

ACADEMIC CURRICULAM

UNDERGRADUATE DEGREE PROGRAMMES

Bachelor of Commerce

(B.Com)

Three Years

Learning Outcome Based Education

Choice Based Flexible Credit System

Academic Year

2020 - 2021



SRM

INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

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

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

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

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

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

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

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

5. Consistency of PEO's with Program Learning Outcomes (PLO)															
	Program Learning Outcomes (PLO)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
PEO - 1	H	H	M	H	H	H	L	L	L	H	H	H	L	H	H
PEO - 2	H	M	H	H	M	H	L	L	L	M	L	M	L	M	H
PEO - 3	H	H	M	H	H	M	L	M	H	L	L	H	M	H	H
PEO - 4	H	M	H	H	M	H	L	L	M	M	M	L	L	M	H
PEO - 5	H	M	M	H	H	M	L	M	L	L	L	L	L	H	H

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

6. Programme Structure

1. Professional Core Courses (C) (16 Courses)					
Course Code	Course Title	Hours / Week			C
		L	T	P	
UCM20101J	Financial Accounting	4	0	3	6
UCM20102T	Business Organization and Management	2	0	2	3
UCM20103T	Economics for Business	2	0	2	3
UCM20201J	Corporate Accounting	4	0	3	6
UCM20202T	Banking Theory Law and Practice	2	0	2	3
UCM20203T	International Business	2	0	2	3
UCM20301J	Cost Accounting	4	0	3	6
UCM20302J	Income Tax Law and Practice	4	0	3	6
UMS20301T	Statistics for Business	4	0	0	4
UCM20401J	Management Accounting	4	0	4	6
UCM20402J	Tax Procedure and Practice	4	0	4	6
UMS20401T	Quantitative Techniques for Business Decision	4	0	0	4
UCM20501J	Financial Management	4	0	4	6
UCM20502J	Business Research Methods	4	0	4	6
UCM20601L	Auditing Theory and Practices	0	0	4	2
UCM20602L	Event Marketing	0	0	4	2
Total Learning Credits					72

2. Discipline Specific Elective Courses (D) (4 Courses)					
Course Code	Course Title	Hours / Week			C
		L	T	P	
UCM20D01J	Marketing Management	4	0	4	6
UCM20D02J	Advertising & Brand Management				
UCM20D03J	Logistics & Supply Chain Management				
UCM20D04J	Entrepreneurial Development	4	0	4	6
UCM20D05J	Rural Entrepreneurship & Small Business Management				
UCM20D06J	Financial Services				
UCM20D07J	Human Resource Management	4	0	4	6
UCM20D08J	Intellectual Property Rights (IPR)				
UCM20D09J	E-Governance				
UCM20D10L	Project Work	0	0	0	6
UCM20D11L	Dissertation				
UCM20D12L	Semester Internship				
Total Learning Credits					24

3. Generic Elective Courses (G) (6 Courses)					
Course Code	Course Title	Hours / Week			C
		L	T	P	
ULT20G01J	Tamil - I	2	0	2	3
ULH20G01J	Hindi - I				
ULF20G01J	French - I				
UCM20G01T	Fundamentals in Stock Market	3	0	0	3
UCM20G02T	E - Business				
ULT20G02J	Tamil - II				
ULH20G02J	Hindi - II	2	0	2	3
ULF20G02J	French - II				
UCM20G03T	Elements of Insurance				
UCM20G04T	Technology in Banking	0	0	0	3
UCM20G05L	Industrial Training				
UCM20G06L	Seminar				
UCM20G07L	MOOC Course	0	0	0	3
Total Learning Credits					18

4. Skill Enhancement Courses (S) (6 Courses)					
Course Code	Course Title	Hours / Week			C
		L	T	P	
UCM20S01T	Business Communication	2	0	0	2
UCM20S02T	Office Management				
UCM20S03T	Company Law				
UCM20S04T	Retail Marketing	2	0	0	2
UCM20S05T	Business Law				
UCM20S06T	Customer Relationship Management				
UMI20S01L	My India Project	0	0	0	1
UCD20S01L	Soft Skills	0	0	2	1
UCD20S02L	Quantitative Aptitude and Reasoning	0	0	2	1
Total Learning Credits					9

5. Life Skill Course (Jeevan Kaushal - JK) (4 Courses)					
Course Code	Course Title	Hours / Week			C
		L	T	P	
UJK20201L	Communication Skills	0	0	4	2
UJK20301T	Universal Human Value	2	0	0	2
UJK20401T	Professional Skills	2	0	0	2
UJK20501T	Leadership and Management Skills	2	0	0	2
Total Learning Credits					8

6. Ability Enhancement Courses (AE) (2 Courses)					
Course Code	Course Title	Hours / Week			C
		L	T	P	
ULE20AE1T	English	4	0	0	4
UES20AE1T	Environmental Studies	3	0	0	3
Total Learning Credits					7

7. Extension Activity (NS/NC/NO/YG) (4 Courses)					
Course Code	Course Title	Hours / Week			C
		L	T	P	
UNS20201L	NSS	0	0	0	0
UNC20201L	NCC				
UNO20201L	NSO				
UYG20201L	YOGA				
Total Learning Credits					0

TOTAL LEARNING CREDITS FOR THE COURSE - 138 CREDITS					
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7. Implementation Plan

SEMESTER - I					
Code	Course Title	Hours / Week			C
		L	T	P	
UCM20101J	Financial Accounting	4	0	3	6
UCM20102T	Business Organization and Management	2	0	2	3
UCM20103T	Economics for Business	2	0	2	3
ULT20G01J	Tamil – I	2	0	2	3
ULH20G01J	Hindi - I				
ULF20G01J	French - I				
UCM20G01T	Fundamentals in Stock Market	3	0	0	3
UCM20G02T	E – Business				
UCM20S01T	Business Communication	2	0	0	2
UCM20S02T	Office Management				
ULE20AE1T	English	4	0	0	4
UCD20S01L	Soft Skills	0	0	2	1
TOTAL		19	0	11	25

SEMESTER - II					
Code	Course Title	Hours / Week			C
		L	T	P	
UCM20201J	Corporate Accounting	4	0	3	6
UCM20202T	Banking Theory Law and Practice	2	0	2	3
UCM20203T	International Business	2	0	2	3
ULT20G02J	Tamil - II	2	0	2	3
ULH20G02J	Hindi - II				
ULF20G02J	French - II				
UCM20G03T	Elements of Insurance	3	0	0	3
UCM20G04T	Technology in Banking				
UCM20S03T	Company Law	2	0	0	2
UCM20S04T	Retail Marketing				
UJK20201L	Communication Skills	0	0	4	2
UCD20S02L	Quantitative Aptitude and Reasoning	0	0	2	1
UNS20201L	NSS	0	0	0	0
UNC20201L	NCC				
UNO20201L	NSO				
UYG20201L	YOGA				
TOTAL		15	0	15	23

SEMESTER - III					
Code	Course Title	Hours / Week			C
		L	T	P	
UCM20301J	Cost Accounting	4	0	3	6
UCM20302J	Income Tax Law and Practice	4	0	3	6
UMS20301T	Statistics for Business	4	0	0	4
UCM20D01J	Marketing Management	4	0	4	6
UCM20D02J	Advertising and Brand Management				
UCM20D03J	Logistics and Supply Chain Management				
UCM20S05T	Business Law	2	0	0	2
UCM20S06T	Customer Relationship Management				
UMI20S01L	My India Project	0	0	0	1
UJK20301T	Universal Human Values	2	0	0	2
TOTAL		20	0	10	27

SEMESTER - IV					
Code	Course Title	Hours / Week			C
		L	T	P	
UCM20401J	Management Accounting	4	0	4	6
UCM20402J	Tax Procedure and Practice	4	0	4	6
UMS20401T	Quantitative Techniques for Business Decision	4	0	0	4
UCM20D04J	Entrepreneurial Development	4	0	4	6
UCM20D05J	Rural Entrepreneurship and Small Business Management				
UCM20D06J	Financial Services				
UCM20G05L	Industrial Training	0	0	0	3
UCM20G06L	Seminar				
UCM20G07L	MOOC Course	0	0	0	3
UJK20401T	Professional Skills	2	0	0	2
TOTAL		18	0	12	30

SEMESTER - V					
Code	Course Title	Hours / Week			C
		L	T	P	
UCM20501J	Financial Management	4	0	4	6
UCM20502J	Business Research Methods	4	0	4	6
UCM20D07J	Human Resource Management	4	0	4	6
UCM20D08J	Intellectual Property Rights (IPR)				
UCM20D09J	E-Governance				
UJK20501T	Leadership and Management Skills	2	0	0	2
UES20AE1T	Environmental Studies	3	0	0	3
TOTAL		17	0	12	23

SEMESTER - VI					
Code	Course Title	Hours / Week			C
		L	T	P	
UCM20601L	Auditing Theory and Practices	0	0	4	2
UCM20602L	Event Marketing	0	0	4	2
UCM20D10L	Project Work	0	0	0	6
UCM20D11L	Dissertation				
UCM20D12L	Semester Internship				
TOTAL		0	0	8	10

TOTAL LEARNING CREDITS FOR THE COURSE - 138 CREDITS					
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8. Program Articulation Matrix																
Course Code	Course Name	Programme Learning Outcomes														
		Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
UCM20101J	Financial Accounting	H	H	H	M	H	H	L	M	M	H	L	M	L	H	H
UCM20102T	Business Organization and Management	H	H	M	M	M	M	L	M	L	L	M	L	L	M	M
UCM20G01T	Fundamentals in Stock Market	H	H	H	H	H	H	M	H	M	M	M	H	M	H	H
UCM20G02T	E-Business	H	M	M	M	M	M	L	L	L	M	M	L	L	M	H
UCM20S01T	Business Communication	H	H	M	H	M	H	L	L	L	M	H	M	H	H	H
UCM20S02T	Office Management	H	H	M	M	H	M	L	M	M	M	L	M	L	H	H
UCM20201J	Corporate Accounting	H	H	M	M	H	M	L	M	M	M	L	M	L	M	H
UCM20202T	Banking Theory Law and Practice	H	H	M	H	H	H	L	M	H	M	L	M	H	H	H
UCM20G03T	Elements of Insurance	H	H	H	H	M	H	L	M	M	M	L	L	L	H	H
UCM20G04T	Technology in Banking	H	H	M	H	M	H	L	L	M	M	L	L	H	H	H
UCM20S03T	Company Law	H	H	H	H	M	H	L	L	M	M	L	M	L	H	H
UCM20S04T	Retail Marketing	H	M	M	M	M	H	L	L	M	M	M	M	L	H	H
UCM20301J	Cost Accounting	H	H	M	M	H	M	L	M	M	M	L	M	L	H	H
UCM20302J	Income Tax Law and Practice	H	H	H	H	H	H	L	M	M	M	L	M	L	H	H
UCM20D01J	Marketing Management	H	M	M	M	H	H	L	M	M	M	M	M	M	H	H
UCM20D02J	Advertising and Brand Management	H	M	M	M	M	M	L	L	L	L	L	L	L	M	M
UCM20D03J	Logistics and Supply Chain Management	H	H	M	H	H	H	L	L	M	M	L	L	L	H	H
UCM20S05T	Business Law	H	H	H	H	M	H	L	L	M	M	L	M	L	H	H
UCM20S06T	Customer Relationship Management	H	M	H	M	M	M	L	L	L	L	L	M	M	M	M
UCM20401J	Management Accounting	H	H	H	H	H	H	L	M	M	M	L	M	L	H	H
UCM20402J	Tax Procedure and Practice	H	H	H	H	H	H	L	M	M	M	L	M	L	H	H
UCM20D04J	Entrepreneurial Development	H	H	H	H	H	H	M	M	M	H	L	L	L	H	H
UCM20D05J	Rural Entrepreneurship & Small Business Management	H	H	H	H	H	M	M	M	M	H	L	L	L	H	H
UCM20D06J	Financial Services	H	H	H	H	H	M	M	M	M	M	L	L	L	H	M
UCM20G05L	Industrial Training	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
UCM20G06L	Seminar	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
UCM20G07L	MOOC Course	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
UCM20501J	Financial Management	H	H	H	H	H	H	L	M	M	M	L	M	L	H	H
UCM20502J	Business Research Methods	H	H	H	H	H	H	L	M	M	M	L	M	L	H	H
UCM20D07J	Human Resource Management	H	H	H	H	H	H	L	L	L	M	L	L	L	H	H
UCM20D08J	Intellectual Property Rights (IPR)	H	M	M	M	M	M	L	L	M	L	L	L	L	L	L
UCM20D09J	E – Governance	H	H	M	M	M	H	L	M	M	L	L	L	L	M	M
UCM20601L	Auditing Theory and Practice	H	H	H	M	H	M	L	M	M	M	L	L	M	H	H
UCM20602L	Event Marketing	H	M	H	M	M	H	L	M	L	L	H	L	M	H	H
UCM20D10L	Project Work	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
UCM20D11L	Dissertation	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
UCM20D12L	Semester Internship	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
	Program Average	H	M	H	H	M	H	L	M	M	H	M	H	L	H	M

