, 2018

R – PROGRAMMING - PRACTICAL				
26UCLE42				
SEMESTER: IV	EC	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30

LEARNING OBJECTIVES

The following are the learning objectives of the course:

- LO 1:** Develop basic R programs using variables, scalars and vectors.
- LO 2:** Apply matrices, lists and control structures to solve simple problems.
- LO 3:** Create and work with data frames for organizing basic datasets.
- LO 4:** Perform simple data selection, mathematical operations and data manipulation.
- LO 5:** Create basic graphical representations of data using R.

LAB EXERCISES

1. Create a vector of sales values for 5 days and find total and average.
2. Perform basic operations on scalars (addition, subtraction, multiplication, division).
3. Create a matrix of monthly expenses and display row/column totals.
4. Create a list containing student details (name, marks, department).
5. Write a simple if condition to check pass/fail (marks $\geq$ 50).
6. Use a for loop to print numbers from 1 to 10.
7. Use a while loop to calculate sum of numbers from 1 to n.
8. Create a data frame of students (name, marks, department) and display it.
9. Select specific rows and columns from a dataset.
10. Use basic mathematical functions (sum, mean, max, min).
11. Create a box plot for student marks.
12. Draw a line chart for monthly sales.
13. Create a pie chart for product category sales.

E-COMMERCE			
26UCOE42			
SEMESTER: IV	EC	HOURS: 3	CREDITS: 3

LEARNING OBJECTIVES

The following are the learning objectives of the course:

- LO 1:** Understand the definition, scope, main activities, and infrastructure of E-Commerce, including modern digital payment systems such as UPI, payment gateways, mobile wallets, and crypto-payments.
- LO 2:** Identify and differentiate between various E-Commerce business models including B2C, B2B, D2C, drop shipping, hyper-local delivery, and e-tailing, with reference to successful Indian case studies.
- LO 3:** Apply knowledge of internet marketing technologies, digital marketing channels (SEO, SMM, Email Marketing), content marketing, and monetization models such as affiliate and influencer marketing.
- LO 4:** Examine the role of Artificial Intelligence in transforming E-Commerce operations, including AI-driven customer management, chatbots, personalization engines, automated inventory, fraud detection, and generative AI applications.
- LO 5:** Comprehend the legal framework governing E-Commerce in India, including the DPDPA Act, IPR, GST implications, defamation, and cyber security regulations.
- LO 6:** Evaluate ethical issues, cyber threats, and security challenges in E-Commerce environments and apply cyber security hygiene practices such as 2FA, SSL, and phishing awareness.

Unit – I - Introduction to E-Commerce (9 Hours)

Definition - Main Activities of E-Commerce - Benefits & Goals - Main Components of E-Commerce - Functions & Process of E-Commerce - Infrastructure for E-Commerce - Digital Payment Systems - Unified Payments Interface (UPI) - Payment Gateways (Razorpay / Stripe overview) - Mobile Wallets - Crypto-payments.

Unit – II - E-Commerce Business Models & Consumer Oriented E Commerce (9 Hours)

E-commerce Business Models - Major B2C - B2B Models - Emerging Business Models - Direct-to-Consumer (D2C) – Drop shipping - Hyper-local Delivery Models - E-tailing: Traditional - E-retailing – Benefits – Models - Features of E-retailing - Case Studies: Analysing successful Indian E-tailers

Unit – III - E-Commerce Marketing Concepts (9 Hours)

The Internet Audience and Consumer Behaviour - Digital Marketing Channels: Search Engine Optimization (SEO) Basics, Social Media Marketing (SMM), and Email Marketing. Internet Marketing Technologies. Content Marketing Strategy. E-services: Categories - Web-Enabled Services - Monetization Models: Affiliate Marketing - Influencer Marketing - Information-Selling on the Web.

Unit – IV - Artificial Intelligence and its Impact on E-Commerce (9 Hours)

Introduction to AI in E-Commerce - AI in Customer Management - Chatbots and Virtual

Assistants - AI in Marketing: Personalization Engines and Recommendation Systems - AI in Operations: Automated Inventory Management and Supply Chain - AI in Security: Fraud Detection - Practical Application: Using Generative AI for writing Product Descriptions and Customer Support Scripts

Unit – V – Legal Framework of E-Commerce (9 Hours)

Ethical, Legal and Societal Issues - Rights and Obligations - Copyrights & Intellectual Property Rights (IPR) in Digital Content - Defamation - Privacy Laws: Overview of DPDP Act - Taxation in E-Commerce (GST implications). Threats: Virus - Cyber Crime - Data Theft - Cyber Security Hygiene: Two-Factor Authentication (2FA) - SSL Certificates - Phishing.

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Recall and describe the definition, main activities, benefits, components, and digital payment infrastructure of E-Commerce including UPI, payment gateways, mobile wallets, and crypto-payments.
- CO 2:** Understand and differentiate between various E-Commerce business models including B2C, B2B, D2C, drop shipping, hyper-local delivery, and e-tailing, with insights from Indian e-tailer case studies.
- CO 3:** Apply knowledge of digital marketing channels (SEO, SMM, Email Marketing), internet marketing technologies, content marketing strategies, and monetization models to analyse consumer behaviour and develop marketing plans.
- CO 4:** Analyse the impact of Artificial Intelligence on E-Commerce across customer management, marketing personalization, supply chain automation, fraud detection, and generative AI applications for product descriptions and support.
- CO 5:** Evaluate the legal and ethical framework governing E-Commerce in India, including IPR, the Digital Personal Data Protection (DPDP) Act, defamation laws, GST implications, and propose measures to address privacy and ethical dilemmas.
- CO 6:** Create comprehensive cyber security strategies for E-Commerce platforms by applying cyber security hygiene practices such as Two-Factor Authentication (2FA), SSL certificates, and phishing mitigation to address cyber threats and data theft.

TEXT BOOKS

1. Laudon, K. C., & Traver, C. G. (2022). *E-commerce: Business, technology, society* (14th ed.). Pearson Education.
2. Joseph, P. T. (2017). *E-commerce: An Indian perspective* (5th ed.). PHI Learning Pvt. Ltd.
3. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
4. Russell, S., & Norvig, P. (2021). *Artificial intelligence for business* (Latest ed.). Pearson / MIT Press.

REFERENCE BOOKS

1. Agarwala, K.N. and D. Agarwala, Business on the Net: What's and How's of E-Commerce, McMillan Publisher India Pvt. Ltd., Chennai
2. Ravi Kalkota, Frontiers of E-Commerce, TM, Pearson Education Limited, New Delhi

3. Elias M Awad, Electronic Commerce: From Vision to Fulfillment. PHI Learning Pvt. Ltd., New Delhi
4. Mathew Reynolds, Beginning E-Commerce with Visual Basic, ASP, SQL Server 7.0 & MTS, Wrox Publishers, Mumbai

WEB RESOURCES

1. <https://www.investopedia.com/terms/e/ecommerce.asp>
2. <https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/>
3. <https://techbullion.com/the-importance-of-ethics-in-ecommerce>
4. <https://openai.com/blog/chatgpt-for-business>
5. <https://meity.gov.in/dpd pact>

COST ACCOUNTING			
26UCOC51			
SEMESTER: V	CORE	HOURS: 6	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To comprehend the meaning and scope of cost accounting

LO 2: To develop the skill of the preparation of cost sheet and tender.

LO 3: To understand the levels of material control and the methods of valuing material issue.

LO 4: To acquaint with the knowledge of preparing process accounts and the adjustments of losses and gains.

