



## Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A++' Grade (3<sup>rd</sup> Cycle-3.64 CGPA)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpasc.ac.in](http://www.drngpasc.ac.in) | Email: [info@drngpasc.ac.in](mailto:info@drngpasc.ac.in) | Phone: +91-422-2369100

### REGULATIONS 2023-24 for Under Graduate Programme (Outcome Based Education model with Choice Based Credit System)

#### B.B.A. (CA) Degree

(For the students admitted during the academic year 2023-24 and onwards)

**Programme : B.B.A.(CA)**

#### Eligibility

A candidate who has passed in Higher Secondary Examination with any Academic Stream or Vocational Stream as one of the subjects under Higher Secondary Board of Examination and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent there to by the Academic Council, subject to such conditions as may be prescribed there to are permitted to appear and qualify for the **Bachelor of Business Administration with Computer Applications Degree Examination** of this College after a Programme of study of three academic years.

#### Programme Educational Objectives

The Curriculum is designed to attain the following learning goals which students shall accomplish by the time of their graduation:

1. The programme aims to provide students with the career opportunity in the field of production, finance, marketing, human resource and systems.
2. It emphasizes a mix of skill-set in the managerial aspect and information technology aspect which are required by the industry.
3. The programme affords the comprehensive inputs in terms of qualities required to become an entrepreneur.



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**PROGRAMME OUTCOMES:**

On the successful completion of the program, the following are the expected outcomes.

<b>PO Number</b>	<b>PO Statement</b>
<b>P01</b>	Specialize in the functional areas of Business Management such as Production, Finance, Human Resource, Marketing and Systems.
<b>P02</b>	Acquire various skill sets like communication skill, interpersonal skill, decision-making skill, accounting skill, marketing skill, analytical skill and technical skill.
<b>P03</b>	Influence the students to become an entrepreneur with social responsibilities.
<b>P04</b>	Meet the requirements of the corporate with contemporary knowledge to acquire high standards.
<b>P05</b>	Gain proficiency in using computer technology in business administration.





## Credit Distribution

## B.B.A. (CA)

Part	Subjects	No.of Papers	Credit	Semester No.
<b>I</b> (12 Credits)	Tamil / Hindi / French/Malayalam	4	4 x 3 = 12	I to IV
<b>II</b> (12 Credits)	English	4	4 x 3 = 12	I to IV
<b>III</b> (108 Credits)	Core (Credits 2,3,4,5 )	19	70	I to VI
	Inter Departmental Course (IDC)	4	16	I to IV
	Discipline Specific Elective (DSE)	3	3 x 4 =12	V & VI
	Skill Enhancement Course(SEC)	4	8	III ,IV,V& VI
	Industrial Training	1	2	V
<b>IV</b> (8 Credits)	Environmental Studies(AECC)	1	2	I
	Basic Tamil/ Advance Tamil /Human Rights & Women's Rights(AECC)	1	2	II
	Innovation & IPR/Innovation, IPR & Entrepreneurship (AECC)	1	2	VI
	Generic Elective(GE) (AECC)	1	2	V
<b>V</b> (2 Credits)	NSS/NCC/YRC/RRC/Yoga/Sports/Clubs	-	2	I -II
<b>TOTAL CREDITS</b>			<b>142</b>	





# CURRICULUM

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## B.B.A. (CA) PROGRAMME

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
Part – I										
231TL1A1TA	Language - I	Tamil –I	4	1	-	3	25	75	100	3
231TL1A1HA		Hindi –I								
231TL1A1MA		Malayalam-I								
231TL1A1FA		French-I								
Part – II										
231EL1A1EA	Language -II	English-I	4	-	1	3	25	75	100	3
Part – III										
236BM1A1CA	Core-I	Management Concepts	4	1	-	3	25	75	100	4
236BM1A1CB	Core-II	Management Information Systems	4	-	-	3	25	75	100	4
236BM1A1CP	Core Practical-I	Spread Sheet for Business	-	-	4	3	40	60	100	2
232MT1A1IB	IDC-I	Mathematics for Management -I	4	1	-	3	25	75	100	4
Part – IV										
233MB1A1AA	AECC-I	Environmental Studies	2	-	-	-	50	-	50	2
Part – V										
236BM1A1XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/ Club	-	-	-	-	50	-	50	1
Total			22	3	5				700	23






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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part – I										
231TL1A2TA	Language - I	Tamil-II	4	1	-	3	25	75	100	3
231TL1A2HA		Hindi-II								
231TL1A2MA		Malayalam-II								
231TL1A2FA		French – II								
Part – II										
231EL1A2EA	Language - II	English – II	4	-	1	3	25	75	100	3
Part – III										
236BM1A2CA	Core – III	Organizational Behaviour	4	1	-	3	25	75	100	4
236BM1A2CB	Core – IV	Python Programming	4	-	-	3	25	75	100	4
236BM1A2CP	Core Practical – II	Python Programming	-	-	4	3	40	60	100	2
232MT1A2IB	IDC – II	Mathematics for Management – II	4	1	-	3	25	75	100	4
Part – IV										
231TL1A2AA/ 231TL1A2AB/ 235CR1A2AA	AECC-II	Basic Tamil/ Advanced Tamil /Human Rights and Women’s Rights	2	-	-	-	50	-	50	2
Part – V										
236BM1A2XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/ Club	--	-	-	-	50	-	50	1
Total			22	3	5				700	23

  
 BoS Chairman/HoD  
 Department of Management Studies  
 Dr. N. G. P. Arts and Science College  
 Coimbatore – 641 048  
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BoS- 16 <sup>th</sup> 17/10/23	AC - 16 <sup>th</sup> 13/12/23	GB - 21 <sup>st</sup> 05/01/24



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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
Part - I										
231TL1A3TA	Language - I	Tamil - III	3	1	-	3	25	75	100	3
231TL1A3HA		Hindi - III								
231TL1A3MA		Malayalam - III								
231TL1A3FA		French - III								
Part - II										
231EL1A3EA	Language - II	English - III	3	1	-	3	25	75	100	3
Part - III										
236BM1A3CA	Core – V	Production and Materials Management	3	-	-	3	25	75	100	3
236BM1A3CB	Core - VI	Marketing Management	4	-	-	3	25	75	100	4
236BM1A3CC	Core – VII	Financial Accounting	4	-	-	3	25	75	100	4
236BM1A3CP	Core Practical – III	Accounting Software	-	-	4	3	40	60	100	2
235CR1A3IA	IDC - III	Business Law	4	-	-	3	25	75	100	4
236BM1A3SV	SEC-I	Articulation Skills	3	-	-	3	40	60	100	2
Total			24	2	4				800	25

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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credit s
							CIA	ESE	Total	
Fourth Semester										
Part – I										
231TL1A4TA	Language - I	Tamil - IV	3	1	-	3	25	75	100	3
231TL1A4HA		Hindi - IV								
231TL1A4MA		Malayalam - IV								
231TL1A4FA		French - IV								
Part – II										
231EL1A4EA	Language - II	English - IV	3	1	-	3	25	75	100	3
Part – III										
236BM1A4CA	Core - VIII	Human Resource Management	5	-	-	3	25	75	100	5
236BM1A4CB	Core - IX	Financial Management	4	-	-	3	25	75	100	4
236BM1A4EP	Core Practical – IV	Database Management System	2	-	4	3	40	60	100	3
235IB1A4IA	IDC - IV	Export Management	4	-	-	3	25	75	100	4
236BM1A4SV	SEC – II	Comprehension Skills	3	-	-	3	40	60	100	2
Total			24	2	4				700	24

  
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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
Part – III										
236BM1A5CA	Core –X	Research Methods for Management	5	1	-	3	25	75	100	5
236BM1A5CB	Core -XI	Cost and Management Accounting	5	1	-	3	25	75	100	5
236BM1A5EP	Core Practical - V	Data Visualization	2	-	4	3	40	60	100	3
236BM1A5SV	SEC- III	Campus to Corporate	4	-	-	3	40	60	100	2
236BM1A5DA	DSE – I	Human Resource Development	5	1	-	3	25	75	100	4
236BM1A5DB		Consumer Behaviour								
236BM1A5DC		Taxation Law and Practice								
236BM1A5TA	IT	Industrial Training	-	-	-		40	60	100	2
Part – IV										
	GE		-	-	2		50	-	50	2
Total			21	3	6				650	23





Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Sixth Semester										
Part – III										
236BM1A6CA	Core – XII	Entrepreneurship and Project Management	5	-	-	3	25	75	100	5
236BM1A6EP	Core Practical -VI	Web Design	2	-	4	3	25	75	100	3
236BM1A6CV	Core – XIII Project	Project	-	-	6	3	40	60	100	4
236BM1A5SV	SEC- IV	Soft Skills for Business	3	-	-	3	40	60	100	2
236BM1A6DA	DSE – II	Performance Management	4	-	-	3	25	75	100	4
236BM1A6DB		Retail Management								
236BM1A6DC		Financial Services								
236BM1A6DD	DSE – III	Organizational Development	4	-	-	3	25	75	100	4
236BM1A6DE		Digital Marketing								
236BM1A6DF		Financial Technology								
Part – IV										
235BI1A6AA	AECC-III	Innovation & IPR	2	-	-	-	50	-	50	2
Total			20	-	10				650	24
*Grand Total									4200	142





### DISCIPLINE SPECIFIC ELECTIVE

Students shall select the desired course of their choice in the listed elective course during Semesters V & VI

#### Semester V (Elective I)

##### List of Elective Courses

S. No.	Course Code	Name of the Course
1	236BM1A5DA	Human Resource Development
2	236BM1A5DB	Consumer Behaviour
3	236BM1A5DC	Taxation Law and Practice

#### Semester VI (Elective II)

##### List of Elective Courses

S. No.	Course Code	Name of the Course
1	236BM1A6DA	Performance Management
2	236BM1A6DB	Retail Management
3	236BM1A6DC	Financial Services

#### Semester VI (Elective III)

##### List of Elective Courses

S. No.	Course Code	Name of the Course
1	236BM1A6DD	Organizational Development
2	236BM1A6DE	Digital Marketing
3	236BM1A6DF	Financial Technology



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### GENERIC ELECTIVE COURSE (GE)

The following course is offered under Generic Elective

Semester V (GE)

S. No.	Course Code	Course Name
1	236BM1A5GP	Advertising and Sales Promotion

### EXTRA CREDIT COURSES

The following are the courses offered under Self Study to earn extra credits  
Semester III

S. No.	Course Code	Course Name
1	236BM1ASSA	Business Communication
2	236BM1ASSB	Banking and Insurance



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## UG - REGULATION (R5)

(2023-24 and onwards)

### (OUTCOME BASED EDUCATION WITH CBCS)

#### 1.NOMENCLATURE

**1.1 Faculty:** Refers to a group of programmes concerned with a major division of knowledge Eg. Faculty of Computer Science consists of disciplines like Departments of Computer Science, Information Technology, Computer Technology, Computer Applications, Data Analytics, Cognitive Systems, Artificial Intelligence and Machine Learning and Cyber Security

**1.2 Programme:** Refers to the Bachelor of Science / Commerce / Arts stream that a student has chosen for study.

**1.3 Batch:** Refers to the starting and completion year of a programme of study. Eg. Batch of 2023-26 refers to students belonging to a 3 year Degree programme admitted in 2023 and completing in 2026.

**1.4 Course:** Refers to component of a programme. A course may be designed to involve lectures / tutorials / laboratory work / seminar / project work/ practical training / report writing / Viva- voce, etc., or a combination of these, to meet effectively the teaching learning needs.

- a) **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement
- b) **Inter Disciplinary Course (IDC):** A course chosen generally from a related discipline/subject with an intention to seek exposure in the discipline relating to the core domain of the student
- c) **Discipline Specific Elective (DSE) Course:** Elective courses offered under main discipline/ subject of study.
- d) **Skill Enhancement Courses (SEC):** Value-based and/or skill-based courses which are aimed at providing hands-on-training, competencies, skills, etc.
- e) **Ability Enhancement Compulsory Courses (AECC):** Mandatory courses that lead to Knowledge enhancement. Environmental Science, Human Rights and Women's Rights, Basic Tamil/ Advanced Tamil, Innovation and IPR, Innovation, IPR and Entrepreneurship.
- f) **Ability Enhancement Elective Course (AEEC)/Generic Elective (GE)** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is Generic Elective.





### 1.5 Project Work:

Course involving application of knowledge in problem solving / analyzing /exploring a real life situation / difficult problem. The Project work will be given in lieu of a Core paper.

### Internship/Industrial Training

Students must undertake industrial / institutional training for a minimum of 15 days during the IV semester summer vacation. The students will submit the report for evaluation during V semester.

### 1.6 Extra Credits:

Extra credits shall be awarded for achievements in identified curricular/co-curricular/Extracurricular activities executed outside the regular class hours. Extra credits are not mandatory for completing the programme.

## 2. STRUCTURE OF PROGRAMME

### 2.1 PART- I: LANGUAGE- I

Tamil or any one of the languages namely Malayalam, Hindi and French will be offered under Part – I in the first four semesters.

### 2.2 PART- II: LANGUAGE- II

English will be offered during the first four semesters.

### 2.3 PART- III:

- Core Course
- Inter Departmental Course (IDC)
- Discipline Specific Elective (DSE)
- Skill Enhancement Course (SEC)
- Industrial Training (IT)

### 2.4 PART- IV:

#### 2.4.1 Ability Enhancement Compulsory Course (AECC):

The Ability Enhancement Compulsory Courses such as i)Environmental Studies, ii) Human Rights and Womens' Rights, iii) Innovation and IPR/ Innovation, IPR and Entrepreneurship are offered during I,II and VI Semester.

Basic Tamil

a) Those who have not studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take oneBasic Tamil coursein the second semester.





(OR)

Advanced Tamil

b) Those who have studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take one Advanced Tamil course in the second semester.

**Note:** Students who come under the above a+b categories are exempted from Human Rights and Women's Rights in the second semester.

**Ability Enhancement Elective Course (AEEC)/Generic Elective (GE)** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is Generic Elective offered in V semester. (Theory/Practical/Non-Lab Practical)

## 2.5 PART- V: EXTENSION ACTIVITIES

The following extracurricular activities like NSS/YRC/NCC/RRC/Yoga/Sports/Clubs are offered under extension activities during semester I & II. Students will be evaluated based on their active participation in any one of the above activities. 75% Attendance is compulsory for extension activity.

## 3. CREDIT ALLOTTMENT

The following is the credit allotment:

- Lecture Hours (Theory) : 1 credit per lecture hour per week
- Laboratory Hours : 1 credit for 2 Practical hours per week
- Project Work : 1 credit for 2 hours of project work per week

## 4. DURATION OF THE PROGRAMME

The B.A. /B.Com./B. Sc. Programme must be completed within 3 years (6 semesters) and a maximum of 6 years (12 semesters) from the date of acceptance to the programme. If not, the candidate must enroll in the course determined to be an equivalent by BoS in the most recent curriculum recommended for the Programme.

## 5.REQUIREMENTS FOR COMPLETION OF A SEMESTER

Every student shall ordinarily be allowed to keep terms for the given semester in a program of his/ her enrolment, only if he/ she fulfills at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures, practicals, tutorials, etc. wherein short and/or long excursions/field visits/study tours organised by the college and supervised by the faculty as envisaged in the syllabus shall be credited to his/her attendance. Every student shall have a minimum of 75% as an overall attendance.





## 6. EXAMINATIONS

The end semester examinations shall normally be conducted after completing 90 working days for each semester. The maximum marks for each theory and practical course shall be 100 with the following breakup:

### a) Mark distribution for Theory Courses

Continuous Internal Assessment (CIA)	: 25 Marks
End Semester Exams (ESE)	: 75 Marks
Total	: 100 Marks

### i) Distribution of Internal Marks

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45 <sup>th</sup> working day)	5
2	Model ( All 5 Units) (On completion of 85 <sup>th</sup> working day)	5
3	Attendance	5
4	Library Usage	5
5	Skill Enhancement *	5
<b>Total</b>		<b>25</b>

### Breakup for Attendance Marks:

S.No	Attendance Range	Marks Awarded
1	95% and Above	5
2	90% - 94%	4
3	85% - 89%	3
4	80% - 84%	2
5	75% - 79%	1

### Note:

Special Cases such as NCC, NSS, Sports, Advanced Learner Course, Summer Fellowship and Medical Conditions etc. the attendance exemption may be given by principal and Mark may be awarded.





**Break up for Library Marks:**

S.No	Attendance Range	Marks Awarded
1	10h and above	5
2	9h- less than 10h	4
3	8h - less than 9h	3
4	7h - less than 8h	2
5	6h - less than 7h	1

**Note:**

In exception, the utilization of e-resources of library will be considered.

**\*Components for "Skill Enhancement" may include the following:**

Class Participation, Case Studies Presentation/term paper, Field Study, Field Survey, Group Discussion, Term Paper, Presentation of Papers in Conferences, Industry Visit, Book Review, Journal Review, e-content Creation, Model Preparation, Seminar and assignment.