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

SEMESTER - I

Course Code	UCM20101J	Course Name	FINANCIAL ACCOUNTING				Course Category	C	Professional Core Course										L 4	T 0	P 3	C 6						
Pre-requisite Courses	Nil		Co-requisite Courses		Nil			Progressive Courses	Nil																			
Course Offering Department		Commerce		Data Book / Codes / Standards				Account Sheets																				
Course Learning Rationale (CLR):				The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																	
CLR-1 :		To understand the basic concepts of financial accounting with practical						1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :		To study the accounting treatments of royalty and hire purchase						Level of Thinking (Bloom)		Expected Proficiency (%)		Expected Attainment (%)		Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of cost accounting tools	Ability to Utilize Knowledge	Skills in costing	Analyze, Interpret Data	Use of cost accounting Practices	Problem Solving Skills	Communication Skills	Analytical Skills	Limitations of Cost Accounting	Decision Making Skills	Life Long Learning
CLR-3 :		To familiarize with the accounting of branches																										
CLR-4 :		To understand the methods and preparation of departmental accounting																										
CLR-5 :		To know the preparation of investment and consignment account																										
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																										
CLO-1 :		Apply the basic concepts of financial accounting with practical knowledge						3	95	95	H	M	H	H	H	H	H	H	H	L	H	L	M	L	H	H		
CLO-2 :		Efficient implication of concepts and techniques of royalty and hire purchase						3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H			
CLO-3 :		Ascertain the methods of preparation of branch accounting						3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H			
CLO-4 :		Ascertain the methods of preparation of departmental accounting						3	95	90	H	H	H	H	H	H	H	H	H	L	H	L	H	H	H			
CLO-5 :		Make a decision about the investment and consignment accounting						3	95	95	H	H	H	H	H	H	H	H	H	L	H	L	H	H	H			

Duration (Hour)		21	21	21	21	21
S-1	SLO-1	meaning of financial accounting	meaning of royalty account	meaning and definition of branch accounting	Department accounting- meaning	Investment account - meaning
S-2	SLO-1	need for financial accounting	difference between rent and royalty	types of branch	Difference between branch and departmental accounting	Fixed income bearing scrips
S-3	SLO-1	scope of financial accounting	types of royalties	dependent branches	Advantages	Variable income bearing scrips
S-4	SLO-1	role of accountant	minimum rent method	accounting treatment	Methods and procedure	Cum interest
S-5	SLO-1	meaning of double entry system	redeemable minimum rent	Independent branches	Basis for allocation	Ex interest
S-6	SLO-1	concepts of accounting	Accounting records of mining royalty	Accounting treatment	Calculation of purchase price	Purchaser book journal entry
S-7	SLO-1	conventions of accounting.	Treatment of short workings	Debtors method	Composite ratio	Seller journal entry
S-8	SLO-1	preparation of trading account	Accounting records in the books of lessee	Stock and debtors method	Apportionment of expenses	Treatment of right share
S-9	SLO-1	preparation profit and loss account	Accounting records in the books of lessor	Final account method	Preparation of trading account	Treatment Bonus share
S-10	SLO-1	preparation balance sheet	Types of royalty	Wholesaler branch method	Preparation of missing units like opening stock	Investment account
S-11	SLO-1	treatment various adjustments	Short workings	incorporation of branch trial balance	Preparation of missing units like closing stock	Preference share account
S-12	SLO-1	classification of assets and liabilities	Journal entries	Journal entries	gross profit	Equity share account-purchaser & seller
S-13	SLO-1	preparation of final accounts	Ledger accounts royalty payable account	HO & Branch Book	Trading and profit and loss account	Calculation of net value
S-14	SLO-1	practical problems with	Short working account	Good sent cost price selling price	Inter departmental transfer	Loan account

		adjustment				
S-15	SLO-1	Treatment of closing stock	Payable table	stock system	Transfer with invoice price	Consignment meaning, terms and features
S-16	SLO-1	Provision of doubtful debts	Royalty on output	stock system with invoice price	Hire purchase meaning & features	Difference between sale and consignment
S-17	SLO-1	vouching in Tally ERP 9	Suspense account	Stock and debtor system	Default and repossession	Normal loss and abnormal loss
S-18	SLO-1	accounting reports in Tally ERP 9	lease and sublease	Invoice price	Interest calculation – methods	Account sale and commissions
S-19	SLO-1	excel based accounting Tally ERP 9	Sublease ledger – sales ledger	Stock & Debtor Account	Rate of interest is given & not given	Ascertain profit and loss account
S-20	SLO-1	Practical Tally ERP 9	Receivable books	Branch expenses & adjustment account	Cash price is given & not given	Calculation of amount due to consignee
S-21	SLO-1	Practical Tally ERP 9	sub-lease, payment of nazarana, strike and lockout	Branch profit and loss account	Preparation of various ledgers account	Valuation of closing stock

Learning Resources	1) T.S. Reddy & Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai. 2) S.P. Jain and Narang – Financial Accounting, Kalyani Publishers, New Delhi. 3) Dr. S. Naresh and Dr. C. Vijay Vishnu Kumar – Financial Accounting, Vidya Publications, Chennai
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		100%	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. N. Vasudevan, Assistant Professor, Department of Commerce, RMK Vivekananda College vasuvivekananda@gmail.com	Dr. Naresh. S
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	2. Dr. V.Rengarajan, Professor, Sri Sankara Arts & Science College, Kancheepuram	Dr. R. Sridharan

Course Code	UCM20102T	Course Name	BUSINESS ORGANIZATION AND MANAGEMENT	Course Category	PCC	Professional Core Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses			Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
CLR-1 :	To understand the fundamental concepts of Business Organization			Level of Thinking (Bloom)	2	Expected Proficiency (%)	3	Expected Attainment (%)	1	Basic Knowledge	2	Application of Concepts	3	Link with other Disciplines	4	Procedural Knowledge	5	application of managerial techniques	6	Ability to Utilize Knowledge	7	Skills in Modeling	8	Analyze, Interpret Data	9	Use of Management Principles	10	Problem Solving Skills	11	Communication Skills	12	Analytical Skills	13	Limitations of Organizational Behavior	14	Business Behavior	15	Life Long Learning																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
CLR-2 :	To study basic concepts of management																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
CLR-3 :	To study about planning and decision making																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
CLR-4 :	To understand various departments, leadership and motivation techniques																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
CLR-5 :	To study about controlling and co-ordination aspects																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						</

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Business – Meaning, Nature, Scope	Meaning and Definition - Management	Introduction to Planning	Concept of Departmentalization
S-2	SLO-1	Objectives of Business	Nature of Management	Objectives of Planning	Importance of Departmentalization
S-3	SLO-1	Essentials of a successful business	Management – Art or Science	Importance of Planning	Types of Departmentalization
S-4	SLO-1	Business Environment	Importance of Management	Principles of Planning	Concept of Decentralization
S-5	SLO-1	Internal Factors	Functions of Management	Types of Plans	Advantages of Decentralization
S-6	SLO-1	External Factors	Advantages of Management	Planning Process	Disadvantages of Decentralization
S-7	SLO-1	Emerging opportunities in business	Disadvantages of Management	Decision Making	Formal and Informal Organization
S-8	SLO-1	E-Commerce	Process of Management	Importance of Decision Making	Matrix Organization
S-9	SLO-1	Introduction to Business Organization	Fayol's 14 Principles of Management	Process of Decision Making	Organization Chart
S-10	SLO-1	Forms of Business Organization	Management Thoughts	Types of Managerial Decision	Meaning of Motivation
S-11	SLO-1	National Business	F.W. Taylor	Advantages of Decision Making	Importance of Motivation
S-12	SLO-1	International Business	Peter F. Drucker	Problems in Decision Making	Theories of Motivation
					Meaning of Control
					Purpose of Control
					Control Process
					Problems in Control
					Ideal Control System
					Feedback of control system
					Meaning of Co-ordination
					Characteristics of Co-ordination
					Importance of Co-ordination
					Problems in Co-ordination
					Techniques of Co-ordination
					Co-ordination vs. Co-operation

Learning Resources	1. P.N. Reddy, Principles of Business Organization and Management, S. Chand & Co. Ltd. 2. Chhabra T.N, Essentials of Management, Sun India	3. C.B. Gupta, Business Organization and Management, Sultan Chand & Sons 4. Koontz and Weihrich, Essentials of Management, Pearson Education
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%		30%		30%		30%		30%	
	Understand										
Level 2	Apply	40%		40%		40%		40%		40%	
	Analyze										
Level 3	Evaluate	20%		30%		30%		30%		30%	
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers											
Experts from Industry				Experts from Higher Technical Institutions				Internal Experts			
Mr. Binish Parikh, Vice President, ARK Empowering Lives				1. Dr. Veeraraghavan, Assistant Professor, Department of Commerce D.G. Vaishnav College kveeramba@gmail.com				Mr. Suresh V			
2. Mr. Bhaskar K Research Head Aktsii Advisory Services Pvt Ltd.				2. Dr. V.Rengarajan Professor Sri Sankara Arts & Science College, Kancheepuram				Dr. S. Tamilarasi			

Course Code	UCM20103T	Course Name	ECONOMICS FOR BUSINESS	Course Category	C	Professional Core Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																	
Course Offering Department	Economics		Data Book / Codes / Standards			Nil																
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To understand the basic concepts of economics			Learning (Bloom)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To study the business environment																					
CLR-3 :	To study macroeconomic policies related to business																					
CLR-4 :	To understand various pricing techniques																					
CLR-5 :	To study various types of markets in detail																					
CLR-6 :	To learn the concepts related to competitive markets																					