LO 5: To reconcile the cost accounts and financial accounts.

LO 6: To calculate operating cost and prepare contract accounts.

Unit I: Introduction of Cost Accounting (18 Hours)

Cost Accounting - Definition - Meaning and Scope – Meaning and Limitations of Financial Accounting – Objectives of Cost Accounting – Functions – Financial Accounting vs Cost Accounting – Essentials of Good Costing System – Cost Unit – Cost Centre – Profit Centre – Cost Control vs Cost Reduction – Types and Methods of Cost – Preparation of Cost Sheet – Quotations and Tenders

Unit II: Material Control (18 Hours)

Material Control: Levels of material Control–Need for Material Control –Economic Order Quantity – ABC analysis – Perpetual inventory – Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Bin Card - Requisition for stores – Stores Control – Methods of valuing material issue (FIFO – LIFO – Base Stock – Simple Average – Weighted Average Methods)

Unit III: Labour (18 Hours)

Labour: Time and Motion Study – Advantages – Job Evaluation – Advantages – Merit Rating – Advantages - System of Wage Payment – Idle time – Control over idle time – Labour turn over – Methods of Remuneration – Labour Hour Rate - Overhead – Classification of overhead – Allocation and Absorption of overhead

Unit IV: Process Costing (18 Hours)

Process Costing – Features of Process Costing – Process Costing vs Job Costing – Advantages - Process Losses, Wastage, Scrap, Normal Loss, Abnormal Loss, Abnormal Gain (Excluding Inter Process Profits and Equivalent Production)

Unit V: Methods of Costing (18 Hours)

Operating Costing – Meaning - Characteristics – Transport Costing – Power House Costing – Cinema House Costing – Hospital and Canteen Costing - Contract Costing – Job Costing – Batch Costing – Cost Audit

THEORY 30% PROBLEMS 70%

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Memorise the meaning of cost accounting, elements of cost and different methods of costing. (K1)
- CO 2:** Describe the various techniques of material control and different methods of costing (K2)
- CO 3:** Illustrate preparation of cost sheet and preparation of cost accounts for process; operations and contracts (K3)
- CO 4:** Contrast allocation and absorption of overhead, normal loss and abnormal loss and cost account and financial account (K4)
- CO 5:** Evaluate the cost of the element's material, labour, overhead and normal loss and abnormal loss in process (K5)
- CO 6:** Create a statement of reconciliation of cost and financial accounts (K6)

TEXTBOOKS

1. R.S.N. Pillai and V. Bhagavathi, Cost Accounting, S. Chand & Company Ltd., New Delhi. Edn.2014.

REFERENCE BOOKS

1. Jain S.P and Narang K.L, (2015), Cost Accounting, Kalyani Publishers, Mumbai
2. Murthy A and Gurusamy S, (2017), Cost Accounting, Vijay Nicole Imprints, Chennai
3. Reddy, T.S. & Dr. Hariprasad Reddy, Y, Cost Accounting, Margham Publications, Chennai.

INCOME TAX			
26UCOC52			
SEMESTER: V	CORE	HOURS: 6	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO1: To comprehend the basic provisions, terms and concepts of Income Tax.

LO2: To compute salary income with eligible deductions.

LO3: To calculate the taxable income from house property with deductions.

LO4: To identify capital gains and to recognize income from other sources.

LO5: To understand the provisions regarding taxation of capital gains and income from other sources.

LO6: To gain knowledge on deductions from profits and gains of Business or Profession

Unit I - Residential Status (18 Hours)

Definition- Agricultural Income- Previous year- Assessment year- Assessee- Person- Principal Officer-Resident- Ordinary Resident- Non-Resident- Tax Liability- Deemed Income- Capital and Revenue- Income Exempt from Tax - Prepare a slab rates chart for different Individual assesses - List out exempted incomes - Ancient Indian Taxation Concepts (Kautilya's Arthashastra – concept of fair taxation)

Unit II - Income from Salary (18 Hours)

Definition- Features of Salary- Different forms of salary- Different types of allowances- Perquisites- Types of Perquisites- Prepare the chart of perquisites received by an employee in an organization- Valuation of rent-free accommodation- Car facilities Obligation of Employee met by Employer- Retirement Benefits- Gratuity- Pension- Provident Fund- Profits in Lieu of Salary - Prepare salary slips and Form 16 basics

Unit III – Income from House Property (18 Hours)

Gross annual value- Net Annual Value- Exemptions and Deductions - Interest on Capital- Taxable Income from House Property - Assess tax impact of housing loans - Prepare house property income statements - ancient land revenue systems

Unit IV – Profits and Gains of Business or Profession (18 Hours)

Meaning of Business and Profession - Allowable Business expenses – Inadmissible expenses on profit- Computation of taxable income from Business – Professional income- Professional expenses – Computation of taxable income from Profession. Profits and gains from business or profession (excluding depreciation) - Ethical trade principles from *Arthashastra*

Unit V – Capital Gains and Income from Others Sources (18 Hours)

Meaning of Capital Assets- Exempted assets- Kinds of capital assets- Transfer of capital assets- Cost of acquisition- Cost of improvement- Indexed cost of acquisition- Indexed cost of improvement- Computation of taxable capital gain. Income chargeable under the head income from other sources- Dividends- Interest on securities- Kinds of securities- Rules for Grossing-

up interest- Rates of tax deducted at source- Casual incomes- Deductions to be made from Income from other sources- Computation of taxable income from other source - Inheritance and asset transfer in traditional Indian families

COURSE OUTCOMES

At the end of the course the student will be able to:

CO1: State the basic concepts, definitions and provisions of Income Tax Act. (K1)

CO2: Explain the rules and provisions of income tax, Income from Salaries, Income from House Property, Profit and Gains of Business or Profession, Capital Gains and Income from other sources (K2)

CO3: Interpret the residential status of an Assesses and the incidence of tax (K3)

CO4: Differentiate between resident and non- resident, capital and revenue income and set off and carry forward of loss. (K4)

CO5: Appraise the taxable income under different heads. (K5)

CO6: Write an income tax statement for an individual. (K6)

TEXT BOOK

1. Dr. H.C. Mehrotra & Dr. S.P. Goyal, Income Tax, Sahitya Bhawan Publications, Agra

REFERENCE BOOKS

1. S. Srinivasan, Income Tax Theory, Law and Practice, Vijay Nicole Imprints Private Ltd., Chennai.
2. T.S. Reddy & Hari Prasad Reddy, Income Tax Theory, Law and Practice, Margham publications, Chennai.
3. V.P. Gaur, D.B Narang, Puja Gaur, Rajeev Puri Income Tax Law and Practice, Kalyani Publishers, Ludhiana.

WEB RESOURCES

- <https://cleartax.in/s/residential-status/>
- <https://www.legalraasta.com/itr/income-from-salary/>
- <https://taxguru.in/income-tax/income-house-properties.html>

CONTEMPORARY BANKING			
26UCOC53			
SEMESTER: V	CORE	HOURS: 6	CREDITS: 5

LEARNING OBJECTIVES

The following are the learning objectives of the course:

- LO 1:** Explain the concepts, evolution, structure, and functions of the Indian banking system, including ancient Indian banking practices and major financial institutions.
- LO 2:** Examine the functions of central and commercial banks, banking operations, monetary policy, customer relationships, and grievance redressal mechanisms.
- LO 3:** Analyse the legal aspects of banking operations relating to negotiable instruments, cheque transactions, endorsements, and the roles of bankers.
- LO 4:** Assess the concepts, objectives, functions, and regulatory framework of payment banks and small finance banks in India.
- LO 5:** Evaluate recent developments in banking technology, digital banking services, electronic payment systems, and cybersecurity measures in modern banking practices.