**Components for Skill Enhancement**

Any one of the following should be selected by the course coordinator

S.No.	Skill Enhancement	Description
1	Class Participation	<ul style="list-style-type: none"> <li>Engagement in class</li> <li>Listening Skills</li> <li>Behaviour</li> </ul>
2	Case Study Presentation/ Term Paper	<ul style="list-style-type: none"> <li>Identification of the problem</li> <li>Case Analysis</li> <li>Effective Solution using creativity/imagination</li> </ul>
3	Field Study	<ul style="list-style-type: none"> <li>Selection of Topic</li> <li>Demonstration of Topic</li> <li>Analysis &amp; Conclusion</li> </ul>
4	Field Survey	<ul style="list-style-type: none"> <li>Chosen Problem</li> <li>Design and quality of survey</li> <li>Analysis of survey</li> </ul>
5	Group Discussion	<ul style="list-style-type: none"> <li>Communication skills</li> <li>Subject knowledge</li> <li>Attitude and way of presentation</li> <li>Confidence</li> <li>Listening Skill</li> </ul>
6	Presentation of Papers in Conferences	<ul style="list-style-type: none"> <li>Sponsored</li> <li>International/National</li> <li>Presentation</li> <li>Report Submission</li> </ul>
7	Industry Visit	<ul style="list-style-type: none"> <li>Chosen Domain</li> <li>Quality of the work</li> </ul>





		<ul style="list-style-type: none"> <li>• Analysis of the Report</li> <li>• Presentation</li> </ul>
8	Book Review	<ul style="list-style-type: none"> <li>• Content</li> <li>• Interpretation and Inferences of the text</li> <li>• Supporting Details</li> <li>• Presentation</li> </ul>
9	Journal Review	<ul style="list-style-type: none"> <li>• Analytical Thinking</li> <li>• Interpretation and Inferences</li> <li>• Exploring the perception if chosen genre</li> <li>• Presentation</li> </ul>
10	e-content Creation	<ul style="list-style-type: none"> <li>• Logo/ Tagline</li> <li>• Purpose</li> <li>• Content (Writing, designing and posting in Social Media)</li> <li>• Presentation</li> </ul>
11	Model Preparation	<ul style="list-style-type: none"> <li>• Theme/ Topic</li> <li>• Depth of background Knowledge</li> <li>• Creativity</li> <li>• Presentation</li> </ul>
12	Seminar	<ul style="list-style-type: none"> <li>• Knowledge and Content</li> <li>• Organization</li> <li>• Understanding</li> <li>• Presentation</li> </ul>
13	Assignment	<ul style="list-style-type: none"> <li>• Content and Style</li> <li>• Spelling and Grammar</li> <li>• References</li> </ul>

**ii) Distribution of External Marks (ESE)**

<b>Total</b>	<b>:</b>	<b>75</b>
<b>Written Exam</b>	<b>:</b>	<b>75</b>

**Marks Distribution for Practical course**

<b>Total</b>	<b>:</b>	<b>100</b>
<b>Internal</b>	<b>:</b>	<b>40</b>
<b>External</b>	<b>:</b>	<b>60</b>





**i) Distribution of Internals Marks**

S.No.	Particulars	Distribution of Marks
1	Experiments/Exercises	15
2	Test 1	10
3	Test 2	10
4	Observation Notebook	05

**Total**                      **40**

**ii) Distribution of Externals Marks**

S.No.	Particulars	External Marks
1	Practical	40
2	Record	10
3	Viva- voce	10

**Total**                      **60**

Practical examination shall be evaluated jointly by Internal and External Examiners

**Mark Distribution for Project/ Internship/ Industrial Training**

**Total**        :        **100**  
**Internal**    :        **40**  
**External**    :        **60**

**i) Distribution of Internal Marks**

S.No.	Particulars	Internal Marks
1	Review I	15
2	Review II	20
3	Attendance	5

**Total**                      **40**

**ii) Distribution of External Marks**

S.No	Particulars	External Marks
1	Project Work /Internship /Industrial training Presentation	40
2	Viva -voce	20

**Total**                      **60**

Evaluation of Project Work/Internship/ Industrial training shall be shall be done jointly by Internal and External Examiners.





## 7. Credit Transfer

a. Upon successful completion of **1 NPTEL Course (4 Credit Course)** recommended by the department, during Semester I to IV, a student shall be eligible to get exemption of one **4 credit course** during the V or VI semester. The proposed NPTEL course should cover content/syllabus of exempted core paper in V or VI semester.

S. No.	Course Code	Course Name	Proposed NPTEL Course	Credit
1			Option - 1 Paper title	4
			Option - 2 Paper title	
			Option - 3 Paper title	

b. Upon successful completion of **2 NPTEL Courses (2 Credit each)** recommended by the department, during Semester I to IV, a student shall be eligible to get exemption of **one 4 credit course** during the V or VI semester. Out of 2 NPTEL proposed courses, **atleast 1 course** should cover content/syllabus of exempted core paper in V or VI semester.

### Mandatory

The exempted core paper in the V or VI semester should be submitted by the students for approval before the end of 4<sup>th</sup> semester

Credit transfer will be decided by equivalence committee

S. No.	Course Code	Course Name	Proposed NPTEL Course	Credit
1			Option - 1 Paper title	2
			Option - 2 Paper title	
			Option - 3 Paper title	
2			Option - 1 Paper title	2
			Option - 2 Paper title	
			Option - 3 Paper title	





NPTEL Courses to be carried out during semester I – IV.					
S.No.	Student Name	Class	Proposed NPTEL Course		Proposed Course for Exemption
			Course I	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	Any one Core Paper in V or VI semester
			Course II	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	
Class Advisor		HoD		Dean	

### 8. Innovations

Upon Successful outcome of Design Thinking / Copy right/Product/ Patent by the end of the V Semester, student shall be eligible to get exemption in AECC: Innovation, IPR & Entrepreneurship / Innovation & IPR offered during VI Semester.

### 9.Internship/Industrial Training

Students must undertake industrial / institutional training for a minimum of 15 days during the IV semester summer vacation. The students shall submit the report for evaluation during V semester.

### 10. Extra Credits: 10

Earning extra credit is not essential for programme completion. Student is entitled to earn extra credit for achievement in Curricular /Co-Curricular/ Extracurricular activities carried out other than the regular class hours.

A student is permitted to earn a maximum of Ten extra Credits during the programme period.





A maximum of 1 credit under each category is permissible.

Category	Credit
Proficiency in foreign language	1
Proficiency in Hindi	1
Self study Course	1
Typewriting/Short hand	1
CA/ICSI/CMA (Foundations)	1
CA/ICSI/CMA(Inter)	1
Sports and Games	1
Publications / Conference Presentations (Oral/Poster)	1
Lab on Project	1
Innovation / Incubation / Patent / Sponsored Projects / Consultancy	1
Representation in State / National level celebrations	1
Awards/Recognitions/Fellowships	1

Credit shall be awarded for achievements of the student during the period of study only.

## GUIDELINES

### Proficiency in foreign language

A pass in any foreign language in the examination conducted by an authorized agency.

### Proficiency in Hindi

A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha.

Examination passed during the programme period only will be considered for extra credit.

### Self study Course

A pass in the self study courses offered by the department.

The candidate should register the self study course offered by the department only in the III semester.

### Typewriting/Short hand

A Pass in short hand / typewriting examination conducted by Tamil Nadu Department of Technical Education (TNDTE) and the credit will be awarded.





**CA/ICSI/CMA(Foundations)**

Qualifying foundation in CA/ICSI/CMA / etc.

**CA/ICSI/CMA(Inter)**

Qualifying Inter in CA/ICSI/CMA / etc.

**Sports and Games**

Students can earn extra credit based on their achievements in sports in University/  
State / National/ International levels.

**Publications / Conference Presentations (Oral/Poster)**

Research Publications in Journals  
oral/poster presentation in Conference

**Lab on Project (LoP)**

To promote the undergraduate research among all the students, the LoP is introduced beyond their regular class hours. LoP is introduced as group project consisting of not more than five members. It consist of four stages namely Literature collection, Identification of Research area, Execution of research and Reporting / Publication of research reports/ product developments. These four stages spread over from III to IV semester.

(Evaluation will be done internally)

**Innovation/ Incubation / Patent / Sponsored Projects / Consultancy**

Development of model/ Products /Prototype /Process/App/Registration of  
Patents/ Copyrights/Trademarks/Sponsored Projects /Consultancy

**Representation in State/ National level celebrations**

State / National level celebrations such as Independence day, Republic day Parade,  
National Integration camp.

**Awards/Recognitions/Fellowships**

Regional/ State / National level awards/ Recognitions/Fellowships





**GUIDELINES****100 % CIA Courses:**

- AECC
- AECC

S.No	Type of Course
1	Environmental Studies (AECC)
2	Human Rights and Women's Rights, Basic Tamil / Advanced Tamil (AECC)
3	Innovation & IPR/ Innovation, IPR and Entrepreneurship (AECC)
4	Generic Elective (AECC)

**Modalities for Implementing Internal Assessment Marks:**

- Student pertaining to 2023 Batch (2023-26) UG programme for the above mentioned courses shall secure a minimum of 40% out of the maximum marks in the continuous internal assessment (CIA) i.e., 20 marks out of 50 marks.
- Students who have not acquired the minimum marks shall be allowed to reappear to improve their marks in the exam components only within the time duration of the programme, in the forthcoming semesters.

**Distribution of Internal Marks for AECC & AECC**

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45th working day)	15
2	Model ( All 5 Units) (On completion of 85th working day)	15
3	Assignment	05
4	Attendance	05
5	Library Usage	05
6	Skill Enhancement *	05
<b>Total</b>		<b>50</b>





**Distribution of Internal Marks for Generic Elective (AECC) (Practical)**

S.No.	Particulars	Distribution of Marks
1	CIA -I (1-5 Exercise)	5
2	CIA-II (6-10 Exercise)	5
3	Class Participation	10
4	Practical Record	10
5	Test-III & Viva -Voce(10+10)	20
<b>Total</b>		<b>50</b>

**Question paper pattern AECC & AECC**

Test	MARKS	DESCRIPTION	TOTAL	Remarks
CIA Test I 1 Hour First 2.5 Units	50 x 1 = 50 Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks
CIA test II/ Model test 1 Hour All five Units	50 x 1 = 50 Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks

Question paper pattern		Total Marks - 50	
<u>Basic Tamil</u>		<u>Advanced Tamil</u>	
Section -A		Section -A	
Choose the correct answer	10x2=20	Choose the correct answer	10x1=10
Section -B		Section -B	
True or false	10x2=20	Fill in the blanks	10x2=20
Section -C		Section -C	
Answer in one page	1x10=10	Write an essay in two pages	2x10=20





**Question paper pattern for all other courses falling under Part I to Part III**

**CIA I : [1 ½ Hours-2.5 Units] - 25 Marks**

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	8 x 0.5 = 04 Mark	MCQ	25 Mark	Marks secured will be converted To 5 mark
Section - B	3 x 3 = 09 Mark	Answer ALL Questions Either or Type ALL Questions Carry Equal Marks		
Section - C	2 x 6 = 12 Mark			

**CIA II/Model: [3 Hours-5 Units] - 75 Mark**

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	10 x 1 = 10 Mark	MCQ	75 Mark	Marks secured will be converted To 5 mark
Section - B	5 x 5 = 25 Mark	Answer ALL Questions (Either or Type Questions) Each Questions Carry Equal Mark		
Section - C	5 x 8 = 40 Mark			

**End Semester Examination: [3 Hours-5 Units] - 75 Mark**

SECTION	MARKS	DESCRIPTION	TOTAL
Section - A	10 x 1 = 10 Mark	MCQ	75 Mark
Section - B	5 x 5 = 25 Mark	Answer ALL Questions (Either or Type Questions) Each Questions Carry Equal Mark	
Section - C	5 x 8 = 40 Mark		





Course Code	Course Name	Category	L	T	P	Credit
231TL1A1TA	TAMIL - I	LANGUAGE-I	4	1	-	03

#### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு நாகரீகம், பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K4
CO3	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓	✓		✓
CO2	✓			✓	
CO3		✓			✓
CO4			✓		
CO5	✓			✓	✓

#### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





231TL1A1TA	TAMIL - I	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus

## Unit I மறுமலர்ச்சிக் கவிதைகள் 13 h

1. இலக்கிய வரலாறு - மறுமலர்ச்சிக் கவிஞர்களின் தமிழ்ப்பணிகள்
2. பாரததேசம் - பாரதியார்
3. படி - பாரதிதாசன்
4. தமிழரின் பெருமை - நாமக்கல் கவிஞர்
5. தமிழ்க் கொலை புரியாதீர் - புலவர் குழந்தை
6. திரைத்தமிழ்
  - அ) 'விஞ்ஞானத்த வளர்க்கப் போறண்டி' எனத் தொடங்கும் பாடல் - உடுமலை நாராயண கவி
  - ஆ) 'சும்மா கிடந்த நிலத்தை' எனத் தொடங்கும் பாடல் - பட்டுக்கோட்டை கல்யாண சுந்தரனார்
  - இ) 'சமரசம் உலாவும் இடமே' எனத் தொடங்கும் பாடல் - மருதகாசி
  - ஈ) 'உன்னை அறிந்தால்' எனத் தொடங்கும் பாடல் - கண்ணதாசன்

## Unit II புதுக்கவிதைகள் 13 h

1. இலக்கிய வரலாறு - புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்
2. கடமையைச் செய் - மீரா
3. மலையாளக் காற்று - சிற்பி
4. ஒப்பிலாத சமுதாயம் - அப்துல் ரகுமான்
5. கன்னிமாடம் - மு.மேத்தா
6. கரிக்கிறது தாய்ப்பால் - ஆரூர் தமிழ்நாடன்
7. ஐந்தாம் வகுப்பு 'அ' பிரிவு - நா. முத்துக்குமார்
8. ஹைகூ கவிதைகள் - 10 கவிதைகள்

## Unit III பெண்ணியம் 09 h

1. தொலைந்து போனேன் - தாமரை
2. நீரில் அலையும் முகம் - அ. வெண்ணிலா
3. தற்காதல் - பொன்மணி வைரமுத்து
4. ஏனிந்த வித்தியாசங்கள்? - மல்லிகா
5. புதையுண்ட வாழ்க்கை - சுகந்தி சுப்ரமணியன்



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**Unit IV சிறுகதைகள்**

15 h

- |                           |                                      |
|---------------------------|--------------------------------------|
| 1. இலக்கிய வரலாறு         | - சிறுகதையின் தோற்றமும் வளர்ச்சியும் |
| 2. கனகாம்பரம்             | - கு.ப.ராஜகோபாலன்                    |
| 3. ஆற்றங்கரைப் பிள்ளையார் | - புதுமைப்பித்தன்                    |
| 4. பொம்மை                 | - ஜெயகாந்தன்                         |
| 5. காய்ச்சமரம்            | - கி. ராஜநாராயணன்                    |
| 6. காட்டில் ஒருமான்       | - அம்பை                              |
| 7. வேட்கை                 | - சூர்யகாந்தன்                       |

**Unit V பயிற்சிப் பகுதி**

10 h

**அ. இலக்கணம்**

- வல்லின ஒற்று மிகும், மிகா இடங்கள் - ஒற்றுப்பிழை நீக்கி எழுதுதல்
- ர,ற-ல,ழ,ள - ண,ந,ன வேறுபாடு - ஒலிப்பு நெறி, சொற்பொருள் வேறுபாடு அறிதல்)

**ஆ. படைப்பாக்கம்**

- கவிதை - எழுதுதல் (15 வரிகள் முதல் 30 வரிகள் வரை)
- சிறுகதை - எழுதுதல் (குறைந்தது 3 பக்கங்கள்)

**Text Book**

தமிழ் மொழிப்பாடம் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி.

- 1 கலை அறிவியல் கல்லூரி, கோயம்புத்தூர் - 641048, வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை - 600 098.

**References**

- 1 பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு - 2014, தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை - 600 108.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு - 2013, இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் - பூவேந்தன் பதிப்பகம், சென்னை-600 004.
- 3 இணையதள முகவரி: <https://www.tamilvu.org>





Course Code	Course Name	Category	L	T	P	Credit
231TL1A1HA	HINDI - I	LANGUAGE - 1	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- The techniques for expansion of ideas and translation process

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2		✓			✓
CO3				✓	
CO4	✓		✓		
CO5		✓	✓		✓

#### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



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231TL1A1HA	HINDI - I	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus

Unit I 13 h

गद्य – नूतन गद्य संग्रह (जय प्रकाश) पाठ 1- रजियापाठ 2- मक़ीलपाठ 3- बहता पानी निर्मला  
पाठ 4- राष्ट्रपिता महात्मा गाँधी

Unit II 13 h

कहानी कुंज- डॉ वी.पी. 'अमिताभ' (पाठ 1-4)

Unit III 12 h

व्याकरण : शब्द विचार ( संज्ञा, सर्वनाम, विशेषण)

Unit IV 12 h

अनुच्छेद लेखन

Unit V 10 h

अनुवाद अभ्यास-III (केवल अंग्रेजी से हिन्दी में) (पाठ 1 to 10)

## Text Books

- 1 प्रकाशक: सुमित्र प्रकाशन 204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड अशोक नगर इलाहाबाद-211001
- 2 प्रकाशक: गोविन्द प्रकाशन सदर बाजार, मथुरा उत्तर प्रदेश-281001
- 3 पुस्तक: व्याकरण प्रदीप – रामदेव प्रकाशक: हिन्दी भवन 36 टेंगोर नगर इलाहाबाद-211024
- 4 पुस्तक: व्याकरण प्रदीप – रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17



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Course Code	Course Name	Category	L	T	P	Credit
231TL1A1MA	MALAYALAM- I	LANGUAGE - I	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam sentences into English and vice versa

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Apply creative ability	K3
CO5	Build the power of creative reading	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2					✓
CO3		✓	✓		
CO4	✓			✓	
CO5		✓			✓

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





231TL1A1MA	MALAYALAM - I	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

### Syllabus

**Unit I Novel 14 h**

Pathummayude Adu

**Unit II Novel 10 h**

Pathummayude Adu

**Unit III Short Story 14 h**

Nalinakanthi

**Unit IV Short Story 10 h**

Nalinakanthi

**Unit V Practical Application 12 h**

Expansion of ideas, General Essay and Translation

### Text Books

- 1 Vaikkam Muhammed Basheer, "Pathummayude Adu" (NOVEL), DC Books & Kottayam
- 2 T.Padmanabhan, "Nalinakanthi" (Short Story), DC Books & Kottayam.

### References

- 1 Malayala Novel Sahithyam.
- 2 Malayala Cherukatha Innale Innu.



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B.B.A.(CA) (Students admitted during the A.Y.2023-24)



Course Code	Course Name	Category	L	T	P	Credit
231TL1A1FA	FRENCH - I	LANGUAGE - I	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the competence in general communication skills with oral, written and comprehension & expression
- the culture, life style and the civilization aspects of the French people as well as of France
- the students to acquire competency in translating simple French sentences into English and vice versa

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2					✓
CO3					
CO4	✓		✓		✓
CO5	✓		✓		

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





231TL1A1FA	FRENCH - I	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus

## Unit I Salut I Page 10

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> <li>• Saluer</li> <li>• Enter en contact avec quelqu'un.</li> <li>• Se présenter.</li> <li>• S'excuser</li> </ul>	En cours de cuisine, premiers contacts avec les membres d'un groupe	<ul style="list-style-type: none"> <li>• Comprendre des personnes qui se saluent.</li> <li>• Échanger pour entrer en contact, se présenter, saluer, s'excuser.</li> <li>• Communiquer avec <i>tu</i> ou <i>vous</i>.</li> <li>• Comprendre les consignes de classe</li> <li>• Épeler son nom et son prénom.</li> </ul> <p>Computer jusqu'à 10.</p>

## Unit II Enchanté I Page 20

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> <li>• Demander de se présenter.</li> <li>• Présenter quelqu'un.</li> </ul>	Dans la classe de français, se présenter et remplir une fiche pour le professeur.	<ul style="list-style-type: none"> <li>• Comprendre les informations essentielles dans un échange en milieu professionnel.</li> <li>• Échanger pour se présenter et présenter quelqu'un.</li> </ul>

## Unit III J'adore I Page 30

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> <li>• Exprimer ses goûts.</li> </ul>	Dans un café, participer à une soirée de rencontres rapides et remplir de taches d'appréciation	<ul style="list-style-type: none"> <li>• Dans une soirée de rencontres rapides comprendre des personnes qui échangent sur elles et sur leurs goûts</li> <li>• Comprendre une personne qui parle des goûts de quelqu'un d'autre</li> </ul>



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**Unit IV J'adore I Page 30**

14 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> <li>Présenter quelqu'un</li> </ul>	Dans un café, participer à une soirée de rencontres rapides et remplir de taches d'appréciation	<ul style="list-style-type: none"> <li>Exprimer ses goûts</li> <li>Comprendre une demande laissée sur un répondeur téléphonique.</li> <li>Parler de ses projets de week-end</li> </ul>
Autoévaluation du module I Page 40 – Préparation au DELF A1 page 42		
Demander à quelqu'un de faire quelque chose. Demander poliment. Parler d'actions passées. Tu veux bien?	Organiser un programme d'activités pour accueillir une personne importante	Comprendre une personne demande un service à quelqu'un. Demander à quelqu'un de faire quelque chose. Imaginer et raconter au passé à partir de situations dessinées.