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	Level of Thin	Expected Pr	Expected Att	Basic Knowl	Application o	Link with othe	Procedural K	application o	analysis	Ability to Utili	Skills in Mod	Analyze, Intel	Use of benef	Problem Sol	Communicat	Analytical Ski	Limits of eco	Business Bel	Life Long Le
CLO-1 :	Apply the various tools of economics concepts		3	80	70	L	H	L	H	L	L	M	H	L	L	M	H	L	H	H	
CLO-2 :	Ascertain the economic conditions		3	85	75	M	H	L	M	L	M	M	H	M	L	M	H	L	H	H	
CLO-3 :	Finalize the suitable economic policies		3	75	70	M	H	M	H	L	H	M	H	M	L	M	H	L	H	H	
CLO-4 :	Find out the ideal pricing methods		3	85	80	M	H	M	H	L	H	M	H	M	L	M	H	L	H	H	
CLO-5 :	Know the market structure		3	85	75	H	H	M	H	L	H	M	H	M	L	M	H	L	H	H	
CLO-6 :	Make a decision on the business startup		3	80	70	L	H	L	H	L	M	M	H	L	L	M	H	L	H	H	

Duration (hour)	12	12	12	12	12
S-1 SLO-1	Introduction to basic concepts	Demand concepts	Consumer Behavior	Production function	Various forms of market structure
S-2 SLO-1	Nature of business economics	Law of Demand: assumptions and explanations	Indifference curves definition	Production function	Local market, International market
S-3 SLO-1	Scope of business economics	Importance and limitations of law of demand	Properties of IC Curves	Law of variable proportions	Regional Market
S-4 SLO-1	Limitations of Business Economics	Limitations of law of demand	Consumer Equilibrium	Applications of Law of variable proportions	Perfect competition
S-5 SLO-1	Relation to other disciplines	Applications of law of demand	Marginal Rate of Substitutions	Law of returns to scale	Price output decisions
S-6 SLO-1	Objectives of business economics	Utilities: Total utility and marginal Utility	Price Line	Constant returns to scale	Monopoly Competitions
S-7 SLO-1	Role of business economists	Law of diminishing marginal utility	Indifference curve analysis	Increasing to returns scale	Price output decisions
S-8 SLO-1	Responsibility of economists	Importance and limitations of law of DMU	Price effects	Decreasing to returns scale	Oligopoly Competitions
S-9 SLO-1	Various economic system	Law of Euqi-marginal utility	Income effects	Economies of scale	Price output decisions
S-10 SLO-1	Applications of economics concepts	Importance and limitations of law of EMU	Substitutions effect	Internal economies of scale	Pricing Objectives
S-11 SLO-1	Difference between positive economics and normative economics	Applications of EMU	Slutsky equations	External economies of scale	Pricing Methods
S-12 SLO-1	Long term objectives of business firm	Limitations of EMU	RGD Allan Analysis	Cost classification	Factors affecting pricing methods

Learning Resources	1. Ahuja H L, Business Economics, 13 th edition, S. Chand & Co, 2019.	4. S.P.S. Chauhan, Micro Economic Analysis, First Edition, IHP, 2013. 5. https://nscpolteksby.ac.id/ebook/book/economics 6. https://nscpolteksby.ac.id/ebook/book/accounting
	2. D.M. Mithani Fundamentals of Business Economics – I 1st edition Himalaya Publishing House 2012 3. K.P.M. Sundharam and E.N. Sundharam, Business Economics, 1st edition, Sultan Chand and Sons, 2017.	

Learning Assessment

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

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

Course Designers

Experts from Industry			Experts from Higher Technical Institutions			Internal Experts	
1. Mr. S. Bhargava	Deputy General Manager - Costing	Apollo Hospitals	1. Dr.M.Ravichandran	Director	IDE, University of Madras, Chennai	1. Mr. R. GOPINATH, SRMIST	
2. Mr. Bhaskar K	Research Head	Aktsii Advisory Services Pvt Ltd	2. Dr. V.Rengarajan	Professor	Sri Sankara Arts & Science College, Kancheepuram	2. Mr. T. RAJESHWARAN, SRMIST	

Course Code	ULT20G01J	Course Name	Tamil-I	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To enable them to learn the nuances of modern poetry in Tamil	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To explore New historicism through the works of art written in Tamil to enlighten the students to understand the changes in the modern society																		
CLR-3 :	Inculcate Ways of life, moralities and ethical factors as an essential part of learning Tamil literature																		
CLR-4 :	Develop strategies of comprehension of texts of different origin																		
CLR-5 :	Strengthen the language of the students both in oral and written																		
CLR-6 :	Express their sentiments, emotions and opinions, reacting to information, situations																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	Extend and expand their savoir-faire through the acquisition of skills to cater the needs of the modern era.	2	75	60	H	H	H	-	H	H	M	H	H	-	H	H	H	H	H
CLO-2 :	Enable the students to appreciate their mother tongue and to Enhance their thinking capacity	2	80	70	H	H	-	H	-	-	H	-	-	H	H	-	H	H	H
CLO-3 :	Make them learn the basic rules of Language and make them communicate better	2	70	65	H	H	H	M	-	-	H	-	-	H	H	-	H	H	H
CLO-4 :	Develop strategies of comprehension of texts based on different culture and life styles	2	70	70	H	-	H	H	H	-	M	-	-	H	H	-	H	H	H
CLO-5 :	Strengthen spoken and written skills of the student	2	80	70	-	H	-	M	-	H	H	-	-	H	H	-	H	H	H
CLO-6 :	Will be able to clear government examinations	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Duration (hour)	12	12	12	12	12
S-1	SLO-1 தமிழ் இலக்கியப் போக்குகள்	நவீன கவிதை தோற்றம்	தமிழரின் வீரமரபு	சிறுநிலக்கியத் தோற்றம்	மொழி வரலாறு
	SLO-2 இலக்கிய நுட்பங்கள்	நவீன கவிதை வரலாறு	போர் விழுமியங்கள்	சிறுநிலக்கிய வகைமை	மொழிப் பயிற்சி
S-2	SLO-1 தமிழ்க் கவிதை மரபு	நவீன கவிதை செல்நெறிகள்	பரணி அறிமுகம்	சிறுநிலக்கியங்கள்	தமிழும் அகராதியியலும்
	SLO-2 காலந்தோறும் கவிதை உள்ளடக்கம்	செல்நெறிகளில் கோட்பாடுகள்	பரணி இலக்கியங்கள்	முதன்மைச் சிறுநிலக்கியங்கள்	அகரவரிசைப்படுத்தல்
S-3	SLO-1 காலந்தோறும் கவிதை வடிவம் -	கவிதை மொழி	கவிங்கத்துப்பரணி (484)	புதுக்கவிதையும் இதழ்களும்	கலைச்சொல் அறிமுகம்
	SLO-2 தற்கால இலக்கியம்	நவீன கவி மொழியின் நுட்பங்கள்	தலைவனின் வீரம்	மணிக்கொடி இதழ்	கலைச்சொல் உருவாக்க நுட்பங்கள்
S-4	SLO-1 புதுக்கவிதை	நவீன கவி ஆளுமைகள்	தமிழ் இலக்கிய மரபில்	எழுத்து இதழ்	தமிழில் கலைச்சொற்கள்

		உருவாக்கம்		தூது		
	SLO-2	புதுக்கவிதை செல்நெறிகள்	நவீன கவி ஆளுமைகளின் கவித்துவம்	தூது இலக்கியங்கள்	வானம்பாடி இதழ்	நிலைபெற்ற கலைச்சொற்கள்
S-5	SLO-1	பாரதியார் – காலத்தின் அடையாளம்	விளிம்புநிலை மனிதர்கள்	அழகர் கிள்ளைவிடு தூது (கண்ணிகள்)	சிறுகதை தோற்றம்	மரபுத்தொடர்
	SLO-2	பாரதியார் -பன்முக ஆளுமை	விளிம்புநிலை இலக்கியம்	தூது மரபில் கிளியும் பாராட்டும்	சிறுகதை வளர்ச்சி	தமிழில் மரபுத்தொடர்கள்
S-6	SLO-1	பாரதியார் - கண்ணன் என் சேவகன்	ராஜா சந்திரசேகரரின் கைவிடப்பட்ட குழந்தை	செய்யுள் மரபில் கலம்பகம்	சிறுகதை – வரலாறு	நாட்டார் வழக்காறுகள்
	SLO-2	கண்ணன் என் சேவகன் கவிதை சொல்லும் வாழ்வியல்	புறக்கணிப்பும் வாழ்வியலும்	கலம்பக இலக்கியங்கள்	சிறுகதை ஆசிரியர்கள்	பழமொழி அறிமுகம்
S-7	SLO-1	20 ஆம் நூற்றாண்டுக் கவிதை மரபில் பாரதிதாசன்	புலம்பெயர்தல்	நந்திக் கலம்பகம் (77)	புதினம் தோற்றம்	தமிழில் பழமொழிகள்
	SLO-2	பாரதிதாசனும் தமிழும்	புலம்பெயர் வாழ்வியல்	மகள் மறுத்தலில் வீரம்	புதினம் வளர்ச்சி	பழமொழியும் பயன்பாடும்
S-8	SLO-1	பாரதிதாசன் – தமிழினி இனிமை,	அனார் - மேலும் சில இரத்தக் குறிப்புகள்	குறவஞ்சி அறிமுகம்	புதினத்தின் வகைமை	தமிழ் இலக்கண நுட்பங்கள்
	SLO-2	தமிழின் பெருமையும் வளமையும்	உள்நாட்டுப் போர்ச்சூழலும் பெண் உளவியலும்	குறவஞ்சி இலக்கியங்கள்	புதின ஆசிரியர்கள்	இலக்கணமும் பயன்பாடும்
S-9	SLO-1	வானம்பாடியில் அப்துல்ரகுமான்	காலந்தோறும் பெண்	குற்றாலக் குறவஞ்சி (9)	அச்ச ஊடக வரலாறு	தமிழில் சொல் வகைகள்
	SLO-2	அப்துல்ரகுமான் கவிதையின் தனித்தன்மைகள்	பெண் இலக்கியம்	மலையும் வாழ்வும்	அச்ச ஊடகமும் தமிழும்	சொல்லும் பயன்பாடும்
S-10	SLO-1	அப்துல்ரகுமான் - அவதாரம்	சுகிர்தராணியின் அம்மா	காப்பிய இலக்கணம்	அச்ச ஊடகமும் உரைநடை வளர்ச்சியும்	பெயர்ச்சொற்கள்
	SLO-2	அவதாரம் - நம்பிக்கையும்	பெண்மையும் தாய்மையும்	காப்பிய வகைமைகள்	தமிழில் உரைநடை	பெயர்ச்சொற்கள் அறிதல்