Unit – I: Introduction to Banking (18 Hours)

Banking- Meaning – Definition- Banking in Ancient India – Banking Instruments & Institutions – Financial Practices-(IKS) – Indian Banking System – Evolution – RBI Act 1934 - Nationalization of Banks -Provisions of Banking Regulation Act 1949- Financial Inclusion - Different Types of Banks in India - Co-Operative Banking System – RRB- National Bank for Agriculture and Rural Development (NABARD) – Small Industries Development Bank of India (SIDBI) - National Housing Bank (NHB) - Export Import Bank of India (EXIM Bank) – International Banking – World Bank – IMF.

Unit – II: Central Bank and Commercial Bank (18 Hours)

Central Banking: Definition – Need – Principles – Central Banking Vs Commercial Banking – Functions of Central Bank – Credit Creation- RBI Monetary Policy (Inflation Targeting)

Commercial Banking: Definition – Functions – Role of Banks in Economic Development - - Types of Accounts CASA – Types of Deposits — Banker Customer Relationship – Special Types of Customers - 'Know Your Customer' (KYC) Guidelines of the RBI, - Loans & Advances – Types of Loans - Customer grievances and redressal – Online Grievance Redressal System (CMS Portal) - Banking Ombudsman

Unit – III: Legal aspects of Banking Operations (18 Hours)

Negotiable Instruments: Cheque - Essentials of Cheque – Types of Cheque - Crossing of Cheque; Payment of Cheque, Collection of Cheque, Dishonor of Cheque - Endorsement and its classifications – Legal provisions regarding endorsements, Roles and Responsibilities of Paying Banker and Collecting Banker

Unit – IV: Payment Banks and Small Finance Banks (18 Hours)

Introduction to differentiated banking in India; recommendations of the Nachiket Mor Committee- Payment Banks — concept- need-RBI guidelines-objectives-permitted activities (acceptance of deposits up to ₹2 lakh, remittances, debit cards, internet banking)- prohibited activities (lending and credit cards)- capital requirements- challenges and case studies- Small Finance Banks — concept- RBI guidelines- objectives- promoters- functions (deposits,

lending, forex, insurance)- capital requirements-priority sector norms- CRR/SLR, FDI and governance

Unit – V: Recent Developments in Banking

(18 Hours)

Introduction - Online Account Opening (Paperless Banking) -- New technology in Banking – Internet banking Vs Traditional banking- E-banking services – Debit and Credit cards – Internet Banking-Electronic Fund Transfer- MICR – RTGS - NEFT –ECS- Digital Wallet- Crypto currency– Mobile banking- E payments - E-money- Door Step banking – Safety and Security in Digital Banking- Cyber Security & Data Protection Act.

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Explain the fundamentals of banking, evolution of the Indian banking system, major banking institutions, and the role of financial inclusion in India. (K2)
- CO 2:** Apply the principles and functions of Reserve Bank of India and commercial banks in practical banking scenarios, including credit creation and monetary policy implementation. (k3)
- CO 3:** Describe various types of bank accounts, deposits, loans, banker-customer relationships, KYC norms, and grievance redressal mechanisms in banking operations. (k3)
- CO 4:** Analyze the legal aspects of banking operations with reference to negotiable instruments, cheque transactions, endorsements, and the roles of paying and collecting bankers (k4).
- CO 5:** Examine the structure and functioning of differentiated banking, including payment banks and small finance banks, their regulatory framework, and their role in financial inclusion (k4).
- CO 6:** Evaluate recent developments in banking such as digital banking, e-payment systems, cybersecurity, and emerging financial technologies in the modern banking environment (k5).

TEXTBOOKS

1. Gurusamy S, Banking Theory: Law and Practice, Vijay Nicole Publication, Chennai
2. Muraleedharan, Modern Banking: Theory and Practice, Prentice Hall India Learning Private Ltd, New Delhi
3. Gupta P.K. Gordon E. Banking and Insurance, Himalaya publication, Kolkata
4. Gajendra, A Text on Banking Theory Law & Practice, Vrinda Publication, Delhi
5. K P Kandasami, S Natarajan & Parameswaran, Banking Law and Practice, S Chand publication, New Delhi

REFERENCE BOOKS

1. B. Santhanam, Banking & Financial System, Margam Publication, Chennai
2. Katarit Sanjay, Banking Theory and Practice, Lambert Academic Publishing,
3. Henry Dunning Macleod, The Theory and Practice of Banking, Hard Press Publishing, Old New Zealand
4. William Amasa Scott, Money and Banking: An Introduction to The Study of Modern Currencies, Kesinger publication, USA

5. Nektarios Michail, Money, Credit, and Crises: Understanding the Modern Banking System, Palgrave Macmillan, London

WEB RESOURCES

1. <https://www.rbi.org.in/>
2. <https://businessjargons.com/e-banking.html>
3. <https://www.wallstreetmojo.com/endorsement/>

AUDITING AND CORPORATE GOVERNANCE			
26UCOC54			
SEMESTER: V	CORE	HOURS: 5	CREDITS: 4

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the meaning, importance and types of auditing.

LO 2: To comprehend the audit procedure and the documents needed for auditing.

LO 3: To understand the importance of Internal Audit and internal check system and the process of vouching and verification.

LO 4: To gain knowledge on the legal status of an auditor and provisions regarding appointment and removal.

LO 5: To acquaint with the conceptual framework of corporate governance, and theoretical models of corporate governance.

LO 6: To understand the concept of Corporate Governance and the corporate governance practices in India.

UNIT – I - INTRODUCTION TO AUDITING (15 Hours)

Meaning and Definition of Auditing –Distinction between Auditing and Accounting – Objectives – Advantages and Limitations of Audit – Scope of Audit – Classifications of Audits – Audit of For-Profit enterprises and non-profit Organization - Comparison between modern audit objectives and ancient Indian administrative checks

UNIT – II - AUDIT PROCEDURES AND DOCUMENTATION (15 Hours)

Audit Planning – Audit Programme – Procedures - Internal Audit - Internal Control – Internal Check System – Vouching – Cash and Trade Transactions - Verification of Assets and Liabilities and its Valuation

UNIT – III - COMPANY AUDITOR (15 Hours)

Appointment and Removal of Auditors – Rights, Duties and Liabilities of Auditor –Audit Report - Recent Trends in Auditing - Information Systems Audit (ISA) – Auditing around the computer – Auditing through the computer - e-audit tools.

UNIT – IV - CORPORATE GOVERNANCE (15 Hours)

Conceptual Framework of Corporate Governance: Theories & Models, Broad Committees - Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Introduction to Environment, Social and Governance (ESG) - Code of Conduct – Directors and Auditors

UNIT – V - CORPORATE GOVERNANCE IN INDIA (15 Hours)

Corporate Governance in India – Evolution of Corporate Governance Practices in India – Governance as Ethical duty (Dharma -based management)- Clause 49 of SEBI Listing Agreement – SEBI (LODR) Regulations – Role of SEBI in Corporate Governance – Corporate

Governance Codes and Committees in India (Kumar Mangalam Birla Committee, Narayana Murthy Committee) – Governance Practices in Indian Companies.