**Unit V Practical Application**

10 h

Make in Own Sentences

**Text Book**

- Regine Merieux, Yves Loiseau. 2012. LATITUDES – 1: Méthode de français (Page No: 9-55) Les Editions Dider, Paris, Imprime en Roumanie par Canale en Janvier



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Course Code	Course Name	Category	L	T	P	Credit
231EL1A1EA	ENGLISH - I	LANGUAGE- II	4	-	1	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the effect of dialogue, imagery and varied genres
- any spontaneous spoken discourse and respond to them with proper sentence structure
- the transactional concept of English language

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify the various aspects in poetry	K2
CO2	Infer linguistic and non-linguistic features of the context for understanding and interpreting	K3
CO3	Construct sentences and convey messages effectively in real life situations	K3
CO4	Apply different reading strategies with varying speed	K3
CO5	Prepare modules with their own ideas and present them coherently in a grammatically correct form	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	✓
CO2		✓			✓
CO3	✓	✓		✓	
CO4			✓		
CO5	✓	✓			✓

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





231EL1A1EA	ENGLISH- I	SEMESTER I
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**Total Credits: 3**

**Total Instruction Hours: 60 h**

### Syllabus

#### Unit I Genre Studies 12 h

Nissim Ezekiel: The Worm- Author's Biography- title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

Niyi Osundare: Our Earth Will Not Die- Author's Biography- title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

A. G. Gardiner: On Superstitions- Author's biography- Narrative structure- Exploration of the text- passage analysis- insight of ideas- cohesion and context- style- language techniques- Annotation

Nancy Bella: Clever Thief- Author's Biography- Plot Summary- Detailed summary and Analysis- Themes- Important Quotations- Characters- Description - analysis- Terms- Symbols- Critical analysis

H. G. Wells: The Truth about Pyecraft- Author's Biography- narrative structure- passage analysis- insight of ideas- cohesion and context- style- language techniques

#### Unit II Listening Skills 12 h

Listening vs. hearing- Types of listening, Tips to enhance Listening Skills, Non-verbal and Verbal signs of active listening - Comprehensive Listening - Listening to pre-recorded audios on speeches, interviews and conversations - Listening Activities- Listening and responding to complaints (formal situation), Listening to problems and offering solutions (informal)

#### Unit III Speaking Skills 14 h

Formal occasions- Introducing oneself, Introducing others, Enquiries and Seeking permission, Making short presentations- Informal occasions- Requests, Offering help, Congratulating, Farewell party, graduation speech- Giving instructions to do a task and to use a device, Giving and asking directions

#### Unit IV Reading Skills 10 h

Study Skills: Skimming and Scanning- Reading different kinds of texts- Types of reading- Developing a good reading speed, reading aloud, Referencing skill - Word





Power (Denotation and Connotation) - Reading comprehension, Data interpretation  
-Charts, Graphs, Advertisements

**Unit V** Writing Skills 12 h

Sentence patterns, Note- making and note taking-Strategies - Paragraph writing:  
Structure and Principles - Academic Writing - Formal and Informal Letters, Report,  
Book /Movie Review

### Text Books

- 1 Gardiner, A. G. 1926. Alpha of the Plough: Second series, J.M. Dent & Sons Ltd., London, United Kingdom. pg.no-151-156. (Unit I)
- 2 Ezekiel, Nissim. "The Worm," Crazy Romantic Love, www.mianmawaisarain.live/2020/05/poem-worm-nissim-ezekiel.html. Accessed 3 Aug. 2022. (Unit I)
- 3 < <http://livros01.livrosgratis.com.br/ln000835.pdf> /> (Unit I)
- 4 Mithra, S. M. 1919. Hindu Tales from the Sanskrit, Macmillan & Co Ltd., London, United Kingdom. pg.no-127-142. (Unit I)
- 5 Nation, I. S. P and Jonathan Newton. 2009. Teaching ESL/EFL Listening and Speaking. Routledge, New York, United States. (Unit II)
- 6 Prabha, Dr. R. Vithya & S. Nithya Devi. 2019. Sparkle. (1st Edn.) McGraw - Hill Education, Chennai, India. (Unit III- V)

### References

- 1 Our Earth Will Not Die By Niyi Osundare." Studocu.Com, studocu.com /in/document/bangalore-university/bachelor-of-computer-applications /1586771577-our-earth-will-not-die/27675462. Accessed 3 Aug. 2022.
- 2 OnSuperstitions."THEHISTORIAN,thehistorian1947.wordpress.com/2019/03/08/on-superstitions-by-a-g-gardiner. Accessed 3 Aug. 2022.
- 3 Swales, John M. & Feak, Christine B. 2012. Academic Writing for Graduate Students: Essential Tasks and Skills, University of Michigan Press, Michigan, United States.
- 4 Rudzka, Brygida -Ostyn, 2003. Word Power: Phrasal Verbs and Compounds: A Cognitive Approach, Mouton de Gruyter, New York, United States.





Course Code	Course Name	Category	L	T	P	Credit
236BM1A1CA	MANAGEMENT CONCEPTS	CORE	4	1	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- Principles, concepts and functions of management.
- Decision making skills in various functional areas of the organization.
- Directing, supervising and controlling techniques.

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Memorize the evolution of management and the contributions of various management experts.	K1
CO2	Recognize the meaning and purpose of planning and carryout the decisions with the support of objectives.	K2
CO3	Sketch the organizational structure with effective span of management, staffing and selection process.	K3
CO4	Interpret the principles of effective direction with its importance and assume the role of supervisor.	K3
CO5	Execute the controlling process with controlling techniques for better coordination.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓		
CO5	✓	✓	✓		✓





<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





236BM1A1CA	MANAGEMENT CONCEPTS	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

**Unit I** Significance of Management 15 h

Definitions of Management - The Evolution of Management Theory - Contributions of F.W. Taylor, Henry Fayol, Peter F Drucker, C.K.Prahalad and Ratan Tata - Management: A Science or an Art? - Managerial Functions and Roles - Nature and Scope of Management Process.

**Unit II** Planning 12 h

Meaning and Purpose of Planning - Steps in Planning - Types of Planning - Objectives and Policies - Management by Objectives - Management by Exception - Decision Making: Process of Decision Making - Types of Decisions.

**Unit III** Organizing 11 h

Meaning and Definition - Types of Organization - Organizational Structure - Span of Control - Use of Staff Units and Committees - Delegation: Delegation and Centralization - Staffing: Sources of Manpower - Selection Process.

**Unit IV** Directing 11 h

Definition of Directing - Nature of Direction - Principles of Effective Direction - Elements of Direction - Importance of Direction - Techniques of Direction - Role of a Supervisor - Qualities of Supervisor - Kinds of Supervisor.

**Unit V** Controlling 11 h

Meaning and Definition - Importance of Controls - Nature and Purpose of Control - Control Process - Requirement of Effective Control System - Coordination - Need for Coordination - Budgetary and Non-Budgetary Controls.

**Note:**Case Studies (To be examined internally)

1. Case Study on Planning.
2. Case Study on Organizing.
3. Case Study on Coordination.



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### Text Books

- 1 Prasad L.M. 2015, "Principles & Practice of Management", 9th Edition, Sultan Chand & Sons, New Delhi.
- 2 Dinkar Pagare. 2018, Business Management, 6th Edition, Sultan Chand and Sons, New Delhi.

### References

- 1 Sharma.R.K and Shashi.K.Gupta. 2009, Management Process, 13th Edition, Kalyani Publishers, New Delhi.
- 2 Tripathi.P.C and Reddy.P.N. 2012, Principles of Management, 5th Edition, Tata McGraw-Hill Publishing Co. Ltd, New Delhi.
- 3 Remesh B Rudani, 2019, "Principles of Management", 2nd Edition, Tata McGraw Hill, New Delhi.
- 4 Selvaraj S N, 2017, "Management Process", 1st Edition, Kongunadu Publication India Pvt Ltd., Erode.





Course Code	Course Name	Category	L	T	P	Credit
236BM1A1CB	MANAGEMENT INFORMATION SYSTEMS	CORE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- Importance of information in business.
- Recent information systems and technologies.
- Business change with IT.

**COURSE OUTCOMES**

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Describe the basics of data and information system.	K1
CO2	Understand the computer hardware and peripherals.	K2
CO3	Explain about the computer software.	K2
CO4	Illustrate the database management system and its types.	K3
CO5	Classify the various technologies in information system and its security.	K4

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓		
CO5	✓	✓	✓		✓





<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





236BM1A1CB	MANAGEMENT INFORMATION SYSTEMS	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Fundamentals of Information System 10 h

Introduction-System Concepts-Components of Information System-Information System Resources-Information System Activities- Overview of Information System: The Expanding Roles of Information System-Operation Support System-Management Support Systems-Other Classification of Information System

#### Unit II Information Technology 9 h

Computer Hardware: Microcomputer System -Midrange Computer System - Mainframe Computer System-Computer System Concepts and Components-RISC Processor vs CISC Processor-Computer Peripherals: Input, Output and Storage Technologies

#### Unit III Computer Software 10 h

Introduction to Software-Application Software for End User-Software Suites and Integrated Packages-Web Browser-Word Processing and Desktop Publishing-Electronic Spreadsheets- Database Management- Presentation Graphics and Multimedia-Personal Information Managers-Groupware-System Software: Computer System Management

#### Unit IV Database Management 10 h

Database Management: Managing Data Resource-Technical Foundation of Database Management: Database Structure-Accessing Databases-Database Development-Information System for Business Operation: Manufacturing Information System-Transaction Processing Systems

#### Unit V Information Systems for Managerial Decision Support 9 h

Introduction-Management Information System-Decision Support System-Executive Information System-Implementing Business Change with IT-Managing IT: Security and Ethical Challenges: Security and Control Issues in Information Systems-Ethical and Social Challenges of Information Technology





**Note:** Note: Case Studies (To be examined internally)

1. Case Study on Information System.
2. Case Study on Database Management.
3. Case Study on Managerial Decision Support.

### Text Books

- 1 James A O'Brien, George M Marakas, Ramesh Behl, 2017, "Management Information Systems", 10th Edition, Mc Graw Hill, India
- 2 D P Goyal, 2014, "Management Information Systems", Management Perspectives, 4th Edition, Macmillan Publisher, New York

### References

- 1 Dr. S.P. Rajagopalan, 2012, "Management Information Systems", Margham Publications, Chennai
- 2 Robert Schultheis and Mary Sumner, 2008, "Management Information Systems – The Manager's View", Tata McGraw Hill Publisher
- 3 Ramesh Behl, James A. O'Brien, George M. Marakas, 2019, "Management Information Systems", 11th Edition, McGraw-Hill Publisher, U.S.A
- 4 Kenneth C. Laudon and Jane P Laudon, 2018, "Management Information Systems – Managing the Digital Firm", 15th edition, Pearson Publisher





236BM1A1CP	CORE PRACTICAL: SPREAD SHEET FOR BUSINESS	SEMESTER I
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Total Credits: 2

Total Instructions Hours: 48 h

S.No	Contents
1	Prepare a Mark List of your Class and Perform the following Operations: Sum, Average, Count, Min, Max, Sort and Filter.
2	Prepare an Electricity Bill for 10 Customers. Create a Pivot Table to Analyze Worksheet Data.
3	Draw the Different Type of Charts (Line, Pie, Bar) to Illustrate Year-wise performance of Sales, Purchase, Profit of a Company by using Chart Wizard.
4	Prepare a Worksheet for Customer Table and Working with Sum IF, Average IF and Count IF Statements.
5	Use Conditional Formatting to Highlight the Particular Data with Data Bars.
6	Filtering the Data using Auto Filter and Custom Filters using Comparison Operations.
7	Prepare Worksheet for Student Table using V-Lookup and H-Lookup Function.
8	Enter Stock details and Prepare Various Reports using Excel.
9	Prepare Employee's Payroll for an organization. Create a Simple Table for the Product Database and Apply the Concept of Inventory Control.
10	Creating a List for the Enclosures.
11	Invoice Report Preparation.
12	Creation of Balance Sheet.

**Note:** Out of 12 Programs - 10 Mandatory



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## References

- 1 Michael Price,2019, "Excel 2019 in Easy Steps",1st Edition, BPB Publication, New Delhi
- 2 Lokesh Lalwani,2019, "Excel 2019 All-In-One,1st Edition", BPB Publication, New Delhi
- 3 Bernd Held,2015, "Microsoft Excel Function and Formulas",BPB Publication, New Delhi
- 4 Greg Harvey ,2019,"Excel 2019 All-in-One for Dummies", 1st Edition, For Dummies Publisher





Course Code	Course Name	Category	L	T	P	Credit
232MT1A1IB	MATHEMATICS FOR MANAGEMENT-I	IDC	4	1	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- the basic concept of simple and compound interest and matrices
- the requirements for a good average and differentiate between average and dispersion
- the knowledge on application of correlation and regression for business operations

**COURSE OUTCOMES**

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	understand the different effective rates of interest for sinking fund, annuity and present value	K1
CO2	solve simultaneous equation using the concept of matrix	K2
CO3	understand the basic concepts of mean, median and mode	K2
CO4	estimate the measures of dispersion	K3
CO5	analyze the correlation and regression factors	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		✓
CO2		✓			
CO3	✓			✓	✓
CO4			✓		
CO5	✓			✓	✓





<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





232MT1A1IB	MATHEMATICS FOR MANAGEMENT-I	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

**Unit I**      Matrices 12 h

Definition - importance - types - Matrix operations - properties - system of linear equations - Determinants - Cramer's rule - properties of determinants - minor and cofactor - Inverse matrix method - Rank - consistency

**Unit II**      Mathematics of Finance 11 h

Basic concepts - Simple interest - Compound interest - effective rate and nominal rate of Interest - Depreciation - Annuities - Sinking fund- discounting

**Unit III**      Measures of Central Tendency 13 h

Methods of finding Arithmetic Mean, Median and Mode-individual observations-discrete series-continuous series-merits and demerits-Geometric Mean-Harmonic Mean

**Unit IV**      Measures of Dispersion 11 h

Range - Quartile deviation - Mean deviation - Standard deviation - Merits and Demerits- Coefficient of Variation-variance

**Unit V**      Correlation and Regression 13 h

Simple Linear Correlation-types - Scatter diagram- Karl Pearson's correlation coefficient-Spearman's Rank Correlation coefficient- concurrent deviation method-merits and demerits-Simple Linear Regression-methods of forming the Regression equations

### Text Books

- 1 Navnitham PA, 2021, "Business Mathematics and Statistics", Jai Publishers,Trichy



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## References

- 1 Gupta S.P, 2018, "Statistical Methods", Sultan Chand and Sons Educational Publishers, New Delhi
- 2 Pillai, Bagavathi RSN, 2021, "Statistics Theory and Practice" Eighth Edition, S. Chand and Company Limited, New Delhi
- 3 Das N.G, Das J.K, 2012, "Business Mathematics and Statistics", Tata McGraw Hill Education Private Limited, New Delhi
- 4 Mariappan S, 2017, "Business Mathematics" First Edition, Pearson Publisher, New Delhi





Course Code	Course Name	Category	L	T	P	Credit
233MB1A1AA	ENVIRONMENTAL STUDIES	AECC	2	-	-	2

#### PREAMBLE

This course has been designed for students to learn and understand

- Multi disciplinary aspects of Environmental studies
- Importance to conserve the Biodiversity
- Causes of Pollution and its control

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of natural resources in order to conserve for the future.	K2
CO2	Infer on Natural resources and its conservation	K2
CO3	Apply the knowledge on Biodiversity and its conservation	K3
CO4	Relate effects, causes and control of air, water, soil and noise pollution etc.,	K2
CO5	Build awareness about sustainable development and Environmental protection	K2

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		
CO2	✓		✓		
CO3	✓		✓		
CO4	✓		✓		
CO5	✓		✓		

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





233MB1A1AA	ENVIRONMENTAL STUDIES	SEMESTER I
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Total Credits: 2

Total Instruction Hours: 24 h

### Syllabus

#### Unit I Introduction to Environmental studies & Ecosystems 5 h

Introduction to Environmental studies& Ecosystems: Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development. Ecosystem- Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession.

#### Unit II Natural Resources: Renewable and Non-renewable Resources 5 h

Natural Resources: Renewable and Non-renewable Resources: Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and overexploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs.

#### Unit III Biodiversity and Conservation 5 h

Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### Unit IV Environmental Pollution, Environmental Policies & Practices 5 h

Environmental Pollution, Environmental Policies & Practices: Environmental pollution: types, causes, effects and controls; Air, water, soil, chemical and noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste. Pollution case studies. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Prevention & Control of Pollution Act – Air & Water. Wildlife Protection Act; Forest Conservation Act;





## Unit V Human Communities and the Environment& Field Work 4 h

Human Communities and the Environment& Field Work: Human population and growth: Impacts on environment, human health and welfares. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness. Visit to an area to document environmental assets; river/forest/flora/fauna, etc. Population explosion - Family Welfare Programmes. Role of Information Technology in Environment and human health. Role of the Colleges, Teachers and Students in village adoption towards clean, green and make in villages in various aspects.

### Text Books

- 1 Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- 2 Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.

### References


- 1 Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge
- 2 Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press
- 3 Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006
- 4 Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
- 5 McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books
- 6 McNeil, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century
- 7 Odum, E.P., Odum, h.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.