		வெற்றியின் பாதைகளும்				
S-11	SLO-1	சுற்றுச்சூழலியல்	சமத்துவம்	தமிழில் பௌத்த இலக்கியங்கள்	சுவடிகள்	வினைச்சொற்கள்
	SLO-2	தமிழ்க் கவிதையில் சுற்றுச்சூழலியல்	பாலியல் சமத்துவம்	மணிமேகலை	சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு	வினைச்சொற்கள் அறிதல்
S-12	SLO-1	நரசிம்மன் – மகனே என்னை மன்னித்து விடு	நா. முத்துக்குமாரின் தூர் கவிதை	பெண் சாபமும் காயசண்டிகையும்	புழங்குபொருள் பண்பாடும் தமிழர் வாழ்வியலும்	தமிழில் பெயரடை, வினையடை
	SLO-2	நவீன வாழ்வம் சுற்றுச்சூழலியல் அறிதலும்	தூர் கவிதை முன்வைக்கும் பெண் சமத்துவம்	பெண் வரலாற்றில் சாபங்களின் கதைகள்	கூஜாவின் கோபம்	பெயரடை, வினையடை அறிதல்

Learning Resources	<ol style="list-style-type: none"> குறிஞ்சித்தேன், தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2020 வல்லிக்கண்ணன், புதுக்கவிதை தோற்றமும் வளர்ச்சியும், ஆழி பதிப்பகம், சென்னை, 2018 கா. சிவத்தம்பி, தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும், என்.சி.பி.எச்., சென்னை, 2013 தமிழ் இணையக் கல்விக்கழகம் - http://www.tamilvu.org/ மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - https://www.projectmadurai.org/
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	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	30%	30%	30%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	30%	20%	20%	20%	20%	20%	20%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
	1. Dr. R. Srinivasan Associate Professor, Department of Tamil, Presidency College, Chennai,	1. B. Jaiganesh, Assistant Professor & Head, FSH, SRMIST
		2. T.R. Hebzibah Beulah Suganthi, Assistant Professor, FSH, SRMIST

Course Code	ULH20G01J	Course Name	HINDI-I	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

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

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

Learning

Program Learning Outcomes (PLO)

CLR-1 :	<i>To be able to converse well in the Hindi Language</i>
CLR-2 :	<i>To read and write and clarity</i>
CLR-3 :	<i>To be willing listeners and translators –where need be</i>
CLR-4 :	<i>To acquire the values/thought contents of the writers and practice in it in life.</i>
CLR-5 :	<i>To find motivation through the various forms of literature and learn to overcome any challenges of life.</i>
CLR-6 :	<i>To discover the importance of the language in making education as a means of growth in life and not mere literacy.</i>

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

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

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
CLO-1 :	<i>To appreciate the Hindi language in its various forms.</i>
CLO-2 :	<i>To understand the philosophy of life and living through stories.</i>
CLO-3 :	<i>To help the students learn and develop the fundamentals of life, through One-Act plays.</i>
CLO-4 :	<i>To share the richness of thought and content presented in the Hindi language, into other languages so that the readers would stand to gain.</i>
CLO-5 :	<i>To guide the students in the learning of the technical aspect of the Hindi language, this would help them in the field of administration.</i>
CLO-6 :	<i>To encourage the students to communicate with the public, on a large scale with the medium of Main stream and Documentary films.</i>

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Kahani kya Hai	Ekanki aur Natak kya hai	Patrkari ka arambh	Film Samiksha	Takniki Shabdavali
	SLO-2 Jivan ka anubhav	Vidhyarthiyon dono ke antar ko smajhkar apne dwara use prastut kar sakta hai	Vidhyarthiyon ka apne samaj ke prti jagrukta	Film ka prabhav ko smajhna	Vaignik tarike se bhashaon ka avishkaar karna
S-2	SLO-1 Kahani ke Tatva	EKANKI KA ARTH	Aazdi aur Patrkari ka daiytava	SAMIKSHA KYA HAI	ARTH
	SLO-2 Vishleshan karne ki Kshmta	Vidhyarthi ke bhitari shkleshan ki kshamta jagrit	Vidhyarthiyon ko patrkari ka itihass smajkar samaj nirman ke liye sahyog dena	Tarkik vishleshan kshmta paida karta hai	Vidhyarthi uske arth dwara hi uske mahtav smjhenge
S-3	SLO-1 Vo Tera Ghar Ye Mera Ghar Parivar me Buzargon ke Mahtav ko Samjhana	PARIBHASHA	PATRKARITA KA MAHTAVA	SAMIKSHA KE PRAKAR	PARIBHASHA

	SLO-2	Bhartiya Sanskriti Se Vidhyarthiyon ko Jodna	Vidvano ke mat se parichay	Patrkrita se bhut se sawal ka smadhan ho jata hai	Vidhyarthiyon ka un prkaro ka adhyaan karna jisse vidhyarthi us samiksha ko tayaar kar payenge	Vibhinn vidwano dwara di gai paribhasha se us baat ko smjhenge vidhyathi
S-4	SLO-1	Mithaiwala Pyar Bantne se dukh kam hota hai	SWAROOP	PTRAKARITA KA ARTH	SAMIKSHA KA UDDESHYA	SHABDAVALI KI AVSHYAKTA
	SLO-2	Manavata ka Path	idhyarthiyon me iski samajh se lekhan kshmta badegi	Vibhinn vidhvono ko padhne se vidhyarthiyon ki tarkik kshmta badhti hai	Vidhyarthi ke andar smaj ke prati Kartavya bodh paida hoga	Vaignikon ka awiskar kitna mahtavpurn
S-5	SLO-1	Bechadri Pal Chatro me Utsah Vardhan Karna	PATHYA VACHAN	PTRAKARITA KI PARIBHASHA	FILM KA SAMAJIK MAHTAVA	BHASHA VAIGYANIK
	SLO-2	Beta-beti ek saman ke mahtav ko smjhana.	Vidhyarthiyon ka path kaushal bdhega	K vidhvaono ki ukti ek smadhan bhi hota hai	Samajik uttar daiytav ko smjhana	Bhasha vaignikon ki jankari
S-6	SLO-1	Nadi aur Jeevan Paryavaran ke mahtav se awagat karana.	PRASTUTI	PRAMUKH SAMACHAR PATR	FILM KA VISHLESHAN	KARYALYN SHABD
	SLO-2	Manav Jeevan me nadi ki upyogita aur Mahtav.	Natak khelne par bahut si takniki bate samajhenge	Vidhyarthiyon ki jankari badhegi	Vidhyarthi tarkik vishleshan sikhega	Shabd kaise tayar kiye jate hain vidhyarthiyon ko jankari
S-7	SLO-1	Pachees chauka Ded Sau Jamindari Pratha se awagat karana	MAHTVA	TV.PATRKARITA	DRISTIKON NIRMAN	ANGREZI SE HINDI ANUVAD
	SLO-2	Asprishya Vicharao ke Prati Sakaratamak Bnana.	Natak ka mahtav ko smajhkar samaj ke hito ke sath judna.	TV patrkar ke daiytav ko smajkar vidhyarthi ise apne rozgar se jod sakta hai	Vidhyarthi ka drishtikon nirmit hoga	Hindi adhikarai aur anuvadak ke pad ke liye tayaar karna
S-8	SLO-1	Kahani ka Uddeshya	PRASHAN-ABHYAS	PHOTO PATRKARITA	DOCUMENTRY FILM	HINDI SE ANGREZI ANUVAD
	SLO-2	Vidhyarthiyon ko Samaj se Jode rakhna	Vidhyarthiyon ka lekhan kshmta Badhna	Vidhyarthiyon me photo patrkarita ke mahtav ka smajh paida hona	Vidhyarthi samajik dharatal ki kathinai ko smajhkar desh se judega	Hindi adhikari aur anuvadak ke pad ke liye tayaar karna.
S-9	SLO-1	Kahani Lekhan	UDDESHYA	PRASTUTIKARAN	MAIN STREAM FILM	EK DIN EK SHABD
	SLO-2	Vidhyarthi Ko likhne ki aur Prerit karna	idhyarthi ko smaj upyog hito ki jankari dena	Vidhyarthi apni baat rakhne ki kshmta vikstikarta hai	Vidhyarthion ko jivan ke anchue pahlun se bhi sakshaktkar	Vidhyarthiyon ko rozgaar se jodna
S-10	SLO-1	Seminar	PARICHARCHA	BHASHA-SHAILI	FILM KE DARSHAK	ATI MAHTVAPURN SHABD
	SLO-2	Vidhyarthiyon dwara Prastuti karan	Vidhyarthi me vak-kaushal bdhana	Vidhyarthi ko apni report me bhasha-shaili ko sikh kar ek badhiya reporter ban sakta hai	Vidhyarthiyon ka samajik gyan	Shabdon ke mahtav ko smajhkar use yaad karna
S-11	SLO-1	Prashan Abhyas	BHASHA SHAILI	PATRKARITA KE NIYAM	FILM AUR BAZAAR	SAMANYA SHABD AUR PARIBHASHIK SHABDAVALI ME ANTAR
	SLO-2	Vidhyarthiyon me Lekhn Kaushal ki kshmta Viksit karna.	Vidhyarthiyon ko bhasha ka mahtav smjhna	Vidhyarthi ise sikh kar ek nyay priya patrkar ban sakta hai	Vidhyarthiyon ko rozgaar se jodna	Vidhyarthiyon ko vaighniko dwara tayaar ki gai bhasha ki samaj
S-12	SLO-1	Path-Punravarti	EKANKI AUR RANGMANCH	PATRKAR KA DAIYTV	FILM DARSHAK KA MAHTAVA	PARIBHASHIK SHABDAVALI KA MAHTAV
	SLO-2	Pariksha ke liye Saksham	Vidhyarthi isse rangmanch ke mahtav ko smajhenge	Vidhyarthiyon ko patrkar ka daiytva sikhkar smaj ke uttar daiytva ko nibhana hai	Vidhyarthiyon ko darshak ki ruchiyon se awagat karvana	Rozgaar se vidhyarthiyon ko jodna

Learning Resources	The Prescribe Text Book Compiled and Edited by Department of Hindi www.gadyakosh.com www.shabdkosh.com
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	30%	30%	30%	30%	30%	30%	30%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	30%	20%	20%	20%	20%	20%	20%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
	1. Prof. (Dr.) S.Narayan Raju, Head, Department of Hindi, CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
		2. Dr. Md.S. Islam Assistant Professor, SRMIST
		3 Dr. S. Razia Begum, Assistant Professor, SRM IST

Course Code	ULF20G01J	Course Name	French-I	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

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

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

CLR-1 :	Extend and expand their savoir-faire through the acquisition of current scenario
CLR-2 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French
CLR-3 :	Make them learn the basic rules of French Grammar.
CLR-4 :	Develop strategies of comprehension of texts of different origin
CLR-5 :	Strengthen the language of the students both in oral and written
CLR-6 :	Express their sentiments, emotions and opinions, reacting to information, situations

Learning

Program Learning Outcomes (PLO)

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	To acquire knowledge about French language
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French
CLO-3 :	To develop content using the features in French language
CLO-4 :	To interpret the French language into other language
CLO-5 :	To improve the communication, intercultural elements in French language
CLO-6 :	

1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	75	60
2	80	70
2	85	75
2	70	80
2	80	70