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Define auditing, company audit and the concept of corporate governance and CSR (K1)
- CO 2:** Describe the process of audit planning and auditing (K2)
- CO 3:** Employ the knowledge acquired through the course in auditing process. (K3)
- CO 4:** Differentiate auditing and accounting, Vouching and verification and internal audit and external audit. (K4)
- CO 5:** Comprehend different theories and models of corporate governance, and evaluate common governance problems in corporate failures. (K2, K5)
- CO 6:** Evaluate corporate governance practices in India, including Clause 49, SEBI (LODR) Regulations, the role of Securities and Exchange Board of India, and key committee recommendations, with focus on ethical governance. (K5)

TEXT BOOKS

1. Dinkar Pagare, Principles and Practice of Auditing, Sultan Chand & Sons, New Delhi
2. B. N. Tandon, S. Sudharsanam & S. Sundharabahu, Practical Auditing, S. Chand & Sons New Delhi.
3. Dr. T. R. Sharma, Dr. Gaurav Sankalp, Auditing & Corporate Governance, Sahithya Bhawan Publications, Agra
4. Aruna Jha, Auditing & Corporate Governance, Taxmann Publication Pvt. Ltd, New Delhi.

REFERENCE BOOKS

1. Kevin Keasey, Steve Thompson & Mike wright, Governance & Auditing, Emerald Group Publishing Limited, Bingley
2. Dr. T.R. Sharma, Auditing, Sahithya Bhawan Publications, Agra C.B.Gupta, Neha Singhal, Auditing & Corporate Governance, Scholar Tech Press, New Delhi.
3. Shri. Vengadamani, Practical Auditing, Margham Publication, Chennai.

WEB RESOURCES

1. <https://www.wallstreetmojo.com/audit-procedures/>
2. <https://theinvestorsbook.com/company-auditor.html>
3. <https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
4. <https://www.scribd.com/document/Corporate-Gover...>
5. <https://www.scribd.com/doc/Reports-1>

DATA VISUALIZATION WITH EXCEL AND POWER BI - THEORY			
26UCLE51			
SEMESTER: V	EC	HOURS: 3	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand about data validation and charts

LO 2: To learn about WhatIf analysis tools and dashboards in MS Excel

LO 3: To define the functions and components of Power BI

LO 4: To learn the loading of data from Excel, CSV and other sources in Power BI.

LO 5: To understand the various mathematical and information functions.

LO 6: To design the visualization cards with bar chart, line chart and scatter chart in Power BI

Unit I: MS Excel: Data Validation, Filters and Charts (9 Hours)

Data Validation: Custom Input Messages and error Messages - Circle Invalid Data - Remove Validation. Filters- Adding Filter, Date and Text Filters. Advanced Filter. Creating Charts: Chart Elements - Creating charts - Adding and Formatting Text -Changing Layout and Style – Displaying the Data Set - Working with Gridlines - Working with the legend- Modifying the Axes - Changing the Chart Data.

Unit II: MS Excel: Whatif Analysis and Dashboards (9 Hours)

Goal Seek Command - Scenario Manager - Pivot Tables - Consolidating Data – Dashboards: Prepare the Data for Excel Dashboard – Select the Dashboard Components – Build the Dashboard.

Unit III: Power BI: Introduction (9 Hours)

Introduction to Power BI – Working with Data – Importing from CSV files, Excel files and other sources – PowerPivot data types – Column operations - Table relationship. PowerPivot Data Analysis – PivotTable and PivotChart – Slicers – Dashboard Implementation – Dates, Hierarchies and Perspectives.

Unit IV: Power BI: Reports and Charts (9 Hours)

Introduction to Power BI reports: Creating multi-page reports using visualizations – Remove any pages or Visualization card – Copy/Paste a visualization card – Creating Bar chart – Line chart – Stacked column chart – Ribbon chart – Waterfall chart – Scatter chart.

Unit V: Power BI: Power View, Power Map and Publishing (9 Hours)

Introduction to Power View – Power View visualizations - Power View filtering options. Introduction to Power Map – Preparing geospatial data. Publish from Power BI desktop – Publish Dashboard to Web.

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Recall the basic tools and features used for data visualization in MS Excel and Power BI. (K1)
- CO 2:** Explain the procedures for loading, organizing and preparing data from Excel, CSV and other sources. (K2)
- CO 3:** Apply Excel and Power BI tools to organize, model and visualize business data. (K3)
- CO 4:** Analyze datasets using appropriate Excel functions, Pivot Tables, filters and Power BI data analysis features. (K4)
- CO 5:** Evaluate different visualization techniques and multi-page reports for communicating business information effectively. (K5)
- CO 6:** Design and create interactive dashboards and visualizations using Excel and Power BI. (K6)

TEXT BOOKS

1. Chandraish Sinha, “Mastering Power BI”, BPB Publications, 2021.
2. Michael Alexander, Richard Kusleika, John Walkenbach, ‘Excel 2019 Bible’, Wiley, 2018
3. Greg Harvey, ‘Excel 2019 All-in-One for Dummies, John Wiley & Sons, 2018

REFERENCE BOOKS

1. Alan Murray, “Power BI for Jobseekers”, BPB Publications, 2023.
2. Jack Hyman, “Microsoft Power BI for Dummies”, Wiley India Pvt. Ltd., 2023.
3. Steve Schwartz, "Microsoft Office 2010", Dorling Kindersley (India) Pvt. Ltd, 2012.
4. Wayne L. Winston, "Microsoft Office Excel 2010 Data Analysis and Business Modeling". PHI Learning Private Limited, 2011

WEB RESOURCES

- <https://www.coursera.org/professional-certificates/>
- <https://www.geeksforgeeks.org/power-bi-tutorial/>

DATA VISUALIZATION WITH EXCEL AND POWER BI - PRACTICAL				
26UCLE52				
SEMESTER: V	EC	HOURS: 2	CREDITS: 1	TOTAL HOURS: 30

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: Apply Excel tools for basic data analysis and visualization.

LO 2: Use What-If Analysis tools such as Goal Seek and Scenario Manager for simple decision-making tasks.

LO 3: Create charts and Pivot Tables to summarize and interpret data.

LO 4: Develop simple interactive dashboards using MS Excel.

LO 5: Import and organize data in Power BI for analysis and visualization.

LO 6: Create interactive Power BI dashboards using appropriate charts and visualizations.

LAB EXERCISES

1. Using Goal Seek and Scenario Manager in MS Excel
2. Creating Charts and Pivot table in MS Excel
3. Preparing a Sample Executive Dashboard in MS Excel
4. Create an interactive Power BI dashboard for tracking and analysing sales performance.
5. Create an interactive Power BI dashboard for tracking stock market trends and trading insights.
6. Create an interactive Power BI dashboard for tracking and analyzing real-time weather conditions
7. Create an interactive Power BI dashboard for tracking IPL team and player performance across seasons.
8. Create an interactive Power BI dashboard for analyzing crop production patterns and agricultural performance across regions.

MANAGEMENT ACCOUNTING			
26UCOC61			
SEMESTER: VI	CORE	HOURS: 6	CREDITS: 4

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the concepts of management accounting and various tools for financial analysis.

LO 2: To comprehend the concepts of ratio analysis and different types of ratios.

LO 3: To prepare fund flow and cash flow statement and to distinguish between them.

LO 4: To comprehend the system of budgetary control and the different types of budgeting.

LO 5: To prepare different budgets such as project budget, sales budget and cash budget.

LO 6: To understand the concepts of marginal costing and apply them in managerial decision making.