  
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 <b>Dr.N.G.P Arts and Science College</b>		
<b>APPROVED</b>		
BoS-15Eh 10/06/23	AC-15Eh 14/07/23	GB-20Eh 05/08/23



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Course Code	Course Name	Category	L	T	P	Credit
231TL1A2TA	TAMIL- II	LANGUAGE- I	4	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழின் பண்பாடுநாகரீகம்,பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K2
CO4	சூழலியல் ஆக்கம் (Ecology)	K3
CO5	மொழி அறிவு (Tamil knowledge)	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓		
CO2	✓			✓	
CO3	✓	✓			
CO4	✓		✓		
CO5	✓			✓	

### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



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231TL1A2TA	TAMIL- II	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

### Syllabus

**Unit I**      **அற இலக்கியம்**      **13 h**

1. இலக்கிய வரலாறு- பதினெண்கீழ்க்கணக்குநூல்கள்

2. திருக்குறள்

அ. அறன்வலியுறுத்தல்- அ. எண் 04

ஆ. நட்பாராய்தல் - அ. எண் 80

இ. நாடு- அ. எண் 74

ஈ. குறிப்பறிதல்- அ. எண் 110

**Unit II**      **அற இலக்கியம்**      **13 h**

1. நாலடியார் - அறிவுடைமை

2. மூதுரை - ஒளவையார் - 10 பாடல்கள் 6, 7, 9, 10, 14, 16, 17, 23, 26, 30

3. இனியவைநாற்பது- பூதஞ்சேந்தனார் - முதல் 10 பாடல்கள்

**Unit III**      **அறநெறிக் கட்டுரைகள்**      **09 h**

1. இலக்கியவரலாறு - தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்

2. கலைகள்-உ.வே.சா

3. சங்க நெறிகள்- வ.சுப.மாணிக்கம்

**Unit IV**      **அறநெறிக் கட்டுரைகள்**      **15 h**

1. வீர வணக்கம் - க.கைலாசபதி

2. தமிழர் பண்பாடு - டாக்டர் சோ.நா.கந்தசாமி

3. இணையத் தமிழ் வளர்ச்சி - முனைவர் ப.அர.நக்கீரன்

**Unit V**      **பயிற்சிப் பகுதி**      **10 h**

1. இலக்கணம்-வழு, வழுவமைதி, வழாநிலை

2. அலுவலகம் சார்ந்த கடிதம் -விண்ணப்பங்கள், வேண்டுகோள், முறையீடு

3. படைப்பாக்கம்-பொதுத்தலைப்பில் கட்டுரைகள் எழுதுதல்



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## Text Book

- 1 தமிழ் மொழிப்பாடம்-2023-2024,தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி,கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ்,சென்னை. (Unit I to V)

## References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு,எட்டாம் பதிப்பு. 2014. தமிழ் இலக்கிய வரலாறு-மணிவாசகர் பதிப்பகம்,சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி,முதற் பதிப்பு. 2013. இலக்கணம்-இலக்கிய வரலாறு- மொழித்திறன்- பூவேந்தன் பதிப்பகம்,சென்னை. .
- 3 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY. வலைதள முகவரி: <https://www.tamilvu.org>





Course Code	Course Name	Category	L	T	P	Credit
231TL1A2HA	HINDI - II	LANGUAGE- I	4	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- the techniques for expansion of ideas and translation process

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2	✓	✓			✓
CO3	✓		✓	✓	✓
CO4	✓		✓		✓
CO5	✓	✓	✓		✓

### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





231TL1A2HA	HINDI - II	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

### Syllabus

Unit I	13 h
आधुनिकपद्य – शबरी(श्रीनरेशमेहता)	
Unit II	13 h
उपन्यास: सेवासदन-प्रेमचन्द	
Unit III	12 h
कहानी-किरीट- डा उषा पाठक / डा अचला पाण्डेय	
पाठ 1.कफ़न, 3. चीफ़ की दावत	
Unit IV	12 h
पत्र लेखन: (औपचारिक या अनौपचारिक)	
Unit V	10 h
अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में) (पाठ 1 to 10)	

### Text Books

- 1 प्रकाशक: लोकभारती प्रकाशन पहली मंजिल, दरबारी बिल्डिंग, महात्मा गाँधी मार्ग, इलाहाबाद. (Unit I)
- 2 प्रकाशक: सुमित्र प्रकाशन 204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड अशोक नगर इलाहाबाद. (Unit II)
- 3 प्रकाशक: राधाकृष्ण प्रकाशन दिल्ली. (Unit III)
- 4 पुस्तक: व्याकरण प्रदिप – रामदेवप्रकाशक: हिन्दी भवन 36 इलाहाबाद. (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई. (Unit V)



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Course Code	Course Name	Category	L	T	P	Credit
231TL1A2MA	MALAYALAM- II	LANGUAGE - I	4	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam sentences into English and vice versa

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2	✓				✓
CO3	✓	✓	✓		✓
CO4	✓		✓	✓	✓
CO5	✓	✓	✓		✓

### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





231TL1A2MA	MALAYALAM- II	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

### Syllabus

Unit I Novel 12 h

Enmakaje: Chapter1- Chapter5

Unit II Novel 10 h

Enmakaje: Chapter 6- Chapter 10

Unit III Novel 12 h

Enmakaje: Chapter 11- Chapter 15

Unit IV Autobiography 14 h

NeermathalamPoothaKalam: Chapter 1- Chapter 10

Unit V Autobiography 12 h

NeermathalamPootha Kalam: Chapter 11- Chapter 20

### Text Books

- 1 Ambika SuthanMangad, Enmakaje (Novel), DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Madhavikkutty, NeermathalamPootha Kalam (Autobiography), DC Books Kottayam, Kerala, India. (Unit IV & V)

### References

- 1 MalayalaNovelSahithyam, DC Books Kottayam, Kerala, India.
- 2 MalayalaSahithyaCharithram, National Books Kottayam, Kerala, India.



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Course Code	Course Name	Category	L	T	P	Credit
231TL1A2FA	FRENCH- II	LANGUAGE - I	4	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the Competence in General Communication Skills – Oral + Written- Comprehension & Expression
- the Culture, life style and the civilization aspects of the French people as well as of France
- the students to acquire Competency in translating simple French sentences into English and vice versa

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2	✓	✓			✓
CO3			✓	✓	✓
CO4	✓		✓		✓
CO5	✓	✓	✓	✓	✓

### COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





231TL1A2FA	FRENCH- II	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus

## Unit I

12 h

Proposer, accepter, refuser une invitation. Indiquer la date.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendre un message d'invitation sur un répondeur téléphonique. Inviter quelqu'un à accepter ou refuser l'invitation.
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## Unit II

12 h

Prendre et fixer un rendez-vous. Demander et indiquer l'heure.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendre des personnes qui fixent un rendez-vous par téléphonique. Prendre un rendez-vous par téléphone
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## Unit III

12 h

Exprimer son point de vue positif et négatif. S'informer sur le prix. S'informer sur la quantité. Exprimer la quantité.	En groupes, choisir un cadeau pour un ami.	Exprimer son point de vue sur des idées de cadeau. Faire des achats dans un magasin
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## Unit IV

14 h

Demander et indiquer une direction. Localiser (près de, en face de ....). Exprimer l'obligation l'interdit. Conseiller.	Suivre un itinéraire à l'aide d'indications par téléphone et d'un plan. Par courrier électronique, donner des informations et des conseils à un ami qui veut voyager.	Comprendre des indications de direction. Comprendre des indications de lieu. Comprendre une chanson. Comprendre de courts messages qui expriment l'obligation ou l'interdiction
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		Donner des conseils à des personnes dans des situations données.
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**Unit V**

10 h

Make in Own Sentences

**Text Book**

- 1 Regine Merieux, Yves Loiseau, "LATITUDES - 1" (Page No: 56-101) (Methode de Français), Goyal Publisher & Distributors Pvt.Ltd., 86 UB Jawahar Nagar (Kamala Nagar), New Delhi-7 Les Editions Dider, Paris, 2008- Imprime en Roumanie par Canale en Janvier 2012. ( Unit I to IV)



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Course Code	Course Name	Category	L	T	P	Credit
231EL1A2EA	ENGLISH- II	LANGUAGE- II	4	-	1	3

### PREAMBLE

This course has been designed for students to learn and understand

- the language for specific purposes through various literary manuscripts
- the process of communicative competencies in academics through authentic contexts
- the different formats of business correspondence with lucidity and accuracy via various media

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify and appreciate the eminent writers' works of various genres	K1
CO2	Infer and comprehend complex situational talks	K2
CO3	Relate formal and informal communicative contexts to speak fluently	K2
CO4	Construct the denotative and connotative meanings while reading specialized texts	K3
CO5	Develop the skill of writing through descriptions, narrations and essays	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	
CO2		✓			✓
CO3		✓			✓
CO4	✓	✓	✓		✓
CO5			✓		✓

### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





231EL1A2EA	ENGLISH- II	SEMESTER II
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**Total Credits: 3**

**Total Instruction Hours: 60 h**

### Syllabus

#### **Unit I**                      Genre Studies 15 h

John Keats: To a Friend Who Sent Me Some Roses - Author's Note - title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- techniques- Style

A. G. Gardiner: On Habits - Author's Note- Title indications- Outline -Passage Analysis - context of the Prose - Narrative techniques- Style

Sudha Murthy: The Enchanted Scorpions- Author's Note - title indications-Plot summary- Outline of the story -devices- Narrative techniques- Style

David Pinski: A Dollar- Author's Note- Title indications -Plot Summary- Critical Analysis-Themes- Character analysis - Terms- Symbols

#### **Unit II**                      Listening Skills 10 h

Listening to Talks/Lectures by Specialists on selected subject-specific topics-Listening to Public Announcements- Listening to Instructions and Directions-Listening to Speeches- Listening to process/event descriptions to identify causes & effects

#### **Unit III**                      Speaking Skills 11 h

Small Talk- Mini Presentations and Making Recommendations- Group Discussions, Debates, and Expressing opinions through Role play- Picture Description-Giving Instruction to Use a Product- Presenting a Product- Summarizing a Lecture-Narrating Personal Experiences/ Events- Interviewing a Celebrity- Scientific Lectures- Educational Videos- Debates- Different Viewpoints on an Issue

#### **Unit IV**                      Reading Skills 12 h

Reading Biographies, Newspaper Reports, Technical Blogs- Reading Advertisements - Gadget Reviews- Newspaper Articles - Journal Reports - Reading Editorials & Blogs- Case Studies- Excerpts from Literary Texts

#### **Unit V**                      Writing Skills 12 h

Inferring & Interpreting- Predicting Reorganizing Material- Summary Writing Based on the Reading Passages- Writing - Emails & Essay Writing (Descriptive or Narrative)- Grammar - Tenses- Question Types: Wh/ Yes or No/ and Tags





## Text Books

- 1 Keats, John. To a Friend Who Sent Me Some Roses. <[https:// www.Poets.org , 1820, poets.org/poem/ friend-who-sent-me-some-roses.html/](https://www.Poets.org, 1820, poets.org/poem/ friend-who-sent-me-some-roses.html/)> (Unit I)
- 2 Gardiner, Alfred George. On Habits (n.d.). <<https://Www. Gutenberg. Org/ Files/47429/47429-H/47429-H.Html/>> (Unit I)
- 3 Murthy, Sudha. The Enchanted Scorpions. (n.d.). <<https://www.ssgopalganj.in/online/EBooks/CLASS%20VI/Grandma's%20Bag%20of%20Stories%20by%20Sudha%20Murthy.pdf/>> pp-34-39. (Unit I)
- 4 Pinski, David. A Dollar - a One-act Play.<[www.one-act-plays.com/comedies/dollar.html/](http://www.one-act-plays.com/comedies/dollar.html/)> (Unit I)
- 5 Hart, Steve, Aravind R. Nair, Veena Bhambhani. 2016. Embark: English for Undergraduates. Cambridge University Press, New Delhi, India. (Unit II)
- 6 Lakshminarayan. 2012. A Course Book On Technical English. Scitech Publications Pvt. Ltd., New Delhi, India. (Unit III)
- 7 Raman, Meenakshi & Sangeeta Sharma. 2016. Technical Communication- Principles And Practice, Oxford University Press, New Delhi, India. (Unit IV)
- 8 Viswamohan, Aysha. 2017. English For Technical Communication (With CD), McGraw Hill (India) Private Limited, New Delhi, India. (Unit V)

## References

- 1 Bajwa and Kaushik. 2010. Springboard to Success- Workbook for Developing English and Employability Skills. Orient Black Swan, Chennai, India.
- 2 Chellammal, V. 2003. Learning to Communicate. Allied Publishing House, New Delhi, India
- 3 Krishnaswamy. N, LalithaKrishnaswamy& B.S. Valke. 2015. Eco English, Learning English through Environment Issues. An Integrated, Interactive Anthology. Bloomsbury Publications, New Delhi, India.
- 4 Syamala. V. 2002. Effective English Communication for You. Emerald Publishers, Chennai, Tamil Nadu, India.





Course Code	Course Name	Category	L	T	P	Credit
236BM1A2CA	ORGANIZATIONAL BEHAVIOUR	CORE	4	1	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- psychological practices in industries.
- various dimensions in the work place.
- leadership styles and stress management.

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand industrial psychology and behavioral outcome.	K2
CO2	Identify the personality and transactional analysis	K3
CO3	Understand the group norms and conflict.	K2
CO4	Demonstrate leadership skills.	K3
CO5	Manage the stress, work life balance and organizational change	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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236BM1A2CA	ORGANIZATIONAL BEHAVIOUR	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

**Unit I** Introduction to Organizational Behavior 12 h

Organizational Behavior: Definition - Nature - Scope - Key Elements of OB - Importance - Models- Concepts and Relevance of OB in Modern Management - Hawthorne Experiment.

**Unit II** Personality, Perception and Motivation 12 h

Personality: Types - Factors influencing Personality. Perception: Factors affecting Perception. Motivation: Theories (Maslow, Herzberg, McGregor) - Techniques of Motivation. Transactional Analysis: Self Awareness - Life Positions - Ego States - Types of Transactions.

Case study on Motivation

**Unit III** Individual Differences and Group Dynamics 12 h

Individual Differences: Nature- Causes. Group: Types-Stages of Group Development- Group Norms-Group Cohesiveness- Team Development- Sociometry. Conflict: Types- Resolution.

Case study on Individual Difference.

**Unit IV** Leadership 12 h

Leadership: Importance - Difference Between Leader and Manager- Leadership Styles - Leadership Theories (Trait theory, Managerial Grid, Fiedler's Contingency, Situational Theory). Power: Sources- Power Center. Organizational Politics: Factors Contributing to Organizational Politics.

Case study on Politics.

**Unit V** Stress and Change Management 12 h

Stress: Types- Prevention and Management - Balancing Work and Life. Counseling: Functions. Organizational Change: Stability Vs Change - Proactive Vs Reactive Change - Change Process - Resistance to Change - Managing Change.

**Note:** Case Study (Examined Internal only)



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## Text Books

- 1 S.S.Khanka, 2018. OrganisationalBehaviour, 7th Edition, Sultan Chand & Sons Publishing, New Delhi
- 2 Fred Luthans, 2016. OrganisationalBehaviour, 12th Edition, McGraw Hill Publishers, New Delhi.

## References

- 1 Prasad.L.M, 2011. OrganizationalBehavior, 5th Edition, Sultan Chand and Sons, New Delhi
- 2 Udai Pareek, 2015. Understanding OrganizationalBehavior, 3rd Edition, Oxford University press
- 3 Stephen P. Robbins, 2018. OrganizationalBehavior, 18th Edition, PearsonIndia Education Services Pvt. Ltd., New Delhi.
- 4 Weblink:slideshare.net/YaminiKahaliya/organisation-behavior-introduction-oforganisation-behavior-for-bbabcom-students.
- 5 Weblink:file:/C:/Users/Acer/Downloads/lecture\_note\_92311150135560.pdf





Course Code	Course Name	Category	L	T	P	Credit
236BM1A2CB	PYTHON PROGRAMMING	CORE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- design and development of applications in Python
- function-oriented programming through Python
- implementation of various applications using Python

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Describe the basic principles of the Python language	K2
CO2	Understand the web-based applications using Python	K3
CO3	Illustrate the functions and machine learning ability of Python based components.	K2
CO4	Demonstrate the structures of list and strings	K3
CO5	Apply tuples and maintaining dictionaries using Python	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓			✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓			✓
CO4	✓	✓			✓
CO5	✓	✓			✓

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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236BM1A2CB	PYTHON PROGRAMMING	SEMESTER II
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I** Introduction to Python 10 h

Introduction – Python Overview – Getting Started – Comments – Python Identifiers – Reserved Keywords – Variables – Standard Data Types – Operators – Statements and Expressions – String Operations – Boolean Expressions.

#### **Unit II** Control Statements 10 h

Control Statements: The For Loop – While Statement – if elif else Statement – Alternative Executions – Conditional Execution – Iteration – While Statement- Input from Keyboard.

#### **Unit III** Functions 9 h

Functions: Introduction – Built-in Functions – Type Conversion – Type Coercion – Date and Time – Dir () Function – Help() Function – User Defined Functions – Parameters and Arguments – Function Calls – The Return Statement – Python Recursive Function

#### **Unit IV** Strings and Lists 10 h

Strings: Compound Data Type – Len Function – String Slices – String Traversal – Escape Characters – String Formatting Operator – String Formatting Functions. Lists – Values and Accessing Elements – Traversing a List – Deleting Elements from List – Built-in List Operators – Built-in List Methods.

#### **Unit V** Tuples and Dictionaries 9 h

Tuples: Creating Tuples – Accessing Values in Tuples – Tuple Assignment – Tuples as Return Values – Basic Tuple Operations – Built-in tuple Functions. Dictionaries: Creating a Dictionary – Accessing Values in a Dictionary – Updating Dictionary – Deleting Elements from Dictionary – Operations in Dictionary – Built-in Dictionary Methods





## Text Books

- 1 Balagurusamy E, 2018. Problem solving and Python Programming, McGraw-Hill Education (India) Pvt. Ltd.
- 2 AllenDowney, Jeffrey Elkner, Chris Meyers, 2016. Learning with Python, Dreamtech Press.

## References

- 1 Allen B. Downey, 2016. "Think Python: How to Think Like a Computer Scientist", 2nd Edition, Updated for Python 3, Shroff/O'Reilly Publishers.
- 2 Balagurusamy E, 2016. Introduction to computing and problem solving using Python, McGraw Hill Publication.
- 3 Wesley J Chun, 2012. Core Python Applications Programming, Prentice Hall.
- 4 Ashok Namdev Kamthane, Amit Ashok Kamthane, 2018. "Programming and Problem solving with Python", McGraw Hill Education ( India) Pvt Ltd.