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

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Bonjour, ça va ?	Salut ! Je m'appelle Agnès	Qui est -ce ?	Dans mon sac, j'ai...	Il est comment ?
	SLO-2 Salut	Paul, Valérie, Manish	Les exemples	Da ns ton sac	Les objectifs
S-2	SLO-1 Les pays	Les pronoms personnels sujets	Les professions	La formation du féminin (3)	L'aspect physique
	SLO-2 Les nationalités	Je, Tu, Il/Elle Nous, vous, Ils/Elles	Les exemples	Les féminins	Le corps
S-3	SLO-1 Les animaux domestiques	Les verbes être et avoir	Quelques objets	La phrase interrogative	Le caractère
	SLO-2 Les animaux	Les verbes auxiliaires	Objets	Les interrogatives	Les exemples
S-4	SLO-1 Les jours de la semaine	Les articles définis et indéfinis	La fiche d'identité	qu'est - ce que.. ?	Les prépositions de lieu (1)

	SLO-2	Les mois de l'année	Les exemples	La carte d'identité	<i>Les exemples</i>	Dans, sur, sous etc.,
S-5	SLO-1	Les nombres de 0 à 69	La formation du féminin (1)	La liaison	<i>Qu'est – ce que C'est</i>	Les nombre à partir de 70
	SLO-2	Les nombres	Les féminins	Les activités	<i>Les objets</i>	Les exemples
S-6	SLO-1	La famille (1)	La formation du pluriel (1)	L'élision	<i>Qui est – ce ?</i>	Allo ?
	SLO-2	Ses parents	Les exemples	Les activités	<i>Les personnes</i>	Portable
S-7	SLO-1	L'accent	Les adjectifs possessifs	Intonation descendre	<i>la phrase négative</i>	La formation du féminin(3)
	SLO-2	L'accent tonique	Les exemples	Les descendre	<i>La négation</i>	Les exemples
S-8	SLO-1	Les articles définis	Entrer en contact : salut	Intonation montante	<i>C'est</i>	Les articles contractés
	SLO-2	Les articles indéfinis	Entrer en contact : demander	Les montantes	<i>Il est</i>	Les articles partitifs
S-9	SLO-1	Bonjour, - Salut !	Dire comment ça va	Dans mon sac	<i>Les verbes du premier group</i>	Les pronoms personnels toniques
	SLO-2	Ca va	Comment allez-vous ?	Des objets	<i>Les exemples</i>	Les pronoms
S-10	SLO-1	Je m'appelle Agnès	Se présenter	Les Mots	Les verbes <i>aller</i>	Les adverbes interrogatifs
	SLO-2	Quel est votre nom	Présenter quelqu'un	Les expressions	Le verbe <i>venir</i>	Les interrogatifs
S-11	SLO-1	Les Mots	<i>Demander</i>	Demander poliment	<i>Demander et répondre poliment</i>	Les verbes du deuxième group
	SLO-2	Les Expressions	<i>Demander le temps</i>	Répondre poliment	<i>Les exemples</i>	Les exemples
S-12	SLO-1	Entrer en contact	Demander la date	Demander des informations personnelles	<i>Demander des informations personnelles</i>	Décrire l'aspect physique
	SLO-2	Se présenter.	Dire la date	Les exemples	<i>Les activités</i>	Décrire le caractère

Learning Resources	Theory: 1. “Génération-AI” Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions Didier, Paris, 2018. 2. Cahier d'activités avec deux discs compacts.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers

Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
	1. Dr. C.Thirumurugan Associate Professor, Department of French, Pondicherry University	1. Kumaravel K. Assistant Professor & Head, SRMIST
		2. Ponrajadurai M Assistant Professor, SRMIST

Course Code	UCM20G01T	Course Name	FUNDAMENTALS IN STOCK MARKET	Course Category	G	Generic Elective Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																	
Course Offering Department	Commerce		Data Book / Codes / Standards		Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To understand the basic concepts of capital market		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To understand about SEBI		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	application of Security analysis	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Use of Investment paths	Problem Solving Skills	Communication Skills	Analytical Skills	Limits of security analysis	Business Behavior	Life Long Learning		
CLR-3 :	To study on portfolio management and behavioural finance																					
CLR-4 :	To understand on fundamental analysis in security market																					
CLR-5 :	To study technical analysis in security market																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	Fundamental concepts of capital market		3	95	90	H	M	L	M	L	M	L	L	L	L	M	H	L	M	M		
CLO-2 :	Role of SEBI in share market		3	95	95	H	M	H	M	L	H	L	M	L	L	M	H	L	H	H		
CLO-3 :	Diversify their investments		3	90	90	H	M	M	H	L	L	L	L	L	L	M	H	L	M	M		
CLO-4 :	Rational selection of stocks		3	85	80	H	M	M	H	L	L	L	L	L	L	M	H	L	M	M		
CLO-5 :	Knowing technical charts used in stock market		3	80	75	H	H	M	M	L	H	L	M	L	H	M	H	M	H	H		

Duration (Hour)	9	9	9	9	9
S-1	SLO-1	Capital Market Meaning	SEBI Introduction	Efficient Market Hypothesis - Basic Concepts	Fundamental Analysis
S-2	SLO-1	Capital Market Characteristics	Organization of SEBI	Random Walk Theory	Economic Analysis
S-3	SLO-1	Equity Shares	Features of SEBI	Security Analysis	Economic Indicators
S-4	SLO-1	Sweat Equity	Objectives of SEBI	Portfolio Management	Industry Analysis
S-5	SLO-1	Rights Issue	Functions of SEBI	Portfolio Construction	Growth Cycle
S-6	SLO-1	Bonus Shares	Powers of SEBI	Behavioral Finance - Meaning	Classification of Industry
S-7	SLO-1	Preference Shares	Rules & Regulations of SEBI	Traditional Finance vs. Behavioral Finance	Selection of Industry
S-8	SLO-1	Debentures	Primary Market & SEBI	Investor Psychology & investment decisions	Company Analysis
S-9	SLO-1	Bonds	Secondary Market & SEBI	Market Psychology & investment decisions	Selection of Company
					Meaning of Technical Analysis
					Assumptions of technical analysis
					Fundamental vs. Technical Analysis
					Dow Jones Theory
					Trends – Meaning
					Types of Trends
					Resistance and Support Level
					Oscillatory
					Types of Charts

Learning Resources	<ol style="list-style-type: none"> 1. Avadhani, Investment and Securities Market in India, Himalaya Publishing House, 2009 2. Prasanna Chandra, Security Analysis and Portfolio Management, Tata McGraw-Hill, 2010 3. Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers, 2008 4. Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication
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	5. Gurusamy S, <i>Capital Markets</i> , Tata McGraw Hill, 2012
	6. Punithavathy Pandian, <i>Security Analysis and Portfolio Management</i> , Vikas Publishing House Pvt. Ltd.

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

* Assignments includes Seminars, Market Surveys, Case Study

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	1. 1. Dr. Veeraraghavan, Assistant Professor, Department of Commerce D.G. Vaishnav College kveeramba@gmail.com	Dr. S. Sivaprakash
2. Mr. Santhanam Sivakumaran Senior Director – Delivery Blackboard	2. Mr. N. Raghuram Head - Sales & Marketing ABITS	Dr. B Akila

Course Code	UCM20G02T	Course Name	E - BUSINESS	Course Category	G	Generic Elective Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses				Nil													
Course Offering Department	Commerce		Data Book / Codes / Standards		Nil																
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To understand the basic concepts of Electronic Business		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To study the growth of in E-Commerce					Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of advance Technological	Ability to make Business Decision	Skills in Modeling	Analyze, Interpret Data	Advent of information Technology	Problem Solving Skills	Communication Skills	Analytical Skills	Limits in Business implementation	Business Behavior	Life Long Learning	
CLR-3 :	To study about the advent of Information Technology in Business																				
CLR-4 :	To study the recent trends in Business																				
CLR-5 :	To study Government's Role in E-Business																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		3	95	90	H	H	H	H	H	M	H	M	H	M	H	H	H	M	H
CLO-1 :	Gain knowledge about basic concept of Electronic Business		3	95	90	H	H	H	M	H	M	H	M	H	M	H	H	H	H	M	H
CLO-2 :	Application of E-Commerce		3	95	90	H	H	H	M	H	M	H	M	H	M	H	H	H	H	M	H
CLO-3 :	Apply information Technology in Business		3	85	80	H	H	H	H	H	H	M	M	H	M	H	H	H	H	H	H
CLO-4 :	Awareness on recent trends in Business		3	95	90	H	H	H	H	H	H	M	M	H	M	H	H	H	H	M	H
CLO-5 :	Know various E-Governance Techniques		3	85	80	H	H	H	H	H	H	L	H	M	M	H	H	H	H	M	H

Duration (Hour)	9	9	9	9	9
S-1 SLO-1	Introduction to e-Business	E-Marketplaces: Structures, Mechanisms	e-Business Applications	Impact of e-business on industries	e-Government - Meaning
S-2 SLO-1	e-Commerce	Functions of e-Marketplace	Integration and e-Business suits	Online education	Implementation of e-Government
S-3 SLO-1	Types of e-Commerce transactions	Features of e-Marketplace	ERP, e-SCM, CRM	Online banking	E-Government Services
S-4 SLO-1	Types of e-Commerce transactions	Types of e-Marketplace	E-Procurement definition, processes, methods and benefits	Online insurance	E-Government Services
S-5 SLO-1	e-Business Models	Impact of E-Marketplaces	E-Procurement processes, methods and benefits	Personal finance	Challenges of E-Government Services
S-6 SLO-1	Elements of e-Business Models	Types of auctions and characteristics	E-Payment - Categories	e-tourism	Opportunities of E-Government Services
S-7 SLO-1	Advantages of e-Business	Advantages and Disadvantages of auction	users of smart cards	Online training	Opportunities of E-Government Services
S-8 SLO-1	Disadvantages of e-Business	Impacts of auctions	Payment methods in B2B	online delivery of digital products	Impact of E-Government Services
S-9 SLO-1	Internet Marketing and e-Tailing	e-Commerce in the wireless environment	Payment methods in E-commerce	e-grocers and media	Legal Aspects of E-Business Formation

Learning Resources	1. Digital Business and Ecommerce Management, Strategy implementation and Practices, Dave Chaffey 2. Online Business – Mathew Paulson	3. Introduction to E-Commerce, A beginner's guide with examples and descriptions, Reba Jones
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%		30%		30%		30%		30%	
	Understand										
Level 2	Apply	40%		40%		40%		40%		40%	
	Analyze										
Level 3	Evaluate	20%		30%		30%		30%		30%	
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr. B. Anbuthambi, Vice President, ICT Academy	1. Dr. P. Murugan, HoD, R.K. Govt Arts College	Dr. R Josphin
2. Mr.Kishan Sathyan Manager - South India Markets CIMA - UK	2 Dr.V.Muthukumar, Assistant Professor, Madras Christian College, Chennai	Dr. S. Antony Raj

Course Code	UCM20S01T	Course Name	BUSINESS COMMUNICATION	Course Category	S	Skill Enhancement Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses		Nil	Co-requisite Courses		Nil		Progressive Courses			Nil															
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To understand the Importance of Business Communication					Level of Thinking (Bloom)	1	2	3	Basic Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To understand various Business language and Presentation																								
CLR-3 :	To understand the basic concepts of Letter writing																								
CLR-4 :	To familiarizes with report writing																								
CLR-5 :	To know various Modern Forms of Communication																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:					Expected Proficiency (%)	Expected Attainment (%)	Level of Thinking (Bloom)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLO-1 :	Fundamental of Business Communication																								
CLO-2 :	Understand various Business language and Presentation																								
CLO-3 :	Theoretical and fundamental concepts of Letter writing																								
CLO-4 :	Know with report writing																								
CLO-5 :	Learn Modern Forms of Communication																								