Unit – I Introduction to Management Accounting (18 Hours)

Management Accounting – Meaning – Scope – Importance - Limitations – Management - Accounting Vs Cost Accounting – Management Accounting Vs Financial Accounting - Ancient Indian administrative accounting systems used in kingdoms

Analysis and Interpretation of Financial Statements – Nature and Significance – Types of Financial Analysis – Tools of Analysis – Comparative Statements – Common Size Statement – Trend Analysis - Apply financial analysis to real business situations

Unit – II Ratio Analysis & Cash Flow Statement (18 Hours)

Ratio Analysis: Meaning – Advantages – Limitations – Types of Ratios – Liquidity Ratios – Profitability Ratios -Turnover Ratios –Solvency Ratios – Leverage Ratios - Preparation of Financial Statements from Ratios (Projections through Ratios) - Traditional trade practices emphasizing liquidity and solvency

Introduction - Meaning – Advantages – Limitations – Preparation of Cash Flow Statement as per AS3 – Cash Flow from Operating, Financing and Investing activities – Cash Flow Statement vs Fund Flow Statement

Unit - III - Marginal Costing (18 Hours)

Meaning - Features – Compare Marginal Costing and Absorption Costing - Cost Volume Profits Analysis – Contribution - Break Even Analysis and Break-Even Chart – Significance of BEC - P/V Ratio – Angle of Incidence – Key or Limiting Factor - Margin of Safety - Applications of Marginal Costing Techniques – Fixation of Selling Price - Profit Planning – Decisions to make or buy – Decisions to accept order – Maintaining a desired level of Profit – Level of Activity Planning

Unit - IV - Budgetary Control (18 Hours)

Meaning and Definition – Forecast and Budget – Objectives – Advantages – Essentials of a Budgetary Control - Preparation of Various Budgets – Cash Budget - Flexible Budget–

Production Budget – Sales Budget – Master Budget – Zero Base Budgeting - Ancient Indian resource planning systems

Unit – V – Standard Costing

(18 Hours)

Introduction – Meaning and Definition – Standard Costing vs Budgetary Control – Advantages and Limitations - Analysis of Variance: Computation of Variances – Material Cost Variance – Labour Variance

THEORY 30% PROBLEMS 70%

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Define the concept of management accounting and the various tools for financial analysis. (K1)
- CO 2:** Explain various financial statement analysis techniques and their significance in decision-making. (K2)
- CO 3:** Calculate and interpret various ratios to assess the financial performance and position of an organization. (K3)
- CO 4:** Analyse the financial position of an organisation using cash flow and fund flow statements and ratio analysis. (K4)
- CO 5:** Assess different projects or proposals applying the concepts of marginal costing and select the best one. (K5)
- CO 6:** Write statements of financial analysis and fund flow and cash flow statements and to develop a system of budgetary control. (K6)

TEXTBOOKS

1. T.S. Reddy & Y. Hari Prasad Reddy, Management Accounting, Margham Publications, Chennai

REFERENCE BOOKS

1. R.S.N. Pillai and V. Bhagavathi, Management Accounting, S. Chand & Company Ltd., New Delhi. Edn.2014
2. Murthy A and Gurusamy S, (2017), Cost Accounting, Vijay Nicole Imprints, Chennai
3. M.N. Arora, Cost and Management Accounting – Himalaya Publishing House 2012

INDIRECT TAXES			
26UCOC62			
SEMESTER: VI	CORE	HOURS: 6	CREDITS: 4

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To understand the concepts and features of indirect taxes and to differentiate them from direct taxes.

LO 2: To gain knowledge on reforms in indirect tax in India.

LO 3: To comprehend the concept, features and benefits of GST.

LO 4: To understand the provisions of the CGST and IGST Acts 2017, regarding supply classification, valuation, input tax credit, reverse charge mechanism and E-way Bill.

LO 5: To comprehend the procedures and compliance requirements under GST, for registration, invoicing, returns filing, assessment, penalties, and audit.

LO 6: To develop an understanding of the Customs Act 1962, including customs duty concepts, levy, types of duties, valuation, and baggage rules.

Unit 1 Introduction to indirect taxes (18 Hours)

Concept and Features of Indirect Taxes - Difference between Direct and Indirect Taxes – Special Feature of Indirect Tax Levies – Taxation principles in Manusmriti- Contribution to Government Revenues – Role of Indirect Taxation– Merits and Demerits of Indirect Taxation– Reforms in Indirect Taxation– Introduction to Foreign Trade Policy (FTP) 2023

Unit-II -An Overview of Goods & Service Tax (GST) (18 Hours)

Introduction of Goods and Service Tax in India - An Evolution of Indirect taxation from Arthashastra to GST - Kelkar Committee - Constitutional Amendment- Goods and Service Tax: Concepts, Meaning, Significance, Features and Benefits - Important GST Common Portals – Taxes and Duties not Subsumed in GST – Rates of GST in India - Role of GSTN in Implementation of GST - Challenges in Implementation of GST. GST portal hands on training: Creating GST user ID. Filing returns online

Unit-III -CGST &IGST Act 2017 (18 Hours)

Supply – Meaning – Classification – Time of Supply – Valuation – Voluntary – Compulsory– Input Tax Credit – Eligibility – Reversal – Reverse charge Mechanism – E-Way Bill- Various Provisions Regarding E-way Bill in GST – IGST Act - Export and Import of Goods and Services– Inter State Vs Intra State Supply – Place of Supply. – Anti Profiteering Rules – Doctrine of Unjust Enrichment. CGST, SGST, IGST calculation. Time of supply and Place of supply computation.

Unit-IV-Procedures under GST (18 Hours)

Registration under GST Law, Tax Invoice Credit and Debit Notes, Different GST Returns, Electronic Liability Ledger, Electronic Credit Ledger, Electronic Cash Ledger, Different Assessment under GST, Interest Penalty under GST, Mechanism of Tax Deducted at Source

(TDS) and Tax Collected at Source (TCS), Audit under GST. Designing GST-compliant invoices - Preparing document checklist.

Unit - V-Customs Act 1962

(18 Hours)

Custom Duty: Custom duty in Ancient Trade: Trade routes during the Mauryan Empire - Concepts; Territorial Waters- High Seas- Levy of Customs Duty, Types of Custom Duties – Valuation - Baggage Rules & Exemptions. Custom duty Calculation. Case study on import and export transactions

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Understand and remember the basic concepts of indirect taxation, distinguishing them from direct taxes and identifying their primary features and characteristics. (K1)
- CO 2:** Describe the procedure for registration, assessment and filing of GST forms. (K2)
- CO 3:** Apply the provisions of GST Act and assess GST on various goods and services. (K3)
- CO 4:** Compare and contrast direct and indirect taxes. (K4)
- CO 5:** Judge the eligibility for Input Tax Credit applying and provision of the GST Act. (K5)
- CO 6:** Prepare GST returns and create electronic ledgers for liability, credit and cash. (K6)

TEXT BOOKS

1. Vinod K Singhania, Indirect Taxes, Taxman's Publications, New Delhi.
2. Dr. H.C. Mehrotra & Prof. V.P Agarwal, Goods and Services Tax (GST), Sahitya Bhawan Publications, Agra.
3. Rajat Mohan, Goods & Services Tax, Bharat Law Publications House, New Delhi.
4. CA. Pushpendra Sisodia, Indirect Tax Laws, Bharat Publications, New Delhi.

REFERENCE BOOKS

1. V.S. Datey, All About GST, Taxmann Publications, New Delhi.
2. T.S. Reddy & Y. Hariprasad Reddy, Business Taxation, Margham Publications, Chennai.
3. Study Material on GST-The Institute of Chartered Accountants of India/The Institute of Cost Accountants of India, Chennai.
4. Guidance material on GST issued by CBIC, Government of India.