236BM1A2CP	CORE PRACTICAL: PYTHON PROGRAMMING	SEMESTER II
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Total Credits: 2

Total Instructions Hours: 48 h

S.No	List of Exercise
1	Write a Python Program to Swap the Values of Two Variables
2	Write a Python Program to Find the Maximum from a List of Numbers
3	Write a Python Program to Implement Different Categories of Operators in Python Programming
4	Write a Python Program to Demonstrate while loop and for loop.
5	Write a Python Program to Print the Prime Numbers for a User Provided Range Using if else.
6	Write a Python Program to Print the Current Date and Time
7	Write a Python Program to Find Factorial of Number using Recursion
8	Write a Python Program to Demonstrate Tuple Functions and Operations
9	Write a Python Program to Create a List of Tuples from Given List having Number and its Cube in each Tuple
10	Write a Python Program to Print a Dictionary with Dictionary Value.
11	Write a Python Program to Interchange First and Last Elements in a List
12	Write a Python Program to make a Simple Calculator.

**Note:** Out of 12 Programs 10 Programs are Mandatory



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## References

- 1 Wesley J Chun, 2012. "Core Python Applications Programming", 3rd Edition, Prentice Hall Publication
- 2 AllenDowney, Jeffrey Elkner, Chris Meyers, 2016. "Learning with Python", 2nd Edition, Dreamtech Press Publication
- 3 Mark Summerfield, 2009. "Programming in Python 3: A Complete introduction to the Python Language", 1st Edition, Addison-Wesley Professional Publication
- 4 Guido van Rossum and Fred L. Drake Jr, 2011. "An Introduction to Python – Revised and updated for Python 3.2", 2nd Edition, Network Theory Ltd





Course Code	Course Name	Category	L	T	P	Credit
232MT1A2IB	MATHEMATICS FOR MANAGEMENT-II	IDC	4	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the mathematical formulation of LPP
- the method of finding optimized solutions for transportation and assignment problems
- the procedure of obtaining sequencing and networks

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	identify the feasible solution of LPP using Graphical method	K1
CO2	illustrate the optimality analysis in Transportation problem	K3
CO3	explain the concept behind the travelling salesman problem and apply it	K2
CO4	analyze the best optimal order in sequencing models	K3
CO5	estimate the project duration for the shortest path using CPM and PERT	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓

### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





232MT1A2IB	MATHEMATICS FOR MANAGEMENT-II	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

**Unit I** Linear Programming Problem 10 h

Basics of operations research - characteristics - scientific method - scope - applications - objectives - phases - models - classification - limitations - Linear programming: Introduction - requirements - assumptions - applications - formulation - advantages - limitations - graphical method - some exceptional cases

**Unit II** Transportation Model 12 h

Introduction - formation and solution - variants in transportation problems - post optimality analysis in transportation - the trans-shipment problem - dual of the transportation problem

**Unit III** Assignment Model 12 h

Definition - mathematical representation - Hungarian Method - formulation and solution - variations of the assignment problem - sensitivity analysis - travelling salesman problem.

**Unit IV** Sequencing Models 13 h

Sequencing problems - assumptions - processing n jobs through one machine - two machines - three machines - processing two jobs through m machines - processing n jobs through m machines - complicated sequencing problems - routing problems in networks - minimal path problem

**Unit V** Network Analysis 13 h

Project planning, scheduling and controlling - basic tools and techniques - network logic - Fulkerson's rule - activity on node diagram - critical path method (CPM)-programme evaluation and review technique (PERT).

Note: Distribution of marks 80% Problem and 20% Theory.



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### Text Books

- 1 Gupta P K, Hira D S, 2014, "Operations Research", Seventh Edition, S. Chand & Company Pvt. Ltd, New Delhi

### References

- 1 Kanti Swarup, Gupta P K and Man Mohan, 2007, "Operations Research" Fifth Edition, S. Chand & Sons Education Publications, New Delhi
- 2 Kapoor V K, 2011, "Operations Research: Techniques for Management", Sultan Chand and Sons, New Delhi
- 3 Hamdy A Taha, 2014, "Operations Research: An Introduction", Ninth Edition, Pearson Education Publishers Private Limited, New Delhi
- 4 Gupta P K and Gupta S P, 2014, "Quantitative Techniques & Operations Research", Sultan Chand and Sons, New Delhi





231TL1A2AA	PART- IV: BASIC TAMIL	SEMESTER II
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2023-24ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது  
(10 மற்றும் 12 – ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

(பருவத் தேர்வு இல்லை)  
Syllabus

**Unit I** தமிழ் மொழியின் அடிப்படைக் கூறுகள் 05 h

எழுத்துகள் அறிமுகம்

1. உயிர் எழுத்துக்கள் - குறில் , நெடில் எழுத்துகள்
2. மெய் எழுத்துக்கள் - வல்லினம், மெல்லினம், இடையினம்
3. உயிர்மெய் எழுத்துக்கள்
4. பயிற்சி

**Unit II** சொற்களின் அறிமுகம் 05 h

- 1.பெயர்ச்சொல்
- 2.வினைச்சொல் – விளக்கம் (எ.கா.)
- 3.பயிற்சி

**Unit III** குறிப்பு எழுதுதல் 05 h

1. பெயர், முகவரி, பாடப்பிரிவு , கல்லூரியின் முகவரி
2. தமிழ் மாதங்கள்(12), வாரநாட்கள்(7)
3. எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள்

**Unit IV** குறிப்பு எழுதுதல் 05 h

1. ஊர்வன, பறப்பன, விலங்குகள்
- 2.மனிதர்களின் உறவுப்பெயர்கள்
3. ஊர்களின்பெயர்கள் (எண்ணிக்கை 10)

**Unit V** பயிற்சிப் பகுதி 04 h

பயிற்சிப் பகுதி (உரையாடும் இடங்கள்)

வகுப்பறை, பேருந்து நிலையம், சந்தை- பேசுதல்,எழுதுதல்.



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## Notes:

அகமதிப்பீட்டுத்தேர்வு – வினாத்தாள் அமைப்புமுறை- மொத்த மதிப்பெண்கள் - 50

	பகுதி -அ
சரியான விடையைத் தேர்வு செய்தல்	$10 \times 2 = 20$
	பகுதி -ஆ
சரியா? தவறா?	$10 \times 2 = 20$
	பகுதி - இ
ஒரு பக்க அளவில் விடையளிக்க	$1 \times 10 = 10$

குறிப்பு:

- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ-க்கான வினாக்கள் இதுஅல்லது அதுஎன்ற அடிப்படையில் அமைதல் வேண்டும்

## Text Book

- 1 அடிப்படைத் தமிழ் - 2023-2024,தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி,கோயம்புத்தூர்.வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ்,சென்னை. (Unit I to IV)

## References

- 1 ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம், சென்னை.
- 2 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY வலைதள முகவரி:  
<<https://www.tamilvu.org/>>



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231TL1A2AB	PART- IV: ADVANCED TAMIL	SEMESTER II
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2023– 2024 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது  
(10 மற்றும் 12 – ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது)  
(பருவத் தேர்வு இல்லை )  
Syllabus

Unit I கவிதைகள் 06 h

1. தமிழ்நாடு - பாரதியார்
2. மனதில் உறுதி வேண்டும் - பாரதியார்
3. இன்பத்தமிழ் - பாரதிதாசன்
4. வேலைகளல்லவேள்விகள் - தாராபாரதி
5. தமிழா! நீ பேசுவது தமிழா! - காசியானந்தன்
6. நட்புக் காலம்(10 கவிதைகள்)- அறிவுமதி கவிதைகள்

Unit II கட்டுரை 05 h

கட்டுரைத் தொகுப்பு -நல்வாழ்வு - டாக்டர் மு.வரதராசன்

1. நம்பிக்கை
2. புலனடக்கம்
3. பண்பாடு

Unit III இலக்கணம் 04 h

1. வல்லினம் மிகும் மற்றும் மிகா இடங்கள்
2. ர,ற,ல,ழ,ள,ந,ண,ன – வேறுபாடு அறிதல்

Unit IV கடிதங்கள் 05 h

1. பாராட்டுக் கடிதம்
2. நன்றிக் கடிதம்
3. அழைப்புக் கடிதம்
4. அலுவலக விண்ணப்பங்கள்

Unit V பயிற்சிப் பகுதி 04 h

படைப்பாக்கப் பகுதி

பொதுத் தலைப்புகளில் கவிதை, கட்டுரை எழுதச்செய்தல்



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## Notes

அக மதிப்பீட்டுத் தேர்வு - வினாத்தாள் அமைப்பு முறை- மொத்த மதிப்பெண்கள் - 50

	பகுதி -அ
சரியான விடையைத் தேர்வு செய்தல்	$10 \times 1 = 10$
	பகுதி -ஆ
கோடிட்ட இடங்களை நிரப்புக.	$10 \times 2 = 20$
	பகுதி -இ
இரண்டு பக்க அளவில் விடையளிக்க	$2 \times 10 = 20$

குறிப்பு:

- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ-க்கான வினாக்கள் இதுஅல்லது அதுஎன்ற அடிப்படையில் அமைதல் வேண்டும்

## Text Book

- 1 சிறப்புத் தமிழ் - 2023-2024, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit- I to IV)

## References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு,எட்டாம் பதிப்பு. 2014. தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம்,சென்னை.
- 2 டாக்டர் மு.வரதராசன். 2010. நல்வாழ்வு, பாரி நிலையம், சென்னை.
- 3 பேராசிரியர் முனைவர் பாக்கியமேரி,முதற் பதிப்பு.2013. இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன்- பூவேந்தன் பதிப்பகம், சென்னை..
- 4 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY. வலைதள முகவரி : <https://www.tamilvu.org/>



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Course Code	Course Name	Category	L	T	P	Credit
235CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	AECC	2	-	-	2

#### PREAMBLE

This course has been designed for students to learn and understand

- Concepts of Human Rights
- Human Right Violations and Redressal Mechanism
- Rights to Women and Child

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the Basic concepts of Human Rights	K1
CO2	Describing Fundamental Rights	K2
CO3	Impart knowledge on Human Right Violations and Redressal Mechanism.	K4
CO4	Extend a comprehensive knowledge on Rights to Women and Child	K3
CO5	Analyze the knowledge on Civil and Political Rights of Women	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		
CO2	✓		✓		
CO3	✓	✓	✓		
CO4	✓		✓		
CO5					

#### COURSE FOCUSES ON:

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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235CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	SEMESTER II
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Total Credits: 2

Total Instruction Hours: 24 h

### Syllabus

#### Unit I Introduction to Human Rights 04 h

Meaning - Definition - Nature - Content - Legitimacy of Human Rights - Origin and Development of Human Rights - Theories - Principles of Magna Carta - Modern Movements of Human Rights - The Future of Human Rights.

#### Unit II Human Rights in India 05 h

The Constitution of India - Fundamental Rights - Right to Life and Liberty - Directive Principles of State Policy - Fundamental Duties - Individual and Group Rights - Other facets of Human Rights - Measures for Protection of Human Rights in India.

#### Unit III Human Right Violations and Redressal Mechanism 05 h

Human Rights - Infringement of Human Right by State Machinery and by Individual - Remedies for State action and inaction - Constitutional Remedies - Public Interest Litigation (PIL) - Protection of Human Rights Act, 1993 - National Human Rights Commission - State Human Rights Commissions - Constitution of Human Right Courts.

#### Unit IV Rights to Women and Child 05 h

Matrimonial protection - Protection against dowry - Protection to pregnancy - Sexual offences - Law relating to work Place - Directive principles of Constitution (Article 39 a, d, e & Article 42, 43 & 46) - Trafficking of women - Constitutional Rights - Personal Laws - Protection of children against Sexual Offences Act 2012 (POCSO).

#### Unit V Civil and Political Rights of Women 05 h

Right of Inheritance - Right to live with decency and dignity - The Married women's Property Act 1874 - Women's right to property - Women Reservation Bill - National Commission for Women - Political participation - Pre independent political participation of women - Participation of Women in post independent period.





## Text Books


- 1 Lalit Parmar, 1998, "Human Rights", Anmol Publications Pvt. Limited, New Delhi.
- 2 Krishna Pal Malik, 2009, "Women & Law ", Allahabad Law University, New Delhi.

## References

- 1 Mandagadde Rama Jois, 2015, "Human Rights", Bharatiya Values, Bharatiya Vidya Bhavan Publications, Mumbai.
- 2 Paras Diwan and Piyush Diwan, 1994, "Women and Legal Protection", South Asia Books, Andhra Pradesh.
- 3 Venkataram and Sandhya. N, 2001, "Research in Value Education", APH Publishing Corporation, New Delhi.
- 4 Anand A S, 2008, "Justice for Women: Concerns and Expressions", Universal Law Publishing Co., New Delhi.



BoS Chairman/HoD  
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 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
BoS - 16 <sup>th</sup> 17/10/23	AC - 16 <sup>th</sup> 13/12/23	GB - 21 <sup>st</sup> 05/01/24



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Course Code	Course Name	Category	L	T	P	Credit
231TL1A3TA	TAMIL- III	LANGUAGE- I	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடுநாகரீகம்,பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K2
CO4	சூழலியல் ஆக்கம் (Ecology)	K3
CO5	மொழி அறிவு(Tamil knowledge)	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	
CO5	✓	✓			

#### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





231TL1A3TA	TAMIL- III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

**Unit I காப்பியங்கள்** 10 h

1. சிலப்பதிகாரம் -வழக்குரை காதை
2. மணிமேகலை-ஆதிரை பிச்சையிட்ட காதை

**Unit II காப்பியங்கள்** 10 h

1. கம்பராமாயணம் -கும்பகர்ணன் வதைப்படலம்: பா. எண் : 60 முதல் - 100 வரை
2. பெரிய புராணம் - அதிபத்த நாயனார்புராணம்

**Unit III சிற்றிலக்கியங்கள்** 10 h

1. திருக்குற்றாலக்குறவஞ்சி - வசந்தவல்லி பந்தாடிய சிறப்பு (6: 4கண்ணிகள்)
2. கலிங்கத்துப்பரணி-களம்பாடியது: போர்க்களக் காட்சி- பா.எண்: 472 முதல்- 502 வரை

**Unit IV இலக்கிய வரலாறு** 10 h

1. காப்பியம் - வரையறை, ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள்
2. கம்பராமாயணம், பெரிய புராணம் - குறிப்பு
3. சிற்றிலக்கியங்களின் தோற்றமும் வளர்ச்சியும்

**Unit V இலக்கணம் & பயிற்சிப் பகுதி** 08 h

அ. இலக்கணம்

1. 'பா' வகைகள் : வெண்பா, ஆசிரியப்பா, கலிப்பா, வஞ்சிப்பா - பொது இலக்கணம் மட்டும்.
2. அணி: உவமையணி, உருவக அணி, இல்பொருள் உவமையணி விளக்கம், உதாரணம்.

ஆ. பயிற்சிப் பகுதி

1. வாசகர் கடிதம்: நாளிதழ், வானொலி, செய்தி ஊடகங்களுக்கு விமர்சனம் எழுதுதல்
2. திரைக்கதை விமர்சனம்: மத்திய மற்றும் மாநில அரசு விருது பெற்ற தமிழ்த் திரைப்படங்கள் மட்டும்



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## Text Book

- 1 தமிழ் மொழிப்பாடம்-2023 -2024 ,தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி,கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ்,சென்னை. (Unit I to V)

## References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு,எட்டாம் பதிப்பு-2014,தமிழ் இலக்கிய வரலாறு-மணிவாசகர் பதிப்பகம்,சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி,முதற் பதிப்பு- 2013,இலக்கணம்-இலக்கிய வரலாறு- மொழித்திறன்- பூவேந்தன் பதிப்பகம்,சென்னை. .
- 3 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY. வலைதள முகவரி: <https://www.tamilvu.org>





Course Code	Course Name	Category	L	T	P	Credit
231TL1A3HA	HINDI- III	LANGUAGE- I	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- the techniques for expansion of ideas and translation process

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓			
CO2	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	

### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





231TL1A3HA	HINDI- III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

Unit I 10 h

पद्य – काव्य पराशर (भोलानाथ)

(प्राचीन- कबीर, तुलसी, सुर, मीरा, आधुनिक- मैथिलीशरण गुप्त, अरूण कमल )

Unit II 10 h

हिन्दी साहित्य का इतिहास: (साधारण ज्ञान)

Unit III 10 h

अलंकार: अनुप्रास, यमक, श्लेष, वक्रोक्ति, उपमा, रूपक

Unit IV 10 h

संवादलेखन

Unit V 08 h

अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में)

(पाठ 10 to 20)

### Text Books

- 1 प्रकाशक: जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001 (Unit I)
- 2 आचार्य रामचन्द्र शुक्ल लोकभारती प्रकाशन इलाहाबाद. (Unit II)
- 3 प्रकाशक: विनोद पुस्तक मंदिर आगरा-282002 (Unit III)
- 4 पुस्तक: व्याकरण प्रदीप-रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024 (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17 (Unit V)



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Course Code	Course Name	Category	L	T	P	Credit
231TL1A3MA	MALAYALAM- III	LANGUAGE-I	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam sentences into English and vice versa

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓			
CO2	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	

### COURSE FOCUS ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





231TL1A3MA	MALAYALAM- III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

**Unit I Poetry** 10 h

Kumaranasan

**Unit II Poetry** 10 h

Kumaranasan

**Unit III Poetry** 10 h

Kumaranasan

**Unit IV Poetry** 10 h

VayalarRamavarma

**Unit V Poetry** 08 h

VayalarRamavarma

### Text Books

- 1 Kumaranasan. 1998. Chinthavishtayaya Sitha. DC Books Kottayam, Kerala, India.(Unit I to III)
- 2 Ayisha (Poem), National Book Stall Kottayam, Kerala, India. (Unit IV & V)

### Reference

- 1 Dr.M.Leelavathy.Kavitha Sahithya Charithram. Sahithya Academy Thrissur, Kerala, India.