Duration (hour)	6	6	6	6	6
S-1 SLO-1	Introduction of Business Communication	Introduction of Business language	Letter writing	Report Writing	Introduction to Modern Forms of Communication
S-2 SLO-1	Meaning, Nature of business communication	Importance of Business language	Contents of Letter	Types of Reports	Modern Forms of Communication
S-3 SLO-1	Importance of Communication	Vocabulary words often confused; Words often misspelt	Kinds of Business Letters: Interview	Steps of Report writing	Fax- e-mail- Video conferencing
S-4 SLO-1	Process and Types of Communication	Oral Presentation Importance	Appointments, Acknowledgement and Promotion	process of writing a report	Social Networking
S-5 SLO-1	Barriers to communication	Presentation Plan,	Enquires, Replies and Orders	use of visuals such as tables, diagrams and charts in writing a report	Internet Websites and their uses in business
S-6 SLO-1	Principles of effective communication	Power point Presentation, Visual aids.	Sales letter, Circulars and Complaints	apply citation rules (APA style documentation) in reports.	Strategic importance in e-communication

Learning Resources	1) Randolph H Hudson (1994), Business Communication, Jaico Publishing House, New Delhi 2) Ramachandran (2007), Business Communication, Macmillan Publishers, New Delhi 3) K. Sundar and A. Kumara Raj, Essentials of Business Communication, Vijay Nicole, Chennai 4) Asha Kaul (2006), Effective Business Communication, Prentice Hall of India, New Delhi 5) Meenakshi Raman, Prakash Singh, (2012), Business Communication, Oxford University Press, New Delhi. 6) Jain, V K & Omprakash Biyani, (2012), Business Ethics and Communication, S Chand Co, New Delhi.
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA (10%) *	
		Theory	Theory	Theory	Theory	
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	30%	30%	30%	40%	40%
	Analyze					
Level 3	Evaluate	30%	30%	30%	30%	30%
	Create					
	Total	100%	100%	100%	100%	-

* Assignments includes Seminars, Market Surveys, Case Study

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Navab Rajan, General Manager - Institutional Relations, Miles Education	1. Dr. A.V.S. Ramkumar, Assistant Professor, Department of Commerce, RMK Vivekananda College avsraamkumar@gmail.com	Dr. J. Sadeesh
Mr. B. Venkatesan, Sr. Executive - Business Development, TIME	2. Dr. V.Rengarajan Professor Sri Sankara Arts & Science College, Kancheepuram	Mr. J. Prabhuraj

Course Code	UCM20S02T	Course Name	OFFICE MANAGEMENT	Course Category	S	Skill Enhancement Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil													
Course Offering Department		Commerce		Data Book / Codes / Standards		Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To understand the importance of office management				Level of Thinking (Bloom)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To understand various types of office																						
CLR-3 :	To familiarizes with office management																						
CLR-4 :	To understand about filing system																						
CLR-5 :	To know about indexing																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1 :	Fundamental of office management				3	95	90	H	M	H	M	M	M	L	H	H	H	H	L	L	M	M	
CLO-2 :	Theoretical and fundamental concepts of office				3	95	95	H	M	H	M	M	H	L	H	H	H	H	L	L	H	H	
CLO-3 :	Know duties of office manager				3	90	90	H	M	M	H	M	H	L	H	H	H	L	L	M	M		
CLO-4 :	Understand various systems of filing				3	85	80	H	M	M	H	M	H	L	H	H	H	L	L	M	M		
CLO-5 :	Learn usage of indexing in business organization				3	95	90	H	H	M	M	M	H	L	H	H	H	L	M	H	H		

Duration (hour)	6	6	6	6	6
S-1 SLO-1	Meaning of office	Paperless office	Introduction to office management	Meaning of filing	Meaning of indexing
S-2 SLO-1	Functions of office - Primary	Virtual office	Meaning of office management	Importance of filing	Need of indexing
S-3 SLO-1	Functions of office - Secondary	Back office	Elements of office management	Essentials of good filing	Types of indexing
S-4 SLO-1	Importance of office	Front office	Elements of office management	Essentials of good filing	Indexing in business organization
S-5 SLO-1	Relation of office with other departments	Open office	Duties of office manager	Centralized of good filing	Indexing in business organization
S-6 SLO-1	Relation of office with other departments	Private office	Duties of office manager	Decentralized of good filing	Indexing in business organization

Learning Resources	1) Dr. T.S., Devanarayan & N.S. Raghunathan, Office Management, Margham Publications 2) K.N. Sharma & Sharma Rahul, Office Management, Kalyani Publications 3) R.K. Sharma, Office Management, Kalyani Publications 4) R.S.N. Pillai, Office Management 5) R.K. Chopra, Office Management 6) Dr. R.G. Bhatia, Principles of Office Management
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA (10%) *	
		Theory	Theory	Theory	Theory	Theory
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	30%	30%	30%	40%	40%
	Analyze					
Level 3	Evaluate	30%	30%	30%	30%	30%
	Create					
	Total	100%	100%	100%	100%	-
* Assignments includes Seminars, Market Surveys, Case Study						

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Navab Rajan, General Manager - Institutional Relations, Miles Education	1. Dr. A.V.S. Ramkumar, Assistant Professor, Department of Commerce, RMK Vivekananda College avsraamkumar@gmail.com	Dr. V. Prabhakaran
Mr. Binish Parikh, Vice president, ARK Empowering Lives	2. Dr.V.Muthukumar, Assistant Professor, Department of Commerce, Madras Christian College, Chennai	Mr. J. Prabhuraj

Course Code	ULE20AE1T	Course Name	English	Course Category	A	Ability Enhancement Course	L	T	P	C
							4	0	0	4

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

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

CLR-1 :	<i>Extend and expand the integrity in an individual which shall never allow him/her to compromise upon a noble way of living</i>
CLR-2 :	<i>Enable the students to overcome the fear of speaking a foreign language and enable them to think through a foreign language.</i>
CLR-3 :	<i>Make them communicate an unbiased way of thinking in a better manner</i>
CLR-4 :	<i>Develop strategies of comprehension of texts based on different culture and life styles</i>
CLR-5 :	<i>Strengthen spoken and written skills of the student in English</i>
CLR-6 :	<i>Help them express their sentiments, emotions and opinions, and reactions to information and situations in a civilized, cultured and humane manner.</i>

Learning

Program Learning Outcomes (PLO)

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

		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO-1 :	<i>To acquire knowledge of becoming better beings through the tools of Language and Literature</i>	2	75	60
CLO-2 :	<i>To acquire a strong knowledge on concept, culture, civilization through English Literature</i>	2	80	70
CLO-3 :	<i>To develop own content and to be able to translate using the features in English Language</i>	2	70	65
CLO-4 :	<i>To interpret the contents in the texts presented in English Language</i>	2	70	70
CLO-5 :	<i>To present an improved and healthier communication and intercultural elements acquired through English Literature</i>	2	80	70
CLO-6 :	<i>To participate in any level of conversation and discussion presented in English with both proficiency in the language and positive caliber in the content of speech</i>	2	75	70

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

Duration (hour)	12	12	12	12	12
S-1	SLO-1	<i>Introduction to the art of poetry writing will be done</i>	<i>Post-colonial impacts in India as observed in their language and culture will be discussed.</i>	<i>Story through images is explained to the students</i>	<i>The definition and purpose of monologue is explained</i>
	SLO-2	<i>The rationale behind this unit will be discussed.</i>	<i>The students will be encouraged to impart their views</i>	<i>The students are asked to create their own stories from those images</i>	<i>the sample monologues are to be provided to the learners</i>
					<i>Homophones and Homonyms are to be explained in the class along with examples of usage.</i>
					<i>How where and when these as vocabulary can be used is to be explained</i>

S-2	SLO-1	Feminism through Kamaladas' poem' In Kindergarten' is explained	Mathraboorthan and the mother tongue influence in English – a discussion	Every day the students are made to bring their own cartoons to tell stories related to social issues and political issues.	The learners are made to create their own monologue contents.	Cross word puzzles are to be given to the students to make them understand the differences and usage of homophones and homonyms
	SLO-2	feminist critique's stand through poets like Meena Kandasamy is discussed	Students from different regions are asked to talk. The peculiarity in their pronunciation is to be identified by them	How to identify irony and sarcasm is taught	The contents are assessed and the lacuna is informed	The students are evaluated by making them use homophones and homonyms on their own
S-3	SLO-1	The writer Meena Kandasamy is invited to read her poems on women.	Enjoywithinlimits, says Mr Mathruboothamisteacht and discussed	International Political memes to be created in the class	Discuss the contents created by the students and reiterate the idea that a monologue should mimic a story and has to have a proper beginning middle and an end.	How exactly to decide a proper word at a given situation is to be practically explained in the class.
	SLO-2	Questions on her perspectives are to be posed by the students	Everymistakefound in the textisanalysed	Memes on popular issues to be created in the class	The created monologues are to be assessed by the students themselves	Mundane situations are to be given to the students to check their ability to use those words
S-4	SLO-1	Gender inequality is discussed through A K Ramanujam and his poetry	The structure of sentence in English and the distortion of the sentence isverified	Autobiography and biography differences are explained	To ask the students to bringnewspaper to class and makethem select a column and readitloudly.	To give all the parts of speech not according to the grammar book order but according to a method which would easily make one understand correlation of one with the other. For instance – Noun, Pronoun, Adjective, Verb, Adverb... will have to be the order
	SLO-2	Different legal situations where both the genders suffer is explained in the class	Diffèrent sentences are given and tested	Certain Classic autobiographies and biographies are presented	No meanings to beexplained. Just the flow is to bechecked.	The students are made to use as many adjectives as possible for describing their friends
S-5	SLO-1	Kalki the poetisinvited to conduct a guets lecture on herownpoem.	Nobel? What Nobel, asks MrMathrubootham is discussed	How to give voice to an inanimate object.	Another reading loud session of the same passages are to be conducted along with dictionary checking for meanings are to be done.	The parts of speech must beused in different sentences
	SLO-2	Questions on her perspectives are to be posed by the students	The attitudes of people in a ludicrous manner is discussed	Different objects are given to the students and they are asked to give autobiographical notes to them	The new meanings that the students get must be compared with the given word and the distance between the meanings are to be explained	the teacherought to use the board to draw a situation to make one understandeachpart's usage.
S-6	SLO-1	Seminar to generate discussion to enhance gender sensitivity is conducted	The Text is analyzed in detail	Practically test the students in class by giving them different concrete objects.	To make them compare and realize how they had overcome their fear for English	Along with parts of speech particularly when Verb is being taught Tenses ought to be taught with same methodology mentioned above.
	SLO-2	Case studies are to be incorporated by the students in their seminar	More insights into Indian English is given	Ask the students to evaluate each other's autobiography on concrete	The comprehensive techniques are taught	The students are asked to create a