WEB RESOURCES

1. <https://iimskills.com/goods-and-services-tax/>
2. <https://tax2win.in/guide/gst-procedure>
3. <https://www.cbic.gov.in/htdocs-cbec/customs/cs-act/cs-act-ch>

PROGRAMMING IN PYTHON - THEORY			
26UCLE61			
SEMESTER: VI	EC	HOURS: 3	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To improve the knowledge on the basic concepts of programming

LO 2: To understand the operators and decision-making statements.

LO 3: To comprehend the array concepts and looping structures in Python

LO 4: To understand the functions and sequence types in Python.

LO 5: To learn the basics of exception handling and file handling.

LO 6: To learn the basics of database operations using Python

Unit I: Introduction to Python (9 Hours)

Introduction: Features of Python. Datatypes in Python: Built-in datatypes – Sequences - Sets. Operators: Arithmetic operators – Relational Operators – Logical Operators – Assignment Operators – Membership Operators. Input and Output functions.

Unit II: Conditional Statements and Loops (9 Hours)

Conditional Statements: if statement – if...else statement – if...elif...else statement – match case statement. Loops: while loop – for loop

Unit III: Arrays and Strings (9 Hours)

Arrays: Types of Arrays. Creating an Array – Importing the Array Module – Indexing and Slicing on Arrays – Array Methods. Strings: Creating Strings – Slicing the Strings – String Methods

Unit IV: Functions, Lists, Tuples and Dictionaries: (9 Hours)

Functions: Defining a Function – Calling a Function – Returning Results from a Function. Lists: Creating Lists – Methods to Process Lists. Tuples: Creating Tuples – Basic Operations on Tuples - Functions to Process Tuples. Dictionaries: Operations on Dictionaries – Dictionary Methods.

Unit V: Exceptions Handling, File Handling and Database Connectivity: (9 Hours)

Exception: Built-in Exceptions - Exception Handling. Files: Opening and Closing Files. Writing to and Reading from Files. Database Connectivity: Using MySQL from Python – Creating Tables – Inserting Records – Retrieving Records – Deleting Records – Updating Records.

COURSE OUTCOMES

At the end of the course the student will be able to:

CO 1: Recall the basic features of Python, data types and operators. (K1)

CO 2: Explain the fundamental concepts of problem solving, conditional statements, loops and sequence types in Python. (K2)

CO 3: Apply Python control structures, arrays and strings to solve simple programming problems. (K3)

- CO 4:** Analyze and design Python programs using looping structures, functions and collection data types. (K4)
- CO 5:** Evaluate appropriate techniques for handling files and exceptions in simple Python applications. (K5)
- CO 6:** Create Python programs that perform basic file handling and database operations using MySQL. (K6)

TEXT BOOKS

1. Dr. R. Nageswara Rao, “Core Python Programming”, Second Edition, Dreamtech Press, 2019

REFERENCE BOOKS

1. Dr. S. P. Ponnusamy, T. Arulselvam and Dr. J. Jegathesh Amalraj (2023), Python Programming, Selvam Publications.
2. Kenneth A. Lambert, B.L. Juneja, M. Arunachalam and G. Balakrishnan (2018), Problem Solving and Python Programming, Cengage Learning India Pvt. Ltd.
3. Reema Thareja, Python Programming, Third Edition, Oxford University Press, New Delhi, 2025

WEB RESOURCES

1. <http://www.w3schools.com>
2. <http://www.tutorialspoint.com>
3. <http://www.javapoint.com>

PROGRAMMING IN PYTHON - PRACTICAL				
26UCLE62				
SEMESTER: VI	EC	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: Develop simple Python programs using input/output statements, data types and operators.

LO 2: Apply conditional statements and loops to solve basic programming problems.

LO 3: Work with strings, lists, tuples and other basic sequence structures in Python.

LO 4: Develop simple programs using functions, file handling and exception handling.

LO 5: Perform basic database operations using Python and MySQL.

LAB EXERCISES

1. A Simple Program using Input and Output statements.
2. Program using Control Structures
3. Program using Strings
4. Program using Lists
5. Program using Tuples
6. Program using Files
7. Program to handle Exceptions
8. Program using Functions
9. Program using Database

LOGISTICS MANAGEMENT			
26UCOE62			
SEMESTER: VI	EC	HOURS: 5	CREDITS: 3

LEARNING OBJECTIVES

The following are the learning objectives of the course:

LO 1: To comprehend the meaning and importance of logistics management and logistics planning.

LO 2: To understand the meaning, importance and process of demand management.

LO 3: To understand the meaning, importance of customer service and customer service strategy.

LO 4: To gain knowledge on order processing and purchase process.

LO 5: To recognize the importance of location and warehousing decisions and determinants of their selection.

LO 6: To understand and differentiate different methods of transportation and criteria for carrier selection.

Unit-I Introduction to Logistics Management (15 Hours)

Meaning-types-Scope-Importance of logistics management-Need for logistics management-Role of logistics in the supply chain management, economy and organization - logistics mission, planning and objectives – Trade and Distribution Systems in Arthashastra – Ancient Indian Trade Routes and Warehousing Practices – Ethical Commerce and Dharma-Based Trade – Swadeshi Logistics Philosophy.

Unit-II Demand Management and Customer Service (15 Hours)

Meaning-relationship between customer service and demand management-demand management process-problems in demand management-types of forecasting-purpose of forecasting-customer service strategy-development of customer service standard

Unit-III Order Processing and Purchasing (15 Hours)

Customer order cycle - order management system-elements of order cycle-order processing categories-role of purchasing in logistics management-purchase process-vendor selection criteria

UNIT-IV Facility Location Decision and Warehousing (15 Hours)

Logistic network design-process-locational determinants-current trends governing selection of site-Warehouse location pattern-Warehouse functions -Warehousing decisions - types - services offered.

UNIT-V Transportation Management (15 Hours)

The role of transportation in logistics Traffic and transportation strategy Characteristics of transportation modes and selection - criteria for carrier selection - carrier selection process - Models of transportation - Private fleet or For-hire carriage or Third parties for transportation - Inter-model transportation - Transport Documentation

COURSE OUTCOMES

At the end of the course, the student will be able to:

- CO 1:** Understand the meaning of logistics management, demand management, customer service, order processing and transportation management.
- CO 2:** Discuss the role of supply chain management.
- CO 3:** Illustrate order processing and purchasing process.
- CO 4:** Examine the Inter Relation between Enablers and Levels of Supply Chain Improvement.
- CO 5:** Appraise the different modes of transportation.
- CO 6:** Create cost-effective models for transportation and routing.

TEXT BOOK

1. Shridhara Bhat, Logistic Management, Himalays Publishing House Pvt. Ltd, Mumbai Second Revised Edition, 2011.

REFERENCE BOOKS

1. Martin Christopher, Logistics and supply chain management: Strategies for reducing cost and improving services, Published by Dorling Kinderbley (India) Pvt. Ltd. Licensees by Pearson Education in South Asia, Noida, India, 2013
2. Sathish. C Ailawadi & P. Rakesh singh printice Hall of India Learning Pvt. Ltd, New Delhi, 2012
3. D.K. Agarwal, Text book of Logistics and Supply Chain Management, Macmillan India Ltd. Delhi.