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Course Code	Course Name	Category	L	T	P	Credit
231TL1A3FA	FRENCH- III	LANGUAGE- I	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the Competence in General Communication Skills – Oral + Written- Comprehension & Expression
- the Culture, life style and the civilization aspects of the French people as well as of France
- the students to acquire Competency in translating simple French sentences into English and vice versa

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	
CO2		✓			
CO3		✓			
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





231TL1A3FA	FRENCH- III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

## Unit I

10 h

<ul style="list-style-type: none"> <li>◦ Décrire un lieu.</li> <li>◦ Situer</li> </ul>	A partir d'une recherche de documents, composer une présentation touristique pour un magazine ou un site internet.	Comprendre la description d'un lieu. Décrire une ville ou une région qu'on aime. Interroger sur la situation d'un lieu. Comprendre des indications sur la fréquence d'actions.	Comprendre une présentation de catalogue touristique. Comprendre des pictogrammes. Comprendre la description d'un lieu et d'une situation précise dans un message électronique.
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## Unit II

10 h

Se situer dans le temps.	A partir d'une recherche de documents, composer une présentation touristique pour un magazine ou un site internet.	Comprendre la description d'un lieu. Décrire une ville ou une région qu'on aime. Interroger sur la situation d'un lieu. Comprendre des indications sur la fréquence d'actions.	Comprendre une présentation de catalogue touristique. Comprendre des pictogrammes. Comprendre la description d'un lieu et d'une situation précise dans un message électronique.
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## Unit III

10 h

Raconter. <ul style="list-style-type: none"> <li>◦ Décrire les étapes d'une action.</li> </ul>	Raconter une scène insolite à l'oral et à l'écrit.	Comprendre le récit d'un voyage. Raconter ses actions quotidiennes.	Ecrire une biographie à partir d'éléments écrits.
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## Unit IV

10 h

Exprimer l'intensité et la quantité. <ul style="list-style-type: none"> <li>◦ Interroger.</li> </ul>	Raconter une scène insolite à l'oral et à l'écrit.	Comprendre le récit d'un voyage. Raconter ses actions quotidiennes.	Ecrire une biographie à partir d'éléments écrits.
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## Unit V

08 h

Make in Own Sentences based on the above Lessons

## Text Book

- 1 LATITUDES 1 (Méthode de français) Pages from 102-127, Author : Regine Mérieux, Yves Loiseau (Unit I to IV)



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Course Code	Course Name	Category	L	T	P	Credit
231EL1A3EA	ENGLISH - III	LANGUAGE- II	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the basics of English grammar and specific usage
- the importance of the vocabulary and its use in different contexts
- the necessity of communication and composition writing skills

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Infer the specific usage of while-listening process	K2
CO2	Organize the various abilities and sub-skills involved in reading	K3
CO3	Utilize the importance of speaking skills and developing it through various practices	K3
CO4	Master diverse business communication formats and skills	K4
CO5	Acquire all-round mature outlook to function effectively in different context	K4

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	]
CO5	[✓]	[✓]	[✓]	[✓]	[]

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





231EL1A3EA	ENGLISH - III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Listening and Reading 09 h

Listening in casual conversation, Small group and Conference setting - Listening for Factual Information- Barriers of Listening- Developing Listening skills- Poor listening vs Effective Listening - Basics of Reading- Efficient and Inefficient Readers- Advantages of Reading- Four Basic steps of Effective Reading- Stumbling blocks in becoming an effective Reader- Strategies for Comprehending and Retaining content- Effective Note Taking while Reading

#### Unit II Speaking 09 h

Purpose of General Conversations- Advantages, Features of a good conversation- Tips for improving Conversation- Public Speaking- Importance of Public Speaking- Benefits, Tips, Overcoming fear of Public Speaking- Preparatory steps - Structuring the contents- Audience Awareness- Mode of Delivery

#### Unit III Writing Skills 10 h

Preparing an Effective CV or a Resume with Job Applications- Employers expectation - Organize the material- Useful suggestions- Cover Letter- Content to be included- Tone of the letter- Report Writing- importance- features- Types - main parts- Feasibility report- Accident report- Scientific report- Memos - Introduction- Structure- Proposal Writing

#### Unit IV English for Communication & Skill for Employment 12 h

Notices, Agendas and Minutes- Business correspondence- Speeches- Meetings, Vocabulary Development- Editing Skills, and Reference Skills- Reading and Replying to E-Mails- Making Presentations- Interview Techniques- Group Discussion, and Oral Presentation Skills- Interacting with Superiors, and Listening to Reports and Customer Complaints- Preparing the minutes of a meeting- Presenting Data in Verbal and Non-verbal modes- The Correct Attitude of Employment

#### Unit V Soft Skills 08 h

Importance of soft skills- Attributes- Social Skills- Thinking- Negotiating- Exhibiting- Identifying - Soft Skills training -Train Yourself- Practicing soft skills- Measuring attitude - Self-Discovery: Importance of knowing yourself- Process - SWOT analysis - Benefits - Usage - SWOT Analysis grid- Art of Negotiation



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### Text Books

- 1 Camp and Satterwhite. 1998. College English and Communication. 7th Edition Glencoe Mchrawtill Publishers, New York, Unites States of America. (Unit I, II, III)
- 2 Kumar, Sanjay and Lata Pushp. 2018. Language and Communication Skills for Engineers. First Edition, Oxford University Press, India. (Unit I, II, III)
- 3 Mohan, Krishna and Banerji, Meera. 2009. Developing Communication skills. 2<sup>nd</sup> Edition, Macmillcan, India. (Unit I, II, III, IV)
- 4 Alex. Soft Skills. 2009. S. Chand Publishing, New Delhi, India. (Unit V)

### References

- 1 Ghosh, B.N. Editor. 2017. Managing Soft Skills for Personality Development. McGraw- Hill Education, Chennai, India.
- 2 Miles Craven. 2008. Cambridge English Skills Real Listening and Speaking. First Edition, Cambridge University Press, United Kingdom.
- 3 Mishra, Gauri and Ranjana Kaul.2016. Language Through Literature. Primus Books, India.
- 4 Pillai G, Radhakrishna. 2000. English for Success. Emerald Publishers, Chennai, India.





Course Code	Course Name	Category	L	T	P	Credit
236BM1A3CA	<b>PRODUCTION AND MATERIALS MANAGEMENT</b>	<b>CORE</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

#### PREAMBLE

This course has been designed for students to learn and understand

- The production planning, material handling, materials management and maintenance management.
- The inventory management tools and value analysis.
- The total quality management, quality control and benchmarking standards.

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Enumerate the production processes and production planning and control.	K1
CO2	Explain the materials handling principles and different types of maintenance.	K2
CO3	Describe the material management, domestic and import purchase procedures, vendor rating and development.	K3
CO4	Summarize the Inventory tools and techniques, storekeeping procedures.	K4
CO5	Discuss about the quality control, Total Quality Management and Benchmarking Standards.	K4

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓		
CO5	✓	✓	✓		✓





## COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





236BM1A3CA	PRODUCTION AND MATERIALS MANAGEMENT	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 36 h

### Syllabus

**Unit I** Introduction to Production Management 7 h

Production Management - Functions - Scope - Plant Location - Factors - Plant Layout - Product Layout - Production Planning and Control - Principles - Meaning - Routing - Scheduling - Dispatching - Production Management Strategies - Control.

**Unit II** Materials Handling and Maintenance 7 h

Materials Handling - Importance - Principles - Criteria for Selection of Material Handling Equipment's. Material Maintenance - Policies - Types - Breakdown - Preventive - Routine - Methods Study - Types - Time Study Procedures - Motion Study Procedures.

Case Study on Material Management

**Unit III** Materials Management 7 h

Materials Management - Importance - Material Handling Procedure - Fundamental Principles - Structure - Integrated Materials Management - Purchase Management - Procedure - Principles - Import Substitution and Import Purchase Procedure.

Case Study on Import Purchase Procedure

**Unit IV** Inventory Control 7 h

Inventory - Functions - Models - Tools - ABC, VED, FSN Analysis - EOQ - Reorder Point - Safety Stock - Lead Time Analysis - Storekeeping - Functions - Stores Ledger - Bin Card.

Case Study on Inventory Management

**Unit V** Quality Control and ISO Implementation 8 h

Quality Control - Importance - Inspection - Types - TQM: Meaning - Objectives - Elements - Benefits - 5S Principles - Bench Marking: Meaning - Types - Objectives - Advantages.

**Note:** Case studies (examined internal only)





### Text Books

- 1 O.P.Khanna, 2018 Industrial Engineering and Management. 17th Edition, Dhanapat Rai Publications, New Delhi.
- 2 Banga.T.R. and Sharma.S.C., 2017. Industrial Engineering and Management Science. 11th Edition, Khanna Publishers Pvt. Ltd, New Delhi

### References

- 1 Lee J. Krajewski, Larry P. Ritzman, 2017. Operations Management: Strategy and Analysis. 5th Edition, Prentice Hall, New Delhi.
- 2 M.M. Varma, 2016. Materials Management. 4th Edition, Jain Book Agency Publishers, New Delhi.
- 3 Saravanel, S.Sumathi 2015. Production and Materials Management. 5th Edition, Margham Publicaitons, Chennai.
- 4 Richard B. Chase, Nicholas J. Aquilano, F. Robert Jacobs, 2010. Production and Operations Management: Manufacturing and Services. 8th Edition, Tata McGraw Hill, New Delhi.
- 5 DATTA. A.K . 2006. Materials Management, Procedures, Text and Cases. 2nd Edition, Prentice Hall of India Pvt. Ltd, New Delhi.





Course Code	Course Name	Category	L	T	P	Credit
236BM1A3CB	MARKETING MANAGEMENT	CORE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- Principles of marketing, market segmentation, channels, product life cycle and marketing risk
- Rapid changes and challenges in the competitive marketing environment.
- Advertising, sales promotion, public relation and publicity

**COURSE OUTCOMES**

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the meaning of marketing, concepts and various marketing environment.	K1
CO2	Know the buyer behavior, market segmentation, targeting, positioning and various channels of distribution.	K2
CO3	Interpret the product and its life cycle, selecting the product mix and packing decisions.	K2
CO4	Discover pricing policies to meet competitions and selecting suitable physical distribution to tackle the risk.	K3
CO5	Analyze the various promotional mix strategies.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓	✓			✓
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓





## COURSES FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





236BM1A3CB	MARKETING MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** Basics of Marketing 09 h

Marketing: Definition- Objectives - Marketing Vs Selling - Importance of Marketing in Developing Countries - Marketing Concepts -Functions of Marketing - Marketing Environment : Internal Environment - External Environment .

**Unit II** Market Segmentation and Channels 10 h

Buyer Behaviour: Determinants - Buying Process - Market Segmentation: Criteria for Segmentation- Bases - Benefits - Market Targeting: Strategies. Product Positioning. Marketing Channel: Types - Factors Influencing Channel Selection.

Case study on Market Segmentation.

**Unit III** Products 10 h

Product: Definition- Consumer Goods and Industrial Goods - Types - Characteristics - New Product Development Process - Product Life Cycle (PLC) : Marketing Strategies in Different Stages. Product Mix: Dimensions - Determining Factors - Product Modification and Elimination - Packaging: Importance- Failure of a Product.

Case study on Product Life Cycle.

**Unit IV** Branding, Pricing and Physical Distribution 10 h

Branding : Characterstics of a Good Brand Name - Types - Pricing: Objectives - Factors Influencing Pricing Decisions - Kinds- Policies - Procedure for Price Determination - Physical Distribution - Importance -Functions of Physical Distribution.

Case study on Pricing and Physical Distribution.

**Unit V** Promotion Mix 09 h

Advertising: Meaning -Importance - Media of Advertising : Newspaper - Radio - Television - Film - Outdoor - Window Display - Exhibition - Sales Promotion : Meaning -Importance- Methods of Sales Promotion - Public Relation : Objectives - Functions - Types - Personal Selling : Steps - Publicity.





**Note:** Case Study (To be examined Internally)

### Text Books

- 1 Rajan Nair and Gupta C.B, 2018. Marketing Management. 10th Edition ,Sultan Chand and Sons, New Delhi
- 2 R.S.N.Pillai and Bagavathi, 2014. Modern Marketing. 2nd Edition, S.Chand & Company Ltd., New Delhi

### References

- 1 Philip Kotler and Kevin Lane Keller, 2017. Marketing Management, 15th Edition, Pearson Education Limited, England
- 2 S.K.Sarangi,2018.Principles of Marketing,12th Edition, Asian Book Private Limited
- 3 [https://gurukpo.com/Content/BBA/Marketing%20Management\(BBA\)P2.pdf](https://gurukpo.com/Content/BBA/Marketing%20Management(BBA)P2.pdf)
- 4 <http://www.ddegjust.ac.in/studymaterial/bba/bba-203.pdf>





Course Code	Course Name	Category	L	T	P	Credit
236BM1A3CC	FINANCIAL ACCOUNTING	CORE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- The accounting concepts and rules of double entry system.
- The financial statements and final accounts.
- The accounts of non-trading institutions and incomplete records.

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall the accounting concepts and understand the rules of double entry system, journal and ledger.	K1
CO2	Infer the features, causes of depreciation and calculation of depreciation methods.	K2
CO3	Construct the trading account, profit & loss account and balance sheet.	K3
CO4	Develop the accounts for non-trading institutions through income and expenditure account.	K3
CO5	Organize the accounts from incomplete records to prepare statement of affairs and calculating the capital.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓		
CO5	✓	✓	✓		✓





## COURSES FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



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B.B.A.(CA)(Students admitted during the A.Y.2023-24)



236BM1A3CC	FINANCIAL ACCOUNTING	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** Basics of Financial Accounting 10 h

Accounting: Objectives - Basic Accounting Concepts - Kinds of Accounts - Double Entry Book Keeping - Functions of Financial Accounting - Rules of Double Entry System - Preparation of Journal and Ledger- Trial Balance - Cash Book - Types of Cash Book - Accounting Standards. (Theory and Problems).  
Case Study on Cash Book

**Unit II** Depreciation Methods 10 h

Depreciation - Meaning and Definition - Features of Depreciation - Causes for Depreciation - Factors Affecting Depreciation -Methods of Depreciation. (Theory and Problems).

**Unit III** Final Accounts 10 h

Preparation of Final Accounts - Trading Account - Profit & Loss Account - Balance Sheet with Adjustments - Differences Between Trial Balance and Balance Sheet. (Theory and Problems)  
Case Study on Final Accounts

**Unit IV** Accounts of Non- Trading Concerns 9 h

Characteristics of Non-trading Institutions - Differences Between Trading and Non-trading Institutions - Receipts and Payments Account - Income and Expenditure Account - Balance Sheet. (Theory and Problems).

**Unit V** Accounts from Incomplete Records 9 h

Preparation of Accounts from Incomplete Records - Features of Incomplete Records -Differences Between Single Entry System and Double Entry System - Preparing Statement of Affairs - Calculation of Capital -Calculation of Profit and Loss. (Theory and Problems).  
Case Study on Double Entry System





**Note:** Case Study (To be Examined Internally)

80% Problem 20% Theory

### Text Books

- 1 Maheswari S.N., 2021. Financial Accounting, 3rd Edition, Vikas Publishing House, New Delhi.
- 2 Jain S.P. and Narang K.L., 2020. Financial Accounting, 2nd Edition, Kalyani Publishers, New Delhi.

### References

- 1 R.L.Gupta and V.K.Gupta, 2022. Financial Accounting, 8th Edition, Sultan Chand and Sons, New Delhi.
- 2 Bhushan Kumar Goyal and H N Tiwari, 2022. Financial Accounting, 10th Edition, Taxmann Publications Pvt. Ltd., Chennai.
- 3 T.S.Reddy and A.Murthy, 2021. Financial Accounting, 2021 Edition, Margham Publications, Chennai.
- 4 Pillai and Bagavathi, 2018. Financial Accounting, 2nd Edition, S.Chand & Co., New Delhi.
- 5 <https://www.freebookcentre.net/business-books-download/Financial-Accounting.html>





236BM1A3CP	CORE PRACTICAL: ACCOUNTING SOFTWARE	SEMESTER III
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Total Credits: 2  
Total Instructions Hours: 48 h

S.No	List of Experiments
1	Company Creation and Alteration
2	Creating and Displaying Ledger
3	Voucher Creation
4	Voucher Alteration and Deletion
5	Inventory Information - Stock Summary
6	Inventory Information - Godown Creation and Alteration
7	Day Book
8	Bills Payable-Bills Receivable
9	Trading Account
10	Profit & Loss Account and Balance Sheet
11	Ratio Analysis
12	Accounting and Inventory Information

**Note:** Out of 12 Exercise 10 are Mandatory.





## References

- 1 DT Editorial Services, 2020. Tally.ERP 9 with GST in Simple Steps . Dreamtech Press, India.
- 2 Sanjay Satpathy, 2022. Tally Prime. BPB Publications, New Delhi.
- 3 Akshay Rajgaria , 2022,Tally ERP 9 + GST Implementation, BPB Publications, India
- 4 Gaurav Agrawal,Learn Tally Prime With GST , 2021, Gaurav Agrawal, Ram Charan Educare, Shanti Market, Jattari, Dist Aligarh, UP, 202137





Course Code	Course Name	Category	L	T	P	Credit
235CR1A3IA	BUSINESS LAW	IDC	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- Indian Contract Act.
- Sale of Goods Act.
- Recent amendments in Business Laws.

**COURSE OUTCOMES**

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic elements of contract.	K2
CO2	Outline the concepts of free consent and performance of contract.	K2
CO3	Classify the special contracts.	K4
CO4	Examine the Sale of Goods Act.	K3
CO5	Interpret the components of Information Technology Act	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓

**COURSE FOCUSES ON:**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





235CR1A3IA	BUSINESS LAW	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** Indian Contract Act, 1872 10 h

Meaning of Law - Indian Contract Act, 1872 - Meaning of Contract and Agreement - Difference between Contract and Agreement - Types of contracts - Valid, void and voidable, illegal and immoral contracts - Essential elements of a contract - Offer and Acceptance - Consideration - Capacity to contract.

Case Study: Capacity to contract.

**Unit II** Free Consent and Performance of Contract 10 h

Free Consent - Coercion - Undue Influence - Fraud - Misrepresentation - Mistake. Legality of Object - Performance of contract - Discharge of contract - Modes of discharge of contracts - Breach of contract - Types of breach - Remedies for breach of contract - Types of damages - Specific Relief.

Case Study: Remedies for Breach of Contract.

**Unit III** Special Contracts 10 h

Contract of Indemnity - Essentials - Rights - Contract of Guarantee - Essentials - Difference between Contract of Indemnity and Guarantee - Kinds - Surety - Rights. Bailment and Pledge - Essentials - Kinds - Rights and Duties. Law of Mortgage - Mortgage vs. Pledge - Law of Agency - Rules - Essentials - Kinds - Rights and Duties of Agent and Principal - Personal Liability of an agent - Termination of agency - Methods.

**Unit IV** Law Relating to Sale of Goods Act, 1930 09 h

The Sale of Goods Act, 1930 - Essentials of Contract of sale - Sale distinguished from Agreement to sell - Implied conditions and warranties - Doctrine of Caveat Emptor - Unpaid seller - Rights against Goods and the buyer.

Case Study: Sale of Goods Act, 1930

**Unit V** Information Technology Act, 2000 09 h

Definitions - Digital signatures - Electronic Governance - Attributions, Acknowledgement and Dispatch of Electronic Records - Secure Electronic Reports and Secure digital signature - Certifying Authorities - Digital Signature Certificate - Encryption - Duties of Subscribers - Recent Amendments.