				objects		lighter vein situation and asked to use all the tenses
S-7	SLO-1	Human interest columns in news papers - tragedies on women men and transgender documented is read aloud and discussed in the class room.	Neutral accent is taught along with right pronunciation	Caption writing is taught	To develop the ability to pick up a conversation is taught	The rules of Tenses are taught with live examples in the classes.
	SLO-2	. how much are the students able to relate with or able to feel emotionally for those situations is to be checked and analysed	Test is to be conducted to check how far a student is able to understand neutral accent	The purpose of the caption writing is to be instilled	to engage in conversations and be able to interrupt and end conversation appropriately will be taught	Ability to use all the rules in tenses is taught.
S-8	SLO-1	Case studies to be given to the students to document their reactions	Mr Mathrubootham is fully supporting all new technologies – discussion	Different examples for captions are given	Different situations to be given to the students to engage in a conversation.	The basic way to pick an error is by already knowing the rules of grammar thoroughly.
	SLO-2	Find out if there is any student finding it hard to emoter or is insensitive toward the moment	Humor and sarcasm is skimmed from the text	The student are asked to create captions similar to the ones shown in the class	The students are asked to find errors in each others' monologue	Hence all the rules are to be brushed up
S-9	SLO-1	Students are to be made to create their own notable content on the prevailing gender inequalities	How to write a statement and question is to be taught with reference to the text.	The students are made to give captions different news articles, products and situations	To test how much one is able to use irony humor and sarcasm in one's conversation	Exercises on all sorts of possible errors are given to the students and asked to rectify.
	SLO-2	The students are asked to improvise on dialogue on their own	The way sentences are constructed according to the regional impact is discussed	The best is appreciated for its qualities of being best	Natural usage of pun is explained	Mathrubootham's passages are given to the students again to check the errors.
S-10	SLO-1	Feminism vs Gender inequality a test for the students to chart out the existing gulf	Pizza maavu : Welcome to Mr Mathrubootham food recipe website is discussed	Public Speaking examples since Julius Caesar to Martin Luther is given	To teach different kinds of reading. - skimming scanning and intensive reading extensive reading is taught	Defines synonym and antonym. Ask the students to identify synonyms and antonyms in text.
	SLO-2	False allegations and Legal situations sometimes created by women to corner men only degrades the freedom struggle of women – discuss	The students are made to explain the text themselves	The techniques used by different leaders since ages is discussed	The students are practically asked to use those methodology to understand a text	Demonstrate their understanding of synonyms and antonyms in active learning. Introduce thesaurus reference.
S-11	SLO-1	A detailed discussion on the 4 poets is done in the class through comparative method	Identify the errors and make students to rewrite first two texts	The Ted X talks are played in the class, different political leader's canvassing is presented	The students are made to read the passages loudly	Demonstrate understanding of words by relating them to their opposites (antonyms)
	SLO-2	While comparison the students are able to get a deeper analytical way of thinking and are able to present an all encompassed points	Check if they are able to retain the humor in the text after correcting the sentences	What makes a talk impressive is identified and discussed	The students are asked questions from the passages to check their retention capacity	Demonstrate understanding of words with similar but not identical meanings (synonyms)

S-12	SLO-1	The comprehension and retention and application of all the acquired knowledge of the student is checked by initiating an informal discussion in the class.	Identify the errors and make the students to rewrite the last two texts	The students are given different topics to give impromptu	The learner is made to select phrases and words from the given passages and is asked to use it in own sentences	With the students brainstorm shortlist of commonly used words
	SLO-2	The overall development in the student's EQ pertaining to gender oriented issues will be sensible and objective.	Check if they are able to retain the humor in the text after correcting the sentences. Explain the result to them	The best talk is recorded and made available for other's references	The ability to converse with humor sarcasm or deep thoughts and with the capacity to evoke the desired emotion in the other is checked	Ask them to rapidly give synonyms and antonyms to those words

Learning Resources	Theory:
	1. Horizon- English Text Book – Compiled and Edited by the Faculty of English Department, FSH, SRMIST, 2020 2. English Grammar in Use by Raymond Murphy

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai	1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST

Course Code	UCD20S01L	Course Name	Soft Skills	Course Category	S	Skill Enhancement Course	L	T	P	C
							0	0	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Development Centre	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-1 :		Expose students to right attitudinal and behavioral aspects and to build the same through activities			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-2 :		Develop and nurture interpersonal skills of the students through individual and group activities.						M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLR-3 :		Increase efficiency and leadership skills and to improve team results.						M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLR-4 :		Acquire time management skills and develop creative skills						M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLR-5 :		Understand intercultural communication and etiquettes required in a professional environment						M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLR-6 :		Instill confidence in students and develop skills necessary to face the challenges of competitive exams and placements						M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)															
CLO-1 :		Re-engineer their attitude and understand its influence on behavior			3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-2 :		Acquire inter personal skills and be an effective goal oriented team player			3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-3 :		Understand the importance of time management and creativity			3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-4 :		Build confidence during any presentation			3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-5 :		Develop interpretation skills and intercultural communication			3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-6 :		Help the students succeed in competitive exams and placements			3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H

Duration (hour)	6	6	6	6	6
S-1	SLO-1 IKIGAI	Interpersonal Skills	Creating brands – activity (posters, flyers, business cards)	Value of Time	Intercultural communication – beliefs, customs and attitude of people in different countries (US, UK, Japan, West Asia, China, Russia)
	SLO-2 IKIGAI	Emotional Intelligence	Creating brands – activity (posters, flyers, business cards)	Diagnosing Time Management	Social and cultural etiquettes
S-2	SLO-1 Attitude	Importance of Team Work	Causes of Stress and Its Impact	Weekly Planner, To do list, Prioritizing work	Communication etiquettes
	SLO-2 Factors influencing Attitude	Team Building Activity	How to Manage Stress and Distress?	Time management activity	Telephone etiquettes
S-3	SLO-1 SWOT Analysis	Leadership skills	Understanding the Circle of Control	Creativity – think out of the box	Dinning etiquettes
	SLO-2 Individual SWOT Analysis - activity	Leadership skills based Activity	Stress Busters	Creativity Activity	Grooming etiquettes
S-4	SLO-1 Extempore Practice Session	Networking skills	Conflicts in Human Relations – reasons	Creativity Assessment Activity	Ice breaking

	SLO-2	Extempore Practice Session	Networking skills based Activity	Approaches to conflict resolution	Creativity Assessment Activity	Designing ice breaker games
S-5	SLO-1	Extempore Practice Session	Negotiation skills	Conflict resolution – case studies	Brainstorming, use of groups and individual brainstorming techniques to promote idea generation	Ice breaker activity
	SLO-2	Extempore Practice Session	Negotiation skills based Activity	Conflict resolution – case studies	Brainstorming session activities	Ice breaker activity
S-6	SLO-1	Extempore Practice Session	Entrepreneurial Skills	Importance and necessity of Decision Making	Brainstorming session	Introduction to resume building
	SLO-2	Extempore Practice Session	Entrepreneurial knowledge, Focus, Investment, Risk tolerance, Resilience, Negotiation, Ethics, Networking	Process of Decision Making, Practical Way of Decision Making, Weighing Positives and Negatives	Brainstorming session	Introduction to resume building

Learning Resources	1. Jeff Butterfield, <i>Soft Skills for Everyone</i> , CENGAGE, India, 2015 2. Dr. K. Alex, <i>Soft Skills</i> , S.Chand Publishing & Company, India, 2014 3. Covey Sean, <i>Seven habits of highly effective teens</i> , Simon & Schuster, New York, 2014 4. Carnegie Dale, <i>How to win friends and influence people</i> , Simon and Schuster, New York, 2016 5. Thomas A Harris, <i>I am ok, you are ok</i> , Arrow, London, 2012 6. Daniel Coleman, <i>Emotional Intelligence</i> , Bloomsbury, India, 2016
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Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%)##
		Practice	Practice	Practice	Practice
Level 1	Remember	10%	10%	30%	15%
	Understand				
Level 2	Apply	50%	50%	40%	50%
	Analyze				
Level 3	Evaluate	40%	40%	30%	35%
	Create				
	Total	100 %	100 %	100 %	100 %

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Ajay Zener, Director, Career Launcher	-	1. Mr Priyanand, Assistant Professor, CDC, E&T, SRMIST
		2. Ms Sindhu Thomas, Head in charge, CDC, FSH, SRMIST
		3. Ms Mahalakshmi, Assistant Professor, CDC, FSH, SRMIST

SEMESTER - II

Course Code	UCM20201J	Course Name	CORPORATE ACCOUNTING	Course Category	C	Professional Core Course	L	T	P	C
							4	0	3	6

Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil													
Course Offering Department		Commerce		Data Book / Codes / Standards		Account Sheets																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To learn the concepts related to accounting standards					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To study about the company final accounts					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	application of marginal analysis	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Use of benefit/cost analysis.	Problem Solving Skills	Communication Skills	Analytical Skills	Limits of economic analysis	Business Behavior	Life Long Learning
CLR-3 :	To understand about holding company																						
CLR-4 :	To study the steps involved in amalgamation, absorption, external reconstruction																						
CLR-5 :	To understand the accounts prepared by banking and insurance companies																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1 :	Know about the Indian accounting standards					3	80	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CLO-2 :	Learn about how to prepare company final accounts					3	85	75	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CLO-3 :	Learnt about how to prepare consolidated balance sheet of holding companies					3	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CLO-4 :	Ascertain the rules and regulations during the time of amalgamation, absorption, external reconstruction					3	85	80	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CLO-5 :	Apply the various tools banking and insurance company's final accounts					3	85	75	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Duration (Hour)	21	21	21	21	21
S-1 SLO-1	Indian Accounting Standards	Introduction to Final Accounts	Consolidated Accounts of Holding Companies - Introduction	Meaning of Internal Reconstruction, Amalgamation, Absorption, External Reconstruction	Final Accounts of banking companies - Introduction
S-2 SLO-1	Objectives of Indian Accounting Standards	Preparation of Statements of Profit and Loss Account	Advantages and Disadvantages of Holding Companies	Internal Reconstruction	Main aspects of Banking regulation act
S-3 SLO-1	History of Accounting Standards	Preparation of Forms of Statements of Profit and Loss Account (Part-II)	Cost of Control / Goodwill / Capital Reserve	Procedure for reducing share capital	Rebate on bill discounted
S-4 SLO-1	AS 1 to AS 10	Preparation of Content of Statements of Profit and Loss Account	Minority Interest	Deficit/surplus in capital reduction	Format of Profit and loss account
S-5 SLO-1	AS 11 to AS 20	Preparation of Advance Tax for Final Accounts	Capital Profit / Revenue Profit	Reconstruction account	Problems related to Profit and Loss account of banking companies
S-6 SLO-1	AS 21 to AS 32	Tax Deducted at Source	Inter Company Transactions	Arrears of preference dividend	Problems related to Profit and Loss account of banking companies
S-7 SLO-1	Social Responsibility Accounting – Concepts & Features	Preparation of Balance Sheet	Unrealized Profit on Stock	Surrender of shares	Format of Balance sheet of Banking companies
S-8 SLO-1	Need/Benefits of Social Responsibility Accounting	Preparation of Balance Sheet	Treatment of dividend, bonus shares	Journal entries for capital reduction	Problems related to Balance sheet of banking companies