WEB RESOURCES

1. <https://lapaas.com/logistics-management-overview-types-and-process/>
2. <https://www.investopedia.com/terms/s/scm.asp>
3. <https://scm.ncsu.edu/scm-articles/article/the-scor-model-for-supply-chain-strategic-decisions>

APTITUDE FOR COMPETITIVE EXAMS			
26UCOS61			
SEMESTER: VI	SEC-6	HOURS: 2	CREDITS: 2

LEARNING OBJECTIVES

The following are the learning objectives of the course:

- LO 1:** To gain knowledge on basic mathematics such as numeric systems, LCM & HCF, simplification, average and percentage.
- LO 2:** To apply mathematical methods in financial calculation and analysis such as profit and loss, interest, Time and Work and Ratios.
- LO 3:** To gain knowledge on analysis and interpretation of tables, charts and diagrams.
- LO 4:** To understand logical reasoning types and techniques.
- LO 5:** To understand and identify verbal ability skills and to identify the ways to develop them.
- LO 6:** To assess the strength and weakness in various areas of aptitude meant for competitive examinations and to take initiatives to improve them.

Unit – I - Basic Mathematics (6 Hours)

Number Systems – LCM and HCF – Simplification – Average – Problems in ages – Percentage

Unit – II – Applied Mathematics (6 Hours)

Probability – Profit & Loss – Simple and compound interest – Time, Speed and Distance – Time & Work – Ratio & Proportion.

Unit – III - Data Interpretation (6 Hours)

Data interpretation – Tables – Pie Chart – Venn Diagrams

Unit – IV – Logical Reasoning (6 Hours)

Blood relation – Directional Sense – Number and Letter Series – Coding & Decoding – Clocks – Seating arrangements.

Unit -V – Verbal Ability (6 Hours)

Reading Comprehension – Skimming – Scanning - Vocabulary Building Techniques - Verbal Reasoning

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO 1:** Remember fundamental mathematical concepts and techniques necessary for solving problems in competitive exams. (K1)
- CO 2:** Apply mathematical methods in financial calculations and analysis (K3)
- CO 3:** Describe the number systems and explain LCM and HCF. (K2)
- CO 4:** Experiment with different Data Interpretation techniques. (K5)
- CO 5:** Assess his/her verbal ability skills and identify areas for improvement to enhance the performance in competitive exams. (K5)
- CO 6:** Create study plans and exam strategies tailored to his/her strengths and weaknesses in various aptitude areas, maximizing the chances of success in competitive exams. (K6)

REFERENCE BOOKS

1. A Modern Approach to Verbal & Non-Verbal Reasoning by R.S. Agarwal
2. Analytical and Logical reasoning By Sijwali B S
3. Quantitative aptitude for Competitive examination by. S. Agarwal
4. Analytical and Logical reasoning for CAT and other management entrance tests by Sijwali B S
5. Quantitative Aptitude by Competitive Examinations by Abhijit Guha 4th edition

ADD-ON COURSE

TYPEWRITING			
26UCOA01			
SEMESTER: I	ADD-ON	HOURS: 30	CREDITS: 2

VALUE ADDED COURSE

TALLY PRIME			
26UCOVA1			
SEMESTER: III	VALUE ADDED	HOURS: 30	CREDITS: 2

Unit – I Introduction to Tally Prime (5 Hours)

Introduction - Features of Tally Prime - Company Creation and Setting up Company Configuration in Tally Prime - Alter Company Details - Shut the Company

Unit – II Chart of Accounts and Vouchers (10 Hours)

Introduction - Chart of Accounts - Creation of Masters - Accounting Masters - Inventory Masters - Multi-Masters Creation and Display of Chart of Accounts - Multi Groups Creation - Multi Ledgers Creation - Multi Stock Groups Creation - Multi Stock Items Creation - Recording Accounting Vouchers - Receipt Voucher - Contra Voucher - Payment Voucher - Purchase Voucher - Sales Voucher - Debit Note Voucher - Credit Note Voucher - Journal Voucher

Unit – III Banking and Final Account Reports (5 Hours)

Banking Payments - Cheque Printing - Deposit Slip - Cheque Deposit Slip - Cash Deposit Slip - Payment Advice - Bank Reconciliation - Manual & Auto Bank Reconciliation – Final Account Reports

Unit – IV Account Receivables and Payables & Order Management (10 Hours)

Accounts Payable and Receivable - Maintain Bill-wise Entry - Activation of Bill-wise Entry - Bills Payable and Receivable Reports - Purchase Order Processing - Sales Order Processing - Order Outstandings – Reorder level - Configuration of Additional Cost of Purchases - Cost Centre and Cost Categories -Cost Centre Reports

Unit – V Budget and GST (10 Hours)

Creation of Budget - Recording Transactions - Display Budgets and Variances Reports for Group Budget - Scenario Management – Generating Reports – GST in Tally Prime – Recording and filing of GST Tax Payments.

80% Practical/20% Theory

Text Book

- Sanjay Satapathy, “TallyPrime Book (Advanced Usage)-with Practical Assignments”, 2020

Reference Book

- Rakesh Sangwan, “Mastering in TallyPrime”, Astha Publications, 2021
- Asok K Nadhani, “Mastering Tally PRIME”, 2022

OFFICE MANAGEMENT		
26UCOEC1		
SEMESTER: I	ECC	CREDITS: 2

Unit I: Modern Office Management

Introduction- Functions of an office- importance-challenges- Office Management-Functions of office management-scientific office management-Elements-Office Manager-Qualities-Function- Office Organisation-Principles of organization-Functions of Organisation-Office system and Routines- Procedure- Methods- Importance of system-Principles of system-Advantages of system- Office Manual- Organisation Chart- Flow of Work-Process of Delegation.

Unit II: Office Accommodation, Layout and Environment

Introduction-The site or Location-Urban Area-Merits and Demerits-Rural Area-Merits and Demerits-Own Premises-Size and Shape of Office-layout of Office-Merits of Good Layout-Open office and Private Office-Advantages and Disadvantages-Staff-Visitors Convenience-New Trends-Office Environment-Office Lighting-Ventilation-Interior Decoration and Furnishing- Freedom from noise and dust-Safety-Sanitary Arrangement-Security-Secrecy.

Unit III: Office Furniture, Correspondence and Mail

Introduction-Basic Principles-Types of Furniture-Correspondence and Mail-Introduction – Correspondence- Types-nature-Cot-Organising-Centralized Correspondence-Merits and Demerits-Decentralised Correspondence-Merits and Demerits-Mail Services-Centralised Mail Handling-Drafting Letters-Dictaphone-Typing-Typing Pool-Merits and Demerits-Departmental Typing-Merits and Demerits-Outward Correspondence-Mailing Machines.

Unit IV: Records and Administration

Introduction-Purpose of Record Management-Principles of Record management-Essentials of Record Management System-Analysing Record Keeping- Filing-Importance Functions-Advantages of filing-Objects of Filing-Essentials of Filing-Planning a Filing System-Organisation of Filing-Centralised Filing-Decentralised Filing-Methods of Filing-Old Methods- Modern Methods-Classification-Indexing-Filing Routine.

Unit V: Office Stationery and Forms

Introduction-stationeryy-Significance-Selection-Quality-Management of Office Supplies-Selection of supplies-Purchase of supplies-Purchasing System-Centralised Purchasing-Decentralised Purchasing-Purchased Procedure-Standardisation of Office Supplies-Shortage of Office Supplies-Shortage of Supplies-Bin Card-Stock Verification-Issues of Supplies-Control of Consumption-Forms-Introduction-Significance-Advantages-Types of Forms-Forms Designing- Principles of Form Designing-Guidelines for Design- Form Control-Objects-Steps- Form sets- Continuous Stationery.