**Note:** Case Study (Examined Internal only).





**Text Books**

- 1 Kapoor N.D, 2020, "Elements of Mercantile Law", 38th Revised & Enlarged Edition, Sultan Chand and Sons, New Delhi.
- 2 Balachandran V and Thothadri S, 2022, "Business Law", 4th Edition, Vijay Nicole Imprints Pvt. Ltd, Chennai. .

**References**

- 1 Pillai R.S.N and Bhagawathi, 2016, "Business Law", 3rd Edition, Sultan Chand & Co., New Delhi.
- 2 Shukla M.C, 2018, "Mercantile Law", S. Chand & Co., New Delhi.
- 3 Gulshan S.S, 2018, "Business Law", 19th Edition, New age International, Delhi.
- 4 Kuchcal, 2018, "Mercantile Law", 4th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.





236BM1A3SV	ARTICULATION SKILLS	SEMESTER III
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Total Credits: 2

Total Instructions Hours: 36 h

S.No	Contents
<b>LISTENING &amp; SPEAKING</b>	
1	Write an essay on the art of listening in your own words.
2	Illustrate the difference between hearing and listening.
3	Bring out the qualities of good listener.
4	Listening exercises – Listen from movie clips, news items, good speeches by eminent personalities and keep up your English.
5	Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.
6	Write an essay on the art of speaking in your own words.
7	Appreciate the importance of vocabulary and build the same.
8	Use oxford – 30 key words in different sentences.
9	Read a passage from the newspaper and compare with that of the news broadcast from TV.
10	Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A.
11	Role play and simulated games with more speaking.
12	Conversational practice (Situations): At the college, At the market, At the retail shop, At the hotel, At social place.
13	Anecdotes and stories.
14	Vary your volume, watch your tone and record your voice for replay in the preferred group





236BM1ASSA	BUSINESS COMMUNICATION	SEMESTER III
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Total Credits: 1

Total Instruction Hours: h

### Syllabus

**Unit I** Introduction to Communication h

Meaning and Definition - Communication Cycle - Importance of Effective Communication in Business - Media of Communication: Verbal - Non-Verbal - Merits and Limitations - Types of Communication: Formal - Informal - Barriers of Communication.

**Unit II** Business Letters h

Business Letters: Introduction - Need - Functions - Kinds - Layout - Enquiries and Replies - Offers and Quotations - Orders and Execution - Cancellation of Orders - Complaint Letters - Collection Letters.

**Unit III** Correspondence - Bank, Editor, Company Secretary h

Bank Correspondence: Opening a Current Account - Stopping the Payment of a Cheque - Request for an Overdraft - Loan - Letter of Credit - Letter to Editor - Correspondence of Company Secretary with Directors and Shareholders - Notification - Agenda - Minutes.

**Unit IV** Report Writing h

Reports: Characteristics of a Good Report - Importance of Report Writing - Contents of Report - Classification of Reports - Steps in Report Writing - Reports by Individuals - Reports by Committee - Annual Report.

**Unit V** Internal Communication h

Internal communication: Short Speeches - Memos - Circulars - Notices - Explanations to Superior - Major Devices for Internal Communication: Intercom - Telephone - Fax - Internet - Email - E-mail Etiquette - Video Conferencing - Merits and Demerits of all the Devices for Internal Communication.





### Text Books

- 1 Rajendra Pal and Korlahalli, J. S (2017). Essentials of Business Communication. (13th Edn.) New Delhi: Sultan Chand & Sons.
- 2 Ramesh M.S, Pattanshetti C.C, Madhumati M. Kulkarni, (2011). Business Communication. (28thEdn.) New Delhi: R.Chand and Co.

### References

- 1 Dr.Poyam Sharma,Dr.Kanika Maheshwari,2023."Business Communication", New Edition, Thakur Publications Pvt Ltd, Lucknow.
- 2 N.Gupta & K.Jain, 2022,"Business Communication", Revised Edition,Sahitya Bhawan Publications, Agra
- 3 Sri Jin Kushal, 2021."Business Communication", 1st Edition, VK Global Publications, Haryana
- 4 Sharma,Krishna Mohan, R.C.,2017,"Business Correspondence and Report Writing",10th Edition, New Delhi: Tata McGraw Hill Publishing Company Limited.
- 5 Pooja Khanna, (2016). Effective Business Communication Concept. (2 Edn.) Location: Vikas Publishing Company.





236BM1ASSB	BANKING AND INSURANCE	SEMESTER III
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**Total Credits: 1**

**Total Instruction Hours: h**

### Syllabus

**Unit I** Evolution of Banking h

Evolution of Banking - Definition of Banking - Classification of Banks - Licensing, Opening of Branch - Functions of Bank - Role of RBI and its Function - Recent Trends in Indian Banking.

**Unit II** Digital Banking h

Digital Banking-Home Banking, Net Banking, Mobile Banking, Virtual Banking, ATMs, Debit and Credit Cards, Smart Cards, NEFT, RTGS, IMPS, NACH (ECS) - SWIFT, UPI, Bills Payments, E-Money-Electronic Purse- Digital Cash- Wallets - CIBIL - Pre-Approved Loans Through Digital Media.

**Unit III** Banking Services h

Opening of an Account -Type of Account - Documents for Opening a New Account - Deposit - Types of Deposit - Bank Passbook - KYC - Closing of Account and its Procedure - Types of Loans and Advances.

**Unit IV** Insurance h

Introduction - Definition - Kinds of Insurance - Functions of Insurance - Role and Importance of Insurance - Types of Insurance Organizations - Insurance Organization in India.

**Unit V** Insurance Agent h

Procedures for Becoming an Agent - Legal Requirement - Pre-requisite for Obtaining a License - Duration of License - Cancellation of License -Legal Procedure Regarding Settlement of Policy Norms - IRDA.





### Text Books


- 1 Sundharam & Varshney, 2016. Banking Theory Law and Practice, 8th Edition, S.Chand and Co, New Delhi.
- 2 Mishra M.N. and Dr. Mishra S.B, 2016. Insurance Principles and Practice 22nd Edition, Sultan Chand and Sons, New Delhi.

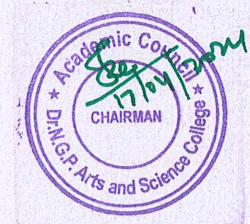
### References

- 1 M.Easwari Karthikeyan, 2020. Fundamental Principles of Insurance, 1st Edition, Sahitya Bhawan Publications, Agra.
- 2 Gupta P.K, 2019. Insurance and Risk Management, 2nd Edition, Himalaya Publishing House, New Delhi.
- 3 Agarwal O.P, 2017. Banking and Insurance Management, 4th Edition, Himalaya Publishing House, New Delhi.
- 4 S.Gurusamy, 2017. Banking Theory Law and Practice, 4th Edition, Chennai, Vijay Nicole Imprints.
- 5 Gordon.E and Natarajan.L, 2016. Banking Theory Law and Practice, 24th Edition, Himalaya Publishing House, New Delhi.

*[Signature]*

BoS Chairman/HoD  
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B.S. 17th 5/4/24	AC - 17th 17/4/24	GB -



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Course Code	Course Name	Category	L	T	P	Credit
231TL1A4TA	TAMIL - IV	LANGUAGE-I	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு நாகரீகம், பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K4
CO3	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓	✓		✓
CO2	✓			✓	
CO3		✓			✓
CO4			✓		
CO5	✓			✓	✓

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





231TL1A4TA	TAMIL - IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

## Unit I எட்டுத்தொகை

10 h

## 1. நற்றிணை – குறிஞ்சித் திணை

I.பா.எண் : 01 – கபிலர்

II.பா.எண் : 88 – நல்லந்துவனார்

III.பா.எண் : 102 – செம்பியனார்

## 2. குறுந்தொகை – முல்லைத்திணை

I.பா.எண் : 65 – கோலூர்கிழார்

II. பா.எண் : 167 – கூடலூர்கிழார்

மருதத்திணை

I.பா.எண் : 08 – ஆலங்குடி வங்கனார்

II.பா.எண் : 61 – தும்பிசேர்கீரனார்

III.பா.எண் : 196 – மிளைக் கந்தன்

நெய்தல் திணை

I.பா.எண் : 57 – சிறைக்குடி ஆந்தையார்

## Unit II எட்டுத்தொகை

08 h

## 1. கலித்தொகை – பாலைக்கலி

I.பா.எண் : 09 – பெருங்கடுங்கோ

## 2. அகநானூறு – மருதத்திணை

I.பா.எண் : 86 – நல்லாலூர்கிழார்

## 3. புறநானூறு – I.பா.எண் : 188 – பாண்டியன் அறிவுடை நம்பி

II.பா.எண் : 192 – கணியன் பூங்குன்றனார்

III.பா.எண் : 279 – ஓக்கூர் மாசாத்தியார்

IV.பா.எண் : 312 – பொன்முடியார்

## Unit III பத்துப்பாட்டு

10 h

1. பட்டினப் பாலை – கடியலூர் உருத்திரங் கண்ணனார் -1முதல் 218 வரிகள் வரை மட்டும்.





## Unit IV இலக்கிய வரலாறு

10 h

1. எட்டுத் தொகை நூல்கள்
2. பத்துப்பாட்டு நூல்கள்

## Unit V இலக்கணம் மற்றும் திறனாய்வுப் பகுதி

10 h

### I. இலக்கணம்

1. அகத்திணை - அன்பின் ஐந்திணை - விளக்கம்
2. புறத்திணை - 12 திணைகள் - விளக்கம்

### II. பயிற்சிப் பகுதி

சங்கப் பாடல்கள் குறித்து திறனாய்வு செய்தல்.

**Note:** பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது.

### Text Book

செய்யுள் திரட்டு - மொழிப் பாடம் - 2023- 24

- 1 தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, (Unit I - V)

### References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு -2014, தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை.  
பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு- 2013,
- 2 இலக்கணம் -இலக்கிய வரலாறு - மொழித்திறன் -பூவேந்தன் பதிப்பகம், சென்னை.
- 3 தமிழ் இணையக் கல்விக்கழகம்.<<http://www.tamilvu.org/>>





Course Code	Course Name	Category	L	T	P	Credit
231TL1A4HA	HINDI - IV	LANGUAGE- I	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- the techniques for expansion of ideas and translation process

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2		✓			✓
CO3	✓		✓	✓	
CO4					✓
CO5	✓	✓	✓		✓

### COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





231TL1A4HA	HINDI- IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

<b>Unit I</b>	10 h
नाटक	
<b>Unit II</b>	10 h
एकांकी	
<b>Unit III</b>	10 h
काव्य मंजरी	
<b>Unit IV</b>	10 h
सूचना लेखन	
<b>Unit V</b>	08 h
अनुवाद अभ्यास- III	

## Text Books

- 1 लडाई – सर्वेश्वरदयाल सक्सेना प्रकाशक: वाणी प्रकाशन 21-A, दरियागंज नई दिल्ली-110002. (Unit I)
- 2 एकांकी पंचामृत – डॉ राम कुमार (भोर और तारा छोडकर) प्रकाशक: जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001. (Unit II)
- 3 काव्य मंजरी- (डा मुन्ना तिवारी) मैथिलीशरण गुप्त- मनुष्यता, जयशंकर प्रसाद- बीती विभावरी जागरी सूर्यकान्त त्रिपाठी निराला- तोडती पत्थर और भिक्षुक. (Unit III)
- 4 सूचना लेखन पुस्तक: व्याकरण प्रदिप – रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद -211024. (Unit IV)
- 5 अनुवाद अभ्यास (केवल अंग्रेजी से हिन्दी में) (पाठ 10 to 20) प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17 (पाठ 10 to 20). (Unit V)





Course Code	Course Name	Category	L	T	P	Credit
231TL1A4MA	MALAYALAM- IV	LANGUAGE - I	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam sentences into English and vice versa

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2	✓				✓
CO3		✓	✓		
CO4	✓			✓	✓
CO5	✓	✓	✓		✓

#### COURSE FOCUS ON

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





231TL1A4MA	MALAYALAM- IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

<b>Unit I</b>	<b>Drama</b>	10 h
	Saketham- Sreekandan Nair	
<b>Unit II</b>	<b>Drama</b>	10 h
	Saketham- Sreekandan Nair	
<b>Unit III</b>	<b>Drama</b>	10 h
	Saketham- Sreekandan Nair	
<b>Unit IV</b>	<b>Screen Play</b>	10 h
	Perumthachan- Vasudevan Nair	
<b>Unit V</b>	<b>Screen Play</b>	08 h
	Perumthachan- Vasudevan Nair	

### Text Books

- 1 Nair, Sreekandan C.N. 2023. Saketham, Drama. DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Nair, Vasudevan M.T. 1994. Perumthachan- Screenplay. DC Books Kottayam, Kerala, India. (Unit IV & V)

### Reference

- 1 Sankarapillai. 2005. Malayala Nataka Sahithya Charithram, Kerala Sahithya Akademi Publishers, Kerala, India.





Course Code	Course Name	Category	L	T	P	Credit
231TL1A4FA	FRENCH - IV	LANGUAGE- I	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the Competence in General Communication Skills – Oral + Written- Comprehension & Expression
- the Culture, life style and the civilization aspects of the French people as well as of France
- the students to acquire Competency in translating simple French sentences into English and vice versa

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2	✓	✓			
CO3			✓	✓	
CO4	✓	✓			✓
CO5	✓		✓	✓	✓

### COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





231TL1A4FA	FRENCH - IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

## Unit I

10 h

° Décrire quelqu'un. ° Comparer	En milieu professionnel, recruter quelqu'un et justifier son choix.	S'exprimer sur les styles de vêtements. Reconnaître des personnes à partir de descriptions.	Comprendre la description de personnes dans un extrait de roman.
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## Unit II

10 h

Exprimer l'accord ou le désaccord. ° Se situer dans le temps.	En milieu professionnel, recruter quelqu'un et justifier son choix.	Décrire des personnes. Comprendre des personnes qui expérimentent leur accord ou leur désaccord.	Comprendre des différences de points de vue exprimés dans de message électronique. Raconter un souvenir.
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## Unit III

10 h

° Parler de l'avenir.	Discuter de l'organisation d'un voyage de groupe puis préparer une fiche projet et la compléter.	Comprendre une chanson. Échanger sur ses projets de vacance.	Comprendre le message d'une carte d'anniversaire.
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## Unit IV

10 h

° Exprimer des souhaits. ° Décrire quelqu'un	Discuter de l'organisation d'un voyage de groupe puis préparer une fiche projet et la compléter.	Discuter du programme de la soirée à venir. Addresser des souhaits à quelqu'un.	Comprendre le message d'une carte d'anniversaire.
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## Unit V

08 h

Make in Own Sentences based on the above Lessons

## Text Book

- 1 LATITUDES 1 (Méthode de français) Pages from 128-151, Author : Regine Mérieux, Yves Loiseau (Unit I to IV)



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students admitted during the A.Y.2023-24)



Course Code	Course Name	Category	L	T	P	Credit
231EL1A4EA	ENGLISH - IV	LANGUAGE II	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- how language shapes society, enhancing critical reading, writing, and thinking skills through various literary forms
- the fundamentals of writing, including essay composition, persuasive communication, and creative expression
- the process of critical thinking through the analysis of literature

### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Summarize main points and supporting details from listening to public addresses and demonstrate poem comprehension.	K2
CO2	Demonstrate clear and expressive speech while engaging in role-play and dramatization activities.	K3
CO3	Interpret textual elements such as themes, tone, and authorial intent in various reading materials.	K4
CO4	Develop clear summaries and paraphrases, maintaining the essence of the original text.	K5
CO5	Prepare for job interviews by employing appropriate interview techniques, confidence, and professionalism.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓		✓	✓	
CO3	✓	✓	✓	✓	
CO4	✓	✓	✓		
CO5	✓	✓	✓		✓

### COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students admitted during the A.Y.2023-24)



231EL1A4EA	ENGLISH - IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

## Unit I Listening 10 h

**Nissim Ezekeil - Goodbye Party for Miss Pushpa T.S.****D.H. Lawrence - Last Lessons of the Afternoon****Dr. APJ Abdul Kalam's speech at European Union**

Listening for subtext – Tone and Emotion – Vivid Language and Pacing – Listening for Vision and Hope – Use of Storytelling

Punctuations: Periods, Commas, Semicolons, Colons, Apostrophes, Ellipses, Exclamation Points

## Unit II Speaking 10 h

**Oscar Wilde - The Importance of Being Earnest**

Direct Speech and Indirect Speech - Commands and Requests, Exclamations and Wishes, Conversion of Indirect to Direct

Rules for changing direct speech into indirect speech

## Unit III Reading 09 h

**Gita Hariharan - The Remains of the Feast -****Langston Hughes - Thank You M'am**

Making Inferences and Predictions - Identifying Author's Purpose and Tone- Contextual Vocabulary Building

Tenses: The Uses of Present, Past and Future Tenses

## Unit IV Writing Skills 10 h

**George Orwell - Why I Write**

Summarizing vs. Paraphrasing - Expressing Purpose and Intent in Writing- Constructing Strong Arguments and Opinions

Grammar - Paraphrasing - Use of Paraphrasing, Characteristics of a good paraphrase, The Paraphrase of Poetry, Special Hints, Method of Procedure

## Unit V Soft Skills 09 h

**Steve Jobs - 2005 Stanford Commencement Address - Effective Communication - Presentation Skills**

Business Corporate Soft Skills - Six common corporate conversation faux pas, Decision making Techniques, Negotiation Styles Job Interviews - Preparatory Steps for Job Interviews - Interview Skill Tips





### Text Books

- 1 Straus, Jane, Lester Kaufman, and Tom Stern, editors. *The Blue Book of Grammar and Punctuation: An Easy-to-Use Guide with Clear Rules, Real-World Examples, and Reproducible Quizzes*. 12th ed., Jossey-Bass, 2021. (Unit I)
- 2 Wilde, Oscar. *The Importance of Being Earnest*. Edited by Norman Page, 2nd ed., Penguin Classics, 2000. (Unit II)
- 3 Hariharan, Gita. *The Remains of the Feast*. 1st ed., Penguin Books India, 1992. (Unit III)
- 4 Orwell, George. "Why I Write." *George Orwell: An Anthology of His Prose*, edited by John Carey, Harcourt, 2000. pp. 232-237. (Unit IV)
- 5 Meyer, John. *The Soft Skills Handbook for Corporate Success: Essential Strategies for Business Professionals*. 2nd ed., Business Insights, 2020. (Unit V)

### References

- 1 Lawrence, D.H. *The Complete Poems of D.H. Lawrence*. Edited by V.J. Harding, 1st ed., Heinemann, 1992.
- 2 Buczynski, Mark. *Soft Skills for the Workplace: How to Build Successful Relationships and Advance Your Career*. 2nd ed., Wiley, 2018.
- 3 Hughes, Langston. "Thank You, M'am." *The Penguin Anthology of American Poetry*, edited by Rita Dove, Penguin Books, 2006, pp. 530-533.
- 4 Nelson, Brian. *The Soft Skills Handbook: Essential Skills for the Workplace*. 3rd ed., Business Publishing, 2019.