Text Book

- Office Management, R.S.N Pillai & Bagavathi
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Reference Books

- Modern Office Management Principles and Techniques, J.n.J ain & P.P Singh
- Office Management, Kathiresan & Dr. Radha
- Office Management, R.k. Chopra

SERVICES MARKETING		
26UCOEC2		
SEMESTER: II	ECC	CREDITS: 2

Unit-I: Fundamentals of Service Marketing

Introduction-services- Concept- Goods and services-A Comparative Analysis-Salient features of marketing services-service marketing –concept- why marketing of services? -Significance of Services marketing-emerging key services.

Unit II: Management of Service Marketing

Introduction-concept of marketing mix- Product Mix-Promotion Mix-Place Mix-Internal Marketing.

Unit III: Total Quality Management

Introduction- service quality-measurement of service quality-total quality management-dimensions of total quality management-management of people- management of technologies-controlling quality-effects of total quality management- quality circle.

Unit IV: Bank Marketing

Introduction- Bank Marketing- concept- Justifications for marketing the banking services-users of banking services- the behavioural profile of users- Marketing information system for banks-significance of MIS to the banking organizations.

Unit V: Insurance Marketing

Introduction-Insurance marketing- concept-users of insurance service-behavioural profile of users-Marketing segmentation- Marketing Information System-Insurance Product-Product Planning and development-Formulations of marketing mix for insurance organizations.

Text Book

- Services Marketing S.M.Jha

Reference Books

- Services Marketing Vasanthi Venugopal & Raghu V.N
- Services Marketing Dr.S.Shajahan

ADVERTISING AND SALESMANSHIP		
26UCOEC3		
SEMESTER: III	ECC	CREDITS: 2

Unit I: Advertising

Meaning and Definition – Advertising Vs. Publicity – Objectives – Functions – Advantages – Kinds.

Unit II: Advertising Copy

Elements of an advertising copy – Classification of Advertising copy – Qualities of a good copy

Unit III: Salesmanship

Meaning – Definition – Characteristics of salesmanship – Selling and salesmanship – Significance of Salesmanship.

Unit IV: Personal Selling Process

Personal selling – Selling process – Steps involved in personal selling – Qualities of a successful sales person

Unit V: Selling Skills

Selling skills – Communication skills – Presentation skills – Territory and Time Management skills – Skills for handling objections – Skills for handling different types of customers – Closing sales transaction successfully

Text Book

- Pillai R.S.N. & Bhagavathy, “Salesmanship” S, Chand & co, New Delhi.

Reference Books

- Pat Weymes, “How to perfect your Selling Skills”, Wheeler Publishing House, Allahabad
- Charels Futrell, “ABC’s of Selling”, All India Traveler Book Sellers, New Delhi
- S. A. Sherlekar, “Marketing and Salesmanship”, Himalaya Publishing House, New Delhi.

TOURISM MARKETING		
26UCOEC4		
SEMESTER: IV	ECC	CREDITS: 2

UNIT I: INTRODUCING TOURISM AND TOURISM MARKETING

Tourism-Definition-Meaning-Objectives-Types of Tourism-Tourism Marketing- Meaning and Definition-Purpose-Significance-Ethical Practices of Tourism.

UNIT II: TOURISM PRODUCT PLANNING AND DEVELOPMENT

Product-Concept-Definition-Features-Planning Process-Tourism Product Life Cycle- Reasons for product failure.

UNIT III: TOURISM MARKET SEGMENTATION

Market Segmentation-Concept-Definition-Reasons-Importance-Bases for segmentation

UNIT IV: TOURISM PRICING POLICY

Pricing-Factors influencing pricing-Objectives-Pricing policies

UNIT V; TOURISM PROMOTION STRATEGY

Tourism advertising-Advertising Planning-Selection of media-Tourism publicity- Tools of sales promotion.

TEXT BOOK

- S.M. Jha – Tourism Marketing-Himalaya Publishing House-Edition 2-2015

REFERENCE BOOKS

- A.K. Bhatia- International Tourism Management-Sterling Publishers Private Limited - 2007
- Devashish Das Gupta- Tourism Marketing Pearson Publishing House-1 Edition
- Manjula Chaudhary- Tourism Marketing – Oxford university press-1” Edition -2011

SOCIAL MEDIA MARKETING		
26UCLEC5		
SEMESTER: V	ECC	CREDITS: 2

UNIT 1: INTRODUCTION TO SOCIAL MEDIA MARKETING

Overview of Social Media Marketing – Importance and evolution of social media Social Media Platform: Kinds and Features

UNIT 2: UNDERSTANDING TARGET AUDIENCE AND CONTENT STRATEGY

Identifying target audience on social media - Analysing Demographic and Psychographics - Developing a Content Strategy for Different Platforms - Content Creation, Curation and Scheduling.

UNIT 3: ENGAGEMENT AND COMMUNITY BUILDING

Engagement and Community Building - Techniques for fostering Engagement - Building and Managing community - relationship management with the following customers - Strategies for Increasing Brand Loyalty

UNIT 4: SOCIAL NETWORKING & MEDIA SHARING

Introduction to Social Networking - Protocol - Facebook - LinkedIn - MySpace - Takeaway Tips – Media Sharing Introduction to Media Sharing - Protocol - YouTube - Flickr – SlideShare - Takeaway Tips

UNIT 5: SOCIAL MEDIA ADVERTISING

Introduction to paid advertising on social media Targeting options and ad formats - Campaign Optimisation and Budget Management - Tracking and Analysing Social Media Metric - Influencer Marketing - Crisis Management and Legal Consideration

TEXT BOOK

- Dan Zarrella, “The social media marketing”, O’ Reilly Media, 2010.

REFERENCE BOOKS

- Andreasen, A, “Social marketing in the 21st century”, Sage Publications, 2006.
- Kotler, P., Roberto, N & Lee, N., “Social marketing: Improving the quality of life”, Sage Publications, 2002
- Melissa S. Barker, Donald I Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, “Social Media Marketing: A Strategic Approach” Cengage Publications, 2016 2nd Edition
- Prof Nitin C. Kamat, Mr. Chinmay Nitin Kamat, “Digital Social Media Marketing”, Himalaya Publishing House Pvt. Ltd. 2019
- Dr. Raghavendra K. and Shruthi P., “Digital Marketing” Himalaya Publishing House Pvt. Ltd. 2018

QUALITY MANAGEMENT		
26UCOEC6		
SEMESTER: VI	ECC	CREDITS: 2

Unit I: Quality and Quality Control

Quality- Management role for quality control- functional quality- nonfunctional quality-value of quality-Essential ingredients of quality control-Quality control Process-Elements of Quality

Unit II: New Perspective

TQM-Business Challenges-Quality Audit- Types of Audits- Education and Training for Quality- Avenues for learning.

Unit III: International Organisation for Standardization

ISO 9000- ISO 9000 documents- ISO 9000 Quality System-Steps for ISO 9000 Registration-Benefits of ISO 9000- Inspection-Quality System-

Unit IV: An Approach to Total Quality

Introduction- Importance-Elements of Total Quality- Processing Importance and Growth

Unit V: Managing the Poor Performance

Introduction-causes and remedies of poor performance- Performance Appraisal- Problems in analysing performance—Traditional and modern Performance appraisal- Limitations of Performance Appraisal- Monitoring the effectiveness of the Appraisal Procedure- Ethics of Appraisal.

Text Book

- Total Quality Management, S.D. Bagade, Himalaya Publishing House

Reference Book

- Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield and Mary Besterfield – Sacre (2005) Total Quality Management, Pearson Educational Publishers, New Delhi.