Course Code	Course Name	Category	L	T	P	Credit
236BM1A4CA	HUMAN RESOURCE MANAGEMENT	CORE	5	-	-	5

#### PREAMBLE

This course has been designed for students to learn and understand

- Basics of Human Resource Management and the Role of HR Manager like Manpower Planning, Recruitment, Selection, Training and Employee Retention
- Various Performance Appraisal and Job Evaluation Methods, Information Regarding the Promotion, Demotion, Transfer and Punishment
- Concepts of Wage and Salary Administration, Labour Welfare, Safety, Health and Industrial Relations

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire the knowledge of basics of human resource management and HR Software.	K2
CO2	Understand the Manpower Planning, Sources of Recruitment, Selection Procedures and Methods of Training.	K3
CO3	Experiment with Performance Appraisal and Job Evaluation methods.	K2
CO4	Choose suitable Wage and Incentive system and Plan the Labour Welfare, Safety and Health.	K3
CO5	Build Good Industrial Relations by Fulfilling the Expectations of Trade Unions Through Collective Bargaining and Solving the Grievances of the Employees.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓	✓			✓
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓





## COURES FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





236BM1A4CA	HUMAN RESOURCE MANAGEMENT	SEMESTER IV
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Total Credits: 5

Total Instruction Hours: 60 h

### Syllabus

**Unit I** Introduction of Human Resource Management 11 h

Human Resource Management - Meaning - Nature - Scope - Objectives - Functions of HR Department - Role of HR Manager - Organization of HR Department - HR Policies: Objectives - Contents - Ideal HR Policy -HR Procedures - HRMS.

**Unit II** Manpower Planning, Procurement, Training 14 h

Manpower Planning: Factors Affecting - Steps. Job Analysis - Job Description - Job Specification - Recruitment - Selection - Methods of Interview - Training and Development: Importance - Methods- Training Model: Kirkpatrick Model - Training Effectiveness.

Case study on Training

**Unit III** Performance Appraisal, Job Evaluation 13 h

Performance Appraisal: Purpose - Evaluation Process - Methods - Problems. Job Evaluation: Process - Methods. Promotion: Purpose - Types. Transfer: Types. Demotion - Employee Attrition: Types - Causes. Employee Retention Strategies.

Case study on Performance Appraisal

**Unit IV** Compensation , Labour Welfare,Health and Safety 11 h

Wages and Salary Administration: Factors Influencing - Types of Wages - Code on Wages : Payment of Wages Act, Minimum Wages Act, Payment of Bonus Act, Equal Remuneration Act. Essentials of Good Incentive Plan. Labour Welfare: Statutory and Non-statutory Schemes - Employee's Health Statutory Provisions Under the Factories Act - Employee's Safety Statutory Provisions Under the Factories Act.

Case study on Labour Welfare.

**Unit V** Industrial Relations 11 h

Industrial Relations: Importance - Factors Determining. Trade Union: Objectives - Obstacles for Development - Features of Trade Union Act 1926 - Industrial Dispute Act 1947. Grievance: Causes - Methods to Know - Grievance Handling Procedures. Employee Discipline: Importance - Types - Kinds of Punishment.





**Note:** Case Study (To be examined Internally)

### Text Books

- 1 K.Aswathappa, 2017. Human Resource Management Text and Cases, 8th Edition, McGraw Hill Education, Bengaluru
- 2 Mamoria.C.B and Gankar S.V, 2018. A Text Book of Human Resource Management, 7th Edition, Himalaya Publishing House Pvt.Ltd, New Delhi.

### References

- 1 Biswajeet Pattanayak, 2018. Human Resource Management, 5th Edition, PHI Learning.
- 2 L.M.Prasad, 2018. Human Resource Management, 7th Edition, Sultan Chand and Sons, New Delhi.
- 3 VSP. Rao, 2010. Human Resource Management, Text and Cases, 3rd Edition Excel Book Publishers, New Delhi.
- 4 Tripathy.P.C, 2010. Human Resource Management, 6th Edition, Sultan Chand and Sons, New Delhi.





Course Code	Course Name	Category	L	T	P	Credit
236BM1A4CB	FINANCIAL MANAGEMENT	CORE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- The Concepts of Financial Functions and Time Value of Money.
- The significance of financial decision and implication of Capital Structure.
- The Need of Working Capital Management and Apply Capital Budgeting Techniques.

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Remember the Financial Functions and Basics of Time Value of Money Along with Sources of Finance.	K1
CO2	Understand the Financial Decision Through Different Costs of Capital and Leverages.	K2
CO3	Prepare Optimal Capital Structure and Appropriate Dividend Policy.	K3
CO4	Practice Working Capital Management by Modifying Credit Policies and Motives for Holding Cash.	K3
CO5	Apply Various Capital Budgeting Techniques for Better Investment Decision.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓		
CO5	✓	✓	✓		✓





## COURS FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





236BM1A4CB	FINANCIAL MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to Finance 10 h

Financial Management - Meaning - Definition - Scope - Objectives - Functions of Financial Management - Role of Finance Manager- Risk and Return Relationship- Basics of Time Value of Money - Sources of Finance - Role of Capital Market in the Economy (Theory Only).

#### Unit II Cost of Capital 10 h

Cost of Capital - Meaning - Definition - Classification of Cost - Factors Affecting Cost of Capital - Importance of Cost of Capital - Computation of Cost of Debt - Cost of Preference Shares - Cost of Equity - Weighted Average Cost of Capital - Operating Leverage - Financial Leverage. (Theory and Problem).

#### Unit III Capital Structure 10 h

Capital Structure - Meaning - Definition - Types of Capital Structure - Factors Influencing Capital Structure - Optimal Capital Structure - Dividend and Dividend Policy - Meaning - Classification - Determinants of Dividend Policy. (Theory and Problem)

Case study on Capital Structure.

#### Unit IV Capital Budgeting 10 h

Capital Budgeting - Meaning - Objectives of Capital Budgeting - Capital Budgeting Process - Methods of Capital Budgeting Techniques - Discounted Cash Flow Techniques: NPV - IRR - Profitability Index - Nondiscounted Cash Flow Techniques: Payback Method - ARR - Risk Analysis in Capital Budgeting (Theory and Problem)

Case study on Capital Budgeting.

#### Unit V Working Capital Management 8 h

Meaning - Definition - Objectives - Factors Affecting Working Capital Requirements - Forecasting Working Capital Requirements - Cash Management - Motives for Holding Cash - Objectives and Strategies of Cash Management.





(Theory and Problem)

Case Study on Cash Management.

**Note:** Case Study (To be Examined Internally)

50% Problem , 50% Theory

### Text Books

- 1 Prasanna Chandra, 2020. Financial Management (Theory and Problems), 10nd Edition, Tata McGraw Hill Education, New Delhi.
- 2 Khan M.Y and Jain P.K., 2019. Financial Management (Text, Problem and Cases), 8th Edition, Tata McGraw Hill Education, New Delhi.

### References

- 1 R Dr. J.K.Singh, 2017. Financial Management Theory and Practice, 2nd Edition, Galgotia Publishing Company, New Delhi.
- 2 P.V.Kulkarni, 2014. Financial Management, 4th Edition, Himalaya Publishing House, New Delhi.
- 3 Maheswari S.N., 2012. A Text Book of Accounting for Management, 12th Edition, Vikas Publishing House, New Delhi.
- 4 <https://www.freebookcentre.net/business-books-download/FinancialManagement.html>
- 5 <https://sites.google.com/site/snselvaraj2015/financial-management>





Course Code	Course Name	Category	L	T	P	Credit
236BM1A4EP	DATABASE MANAGEMENT SYSTEM	Core Practical	2	-	4	3

#### PREAMBLE

This course has been designed for students to learn and understand

- The DBMS components and their functions.
- The concepts of data manipulation languages.
- The components of Structured Query Language and fundamentals of PL/SQL.

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basics Database Management Systems.	K1
CO2	Describe database queries using structured query language.	K2
CO3	Explain the concept of a SQL functions.	K2
CO4	Utilize the database management system Operators.	K3
CO5	Illustrate the fundamentals of PL/SQL.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓		✓	✓	✓
CO4	✓	✓	✓		
CO5	✓	✓	✓		✓





Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





236BM1A4EP	DATABASE MANAGEMENT SYSTEM	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 72 h

### Syllabus

**Unit I** Introduction to DBMS 14 h

Introduction to DBMS - Data Base Management System Vs RDBMS - Data Definition Language - Creating - Altering - Dropping Tables -Types of Keys.

i) Create an Employee table with following field.

Eno number (5) primary key, Ename varchar2(20) not null, Dept number(2) not null Designation char(10) not null, Salary number(9, 2) not null.

a) Describe the structure of the tables.

b) Insert the records into the table.

ii) Create Orders table and customers table with following fields:

Table: order

Orderid number(10),Customerid number(5) ,Orderdate date.

Table: customers

Customerid number(5),Custname varchar2 (10),Contactname varchar2(10)

Country varchar2(10), MobNo number(10).

a) Set the Primary Key.

b) Set the Foreign Key.

c) Describe the structure of the tables.

d) Insert the records into the table.

**Unit II** Data Manipulation Language 14 h

Data Manipulation Language - Insertion - Updation - Deletion - Select Command - Transaction Control Statements - Constraints.

iii) Create student table with following fields:

Regno number (5) primary key, Studname varchar2(15), Gender char (6),

Deptname char (15), Address char (25), Percentage number (4, 2).

a) Describe a table, To insert values, retrieve records, update records.

iv) Create Employee table with following fields:





Emplno number (8), Emplname varchar2 (8), Dept varchar2 (10), Baspay number (8, 2), HRA number (6, 2), DA number (6, 2), Pf number (6, 2), Netpay number(8).

a) To insert values, alter a table, Delete records, drop a table, and truncate a table.

### Unit III SQL Functions

15 h

SQL Functions : Built-in-Functions - Single Row Functions - Character - Number - Date - Conversion Functions - Group Functions - Grouping Data - Having Clause - Nesting Group Functions.

v) Develop SQL Queries to Implement the Following Aggregate Functions :

a) Sum b) Count c) Average d) Maximum e) Minimum f) Group by Clause & Having Clause.

vi) Develop SQL Queries to Implement the Following Single Row Functions :

a) Case Conversion Functions b) Character Functions c) Number Functions d) Date Functions.

vii) Develop SQL Queries to Implement Nested Sub Queries :

a) Set Membership (in, not in) b) Set Comparison (Some, All) c) Empty Relation (Exists, Not Exists).

### Unit IV Operators

15 h

Operators: Joins- Types of Joins - Set Operators - Views - Creating - Removing - Altering Views.

viii) Develop SQL Queries to Implement the Following Set Operations:

a) Union b) Union all c) Intersect d) Distinct.

ix) Develop SQL Queries to Implement Following Join Operations:

a) Natural Join b) Inner Join c) Outer Join : Left Outer, Right Outer, Full Outer.

x) Write SQL Queries to Restrict and Sorting Data from Student Table.

### Unit V Fundamentals of PL/SQL

14 h

Fundamentals of PL/SQL : Fundamentals of PL/SQL - Reserved Words, User - Defined Identifiers - PL/SQL Block Structure. Cursors: Implicit - Explicit.

xi) Develop SQL Queries to Create Views and Expand it.

xii) Write a PL/SQL Procedure to Deposit Amount to Bank Database.





## Text Books

- 1 Amitabha Yadav , 2020 . Fundamental Concepts of Database Management System, First Edition , Blue Rose Publishers , New Delhi.
- 2 Nilesh Shah , 2019 . Database Systems using Oracle , Second edition , Pearson India Education Services Pvt.Ltd , New Delhi.

## References

- 1 Ramez Elmasri , 2023. Fundamentals of Database Systems, Seventh Edition , Pearson India Education Services Pvt.Ltd, New Delhi.
- 2 Abraham Silberschatz, 2023 . Database System Concepts, Seventh Edition , MC-Graw Hill Education India Pvt. Ltd., Chennai.
- 3 Jagdish Chandra Patni , 2022 . Database Management Systems an Evolutionary Approach , First Edition , Chapman and Hall/CRC , London.
- 4 Bhupesh Gour , 2019. Database Management System Concepts and Normalization , Educreation Publishing.





Course Code	Course Name	Category	L	T	P	Credit
235IB1A4IA	EXPORT MANAGEMENT	IDC	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- The procedures involved in starting an export business and to execute the orders.
- The importance of effectively managing the export business.
- The concept of trade barriers in export.

#### COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire knowledge on export registration procedures.	K2
CO2	Understand the process involved in executing an export order.	K2
CO3	Familiarize the concept of International trade and legal framework of India's Foreign trade	K4
CO4	Acquire knowledge on export documentation.	K4
CO5	Understand and learn about the export finance.	K4

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓	✓		✓
CO4		✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓

#### COURSE FOCUSES ON

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics





235IB1A4IA	EXPORT MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** India's Export and Export Registration Procedures 10 h

India's Export Sector: Growth of Indian Export Sector- Composition of Exports- India's Major Exporting Partners - Setting up of an Export Firm - Registration Procedures: Obtaining IEC (Importer Exporter Code) - Registration with Export Promotion Councils/Commodity Boards- Registration with ECGC (Export Credit and Guarantee Corporation).

**Unit II** Export Management and Legal Frame work 10 h

Meaning And Need For Export Management - Organisational Structure of an Export Firm. India's Foreign Trade Policy - Foreign Trade Development and Regulation Act (FTDR Act 1992) - Indian Trade Classification (HS)-Trade Barriers: Objectives - Types of Tariff Barriers - Types of Non-Tariff Barriers - Effects of Trade Barriers.

Case study on Tariff Barriers

**Unit III** Export Process 10 h

Confirmation of Order- Procurement of Goods- Quality Control- Finance- Labelling, Packaging, Packing and Marking- Insurance- Realisation of Export Proceeds, L/C- Customs Procedures- Customs House Agents- Documentation- Submission of Documents to Bank- Export Incentive Schemes.

Case study on Customs Procedures

**Unit IV** Export Documentation 09 h

Aligned Documentation System (ADS) - Proforma Invoice - Tax Invoice - Consular Invoice - Packing List - Certificate of Origin - Shipping Order - Mate Receipts - Bill of Lading - Airway Bill - Shipping Bill - Letter of Credit - Bill of Exchange - Certificate of Inspection.

Case study on Documentation Errors

**Unit V** Export Finance 09 h

Terms of Payments in Exports- Types of Credit: Short Term and Long Term Finance- Pre-Shipment Finance- Post Shipment Finance- Line of Credit Export Credit System in India: RBI- EXIM Bank- Commercial Banks.

Note: Case study examined internal only





## Text Books

- 1 Francis Cherunillam, 2022, International Trade and Export Management, 21st Edition, Himalaya Publishing House, Mumbai.
- 2 Balagopal T A S., 2016, Export Management, 22nd Edition, Himalaya Publishing House, Mumbai.

## References

- 1 Jignesh Vidani, 2018, Export Import Procedures, 1st Edition, Educreation Publishing, New Delhi.
- 2 Khushpat S. Jain & Apexa V. Jain, 2017, Export - Import Procedures and Documentation, 7th Revised Edition, Himalaya Publishing House, Mumbai.
- 3 Aseem Kumar, 2007, Export Import Management, 1st Edition, Excel books, New Delhi.
- 4 Gerald Albaum., Edwin Duerr & Jesper Strandskov, 2006, International Marketing and Export Management, 5th Edition, Pearson Education, South Asia.





236BM1A4SV	COMPREHENSION SKILLS	SEMESTER IV
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**Total Credits: 2**

**Total Instructions Hours: 36 h**

**S.No**

**List of Exercises**

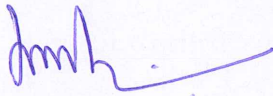
- 1 Reading: Newspaper Reading on Daily Basis – Book Review (at least two per semester) Allow Students to Select a Novel or Autobiography or Self Improvement or Short Stories Book and make them to Prepare a Journal in the SDRN for the Reading Exercises of these Books. Practice Louder Reading and Other Members in Listening Mode.
- 2 Application Writing – Preparation of Job Specific Resume / CV
- 3 Collection of Financial Statements of any one Organization for two Consecutive Years and Prepare Comparative Statements.
- 4 List any three MNC's and FMCGs Operating in India along with their Products or Services Offered.
- 5 Collect a Partnership Deed, Memorandum, Board Resolution and Article of Association of any Company and Paste in your SDRN.
- 6 Online Railway Ticket Booking with Specimen of Reservation/Cancellation Slip – Banking Transaction Slips : Collect the Specimen Copy and Paste in SDRN (Forms for Account Opening, pay-in-slips, Purchase of DDs, RTGS/IMPS, GST) –TANGEDCO Online Payment - E- Aadhar Updation – Documents used in Import and Export Trade/Commercial / Income Tax Departments of Government.
- 7 Prepare an Advertisement for Recruitment / Selection of Candidates for any Organization of Your Choice – Develop an Advertisement Copy for a New Trending Products in the Market.
- 8 Collect an Annual Report of a Joint Stock (Public Limited) Company and List Out its Assets and Liabilities.
- 9 Comprehension: Market / Field Study Report on a Local Issue (at least 1000 words) – Transfer Positive / Negative Emotions and Record the Report in SDRN - Draft an Application to the Chief Information Officer of any Government Office Seeking Information about a Specific Public Spending – Draft a Complaint to District Consumer Forum on the Deficiency of Service which you have Consumed – Success / Failure Stories of Entrepreneurs in the Region – List out any Three Unethical Aspects of Advertising which you have come Across Recently.






- 10 For an IPO, Collect a Prospectus of a Company and Identify the Reasons to Invest or Not to Invest in Shares.
- 11 List the Environmental Issues of an Industry of your Choice Operating in your Region.
- 12 Select any Organization and Undertake SWOT Analysis.
- 13 Visit a Few E-com Websites and Note down the Appealing Features and Negative Impressions in the SDRN.
- 14 Pick any Three Social Media Issues and Critically Evaluate them.

**Note: \*SDRN - Skill Development Record Note**



**BoS Chairman/HoD**  
**Department of Management Studies**  
**Dr. N. G. P. Arts and Science College**  
**Coimbatore – 641 048**

 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
BoS- 08/11/24	AC - 08/11/24	GB -