S-9	SLO-1	Objectives of Social Responsibility Accounting	Part-I Form of the Preparation of Balance Sheet	Treatment of preference shares and debentures of subsidiary company	Problems related to consolidation of shares sub division	Problems related to Balance sheet of banking companies
S-10	SLO-1	Social Accounting measures	Provision of Companies Act 2013 Content of Balance Sheet	Problems related to preparation of consolidated balance sheet - Date of purchase is unknown	Problems related to scheme of capital reduction	Problems related to both profit and loss account and balance sheet
S-11	SLO-1	Social Responsibility Accounting in India	Content of Balance Sheet Equity and Liabilities, Shareholder's Fund, Share Capital	Problems related to preparation of consolidated balance sheet - Date of purchase is unknown	Preparation of capital reduction accounts	Problems related to both profit and loss account and balance sheet
S-12	SLO-1	Human Resource Accounting – Introduction & Objectives	Note to Accounts on Share Capital	Problems related to preparation of consolidated balance sheet - Date of purchase at the beginning of the year	Problems related to internal reconstruction	Final accounts of Insurance Company - Types of Insurance
S-13	SLO-1	Need for Human Resource Accounting	Note to Accounts on Reserve and Surplus	Problems related to preparation of consolidated balance sheet - Date of purchase at the beginning of the year	Amalgamation in the nature of purchase - nature of merger	Accounts of Life Insurance Companies
S-14	SLO-1	Methods of valuation of Human Resource	Note to Accounts on Money Received against Share Warrant	Problems related to preparation of consolidated balance sheet - Date of purchase at the beginning of the year	Purchase consideration - Methods	Computation of life assurance fund
S-15	SLO-1	Benefits of Human Resource Accounting	Non-Current Liabilities, Current Liabilities	Problems related to preparation of consolidated balance sheet - Date of purchase at the beginning of the year	Journal entries in the selling company	Computation of net premium and claims
S-16	SLO-1	Limitations of Human Resource Accounting	Assets, Non-Current Assets, Fixed Assets, Non-Current Investment	Problems related to preparation of consolidated balance sheet - Date of purchase at the end of the year	Journal entries in the purchasing company	Preparation of Revenue account in life insurance company
S-17	SLO-1	Inflation Accounting - Introduction	Assets, Non-Current Assets, Fixed Assets, Non-Current Investment, Deferred Tax Assets	Problems related to preparation of consolidated balance sheet - Date of purchase at the end of the year	Problems related to Amalgamation - Absorption	Preparation of Revenue account and Balance sheet in life insurance company
S-18	SLO-1	Methods of Accounting for price level changes	Accounting Treatment of Certain Items	Problems related to preparation of consolidated balance sheet - Date of purchase at in between the year	Problems related to Amalgamation - Absorption	Preparation of Revenue account and Balance sheet in General (Fire) insurance company
S-19	SLO-1	Current Purchasing Power Method - related Problems	Accounting Entries Related to Dividend, Preliminary Expenses and Managerial Remuneration	Problems related to preparation of consolidated balance sheet - Date of purchase at in between the year	Problems related to Amalgamation - Absorption	Preparation of Revenue account and Balance sheet in General (Fire) insurance company
S-20	SLO-1	Current Purchasing Power Method - related Problems	Profit and Loss Account	Problems related to preparation of consolidated balance sheet - Date of purchase at in between the year	Problems related to External Reconstruction	Preparation of Revenue account and Balance sheet in General (Marine) insurance company
S-21	SLO-1	Current Cost Accounting Method - related problems	Profit and Loss Account	Problems related to preparation of consolidated balance sheet - Date of purchase at in between the year	Problems related to External Reconstruction	Preparation of Revenue account and Balance sheet in General (Marine) insurance company

Learning Resources	<ol style="list-style-type: none"> 1) T.S. Reddy and Murthy, Corporate Accounting, Margham Publications, Chennai 2) S.P. Jain and K.L. Narang, Advanced Corporate Accounting, Kalyani Publishers, New Delhi 3) M.C. Shukla, T.S. Grewal and S.C. Gupta, Corporate Accounting, Sultan Chand and Sons, New Delhi
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. B. Vijayakumar, Assistant Professor P.G. Department of Commerce, D.G. Vaishnav College vijayakumar_sakthi@yahoo.co.in	Dr. E.Nixon Amirtharaj.
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	2. Dr.V.Muthukumar, Assistant Professor, Department of Commerce, Madras Christian College	Dr. P. Sivasakkaravarthi

Course Code	UCM20202T	Course Name	BANKING THEORY LAW AND PRACTICE	Course Category	C	Professional Core Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																		
Course Offering Department	Commerce	Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To apprehend the basic concepts of banking aspects			Level of Thinking (Bloom)	1	2	3	Basic Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To analyze banker-customer relationship																						
CLR-3 :	To comprehend various negotiable instruments and guidelines prescribed by commercial banks																						
CLR-4 :	To study various types of banker and their functions in detail																						
CLR-5 :	To diagnose various forms of loans																						
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:			Expected Proficiency (%)	Expected Attainment (%)																		
CLO-1 :	Apply the various tools of banking concepts			3	80	70	L	H	L	H	L	L	M	H	L	L	M	H	L	H	H	H	H
CLO-2 :	Learning banking relationship			3	85	75	M	H	L	M	L	M	M	H	M	L	M	H	L	H	H	H	H
CLO-3 :	Discern the negotiable instruments practiced by the banks in day-to-day activity			3	75	70	M	H	M	H	L	H	M	H	M	L	M	H	L	H	H	H	H
CLO-4 :	Identify the types of banker			3	85	80	M	H	M	H	L	H	M	H	M	L	M	H	L	H	H	H	H
CLO-5 :	Determine ways of getting loans			3	85	75	H	H	M	H	L	H	M	H	M	L	M	H	L	H	H	H	H

Duration (hour)	12	12	12	12	12
S-1 SLO-1	Introduction to Banking Concepts in Recent Trends	Banker and Customer	Negotiable Instruments Act Meaning	Paying Banker	Loans and Advances
S-2 SLO-1	Meaning and Definition of Banks and its significance	Banker and Customer Relationship	Features of negotiable instruments	Duties of Paying Banker	Principles of Good Lending
S-3 SLO-1	Classification of banks and its chart	Special Features	Cheques Meaning	Material Alteration	Credit worthiness of borrowers
S-4 SLO-1	Modern functions of commercial banks	Types of Accounts	Functions of Cheques	Refusal of Payments	Securing Advances
S-5 SLO-1	Central Banking – Definition and its Functions	Opening and Closing of Accounts	Types of Cheques	Protection for Paying Banker	Lien
S-6 SLO-1	Progress of Commercial Banking from its inceptions	Types of Forms	Meaning of Crossing	Collecting Banker	Pledge
S-7 SLO-1	Differentiating Central Banking vs. Commercial Banking	Cheques	Crossing of Cheques	Capacity of Collecting Banker	Mortgage
S-8 SLO-1	Organizational Structure of RBI	Passbooks	Holder in Due Course	Duties of Collecting Banker	Hypothecation
S-9 SLO-1	Functions of RBI	Mistakes in Passbooks	Payment in Due Course	Protection for Collecting Banker	Documents of title to goods
S-10 SLO-1	Credit control of RBI and its monetary measures	Demand Draft	Endorsements	Dishonor of Cheque	LIC, FDR
S-11 SLO-1	Online Banking - Meaning	Special Types of Accountholders	Features of Endorsements	Impact of cheque dishonor	Government Securities

S-12	SLO-1	<i>Benefits and Limitations of Online Banking</i>	<i>Special Types of Account Holders</i>	<i>Types of Endorsements</i>	<i>Problem of cheque dishonor</i>	<i>Gold Loans</i>
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Learning Resources	1. Banking Law and Practice -- S N Maheshwari and S K Maheshwari 2. Principles and practices of Banking—Indian Institute of Banking and Finance—Macmillan Publishers India Private Limited 3. E. Gordon & K. Nataraj – Banking Theory Law & Practice – Himalaya Publishing	4. Banking Theory Law and Practice – K.P.M. Sundaram & P.N. Varshney 5. Banking Theory Law and Practice – S. Gurusamy, Vijay Nicole Publications 6. https://rbi.org.in/scripts/bs/nbfclist.aspx
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Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CT – 1 (10%)		CT – 2 (10%)		CLA-3 - (20%)		CLA-4 - (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	35%	-	35%	-	40%	-	30%	-
Level 2	Understand	30%	-	25%	-	35%	-	25%	-	30%	-
	Apply										
Level 3	Analyze	40%	-	40%	-	30%	-	35%	-	40%	-
	Evaluate										
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Syed Mubasheer Ali, DFMA Consultant, D-ESPA	1. Dr. B. Vijayakumar, Assistant Professor P.G. Department of Commerce, D.G. Vaishnav College vijayakumar_sakthi@yahoo.co.in	Mr. Sugumaran. D
Mrs.V.Saranya, Managing Director, i3corp (P) Ltd. Event Management Company	2. Dr.A.V.S.Raamkumar, Assistant Professor, RMK Vivekananda College, Mylapore, Chennai	Ms. D. Bhuvaneshwari

Course Code	UCM20203T	Course Name	INTERNATIONAL BUSINESS	Course Category	C	Professional Core Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses			Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Course Offering Department		Economics		Data Book / Codes / Standards		Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
CLR-1 :	To understand the basic concepts of international trade and economics			1			2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
CLR-2 :	To study the international business environment			Level of Thinking (Bloom)			Expected Proficiency (%)			Basic Knowledge			Application of Concepts			Link with other Disciplines			Procedural Knowledge			application of marginal analysis			Ability to Utilize Knowledge			Skills in Modeling			Analyze, Interpret Data			Use of benefit/cost analysis.			Problem Solving Skills			Communication Skills			Analytical Skills			Limits of economic analysis			Business Behavior			Life Long Learning																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
CLR-3 :	To study various types of tariffs			Expected Attainment (%)						M			H			L			M			L			M			M			H			M			L			M			H			L			H			H																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
CLR-4 :	To learn the concepts related to balance of payments									M			H			M			H			L			H			M			H			M			L			M			H			L			H			H																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
CLR-5 :	To understand various financial institutions									M			H			M			H			L			H			M			H			M			L			M			H			L			H			H																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															</		

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Introduction to basic concepts	Introduction to basic concepts	Tariffs and quotas	Meaning and Components
S-2	SLO-1	Difference between inter and intra	Factors determining the gains from trade	meanings and types	Balance of Trade and balance of Payments
S-3	SLO-1	regional trade and international trade	terms of Trade	Advantages of tariffs	Current account and Capital account
S-4	SLO-1	characteristics features of international trade	Internal terms of Trade	Limitations of tariffs	Types of balance of payments
S-5	SLO-1	classical theory of international trade	International terms of Trade	Effects of Tariffs	Causes for disequilibrium in the balance of Payments
S-6	SLO-1	Adam Smith and Ricardo	Factors affecting terms of trade	Advantages of Quota	measures to correct disequilibrium in Balance of Payments
S-7	SLO-1	Limitations of Adam smith and Ricardo	Free Trade	Effects of Quotas	Foreign Exchange rate
S-8	SLO-1	Absolute and Comparative cost doctrines	Advantages of Free Trade	Exchange control	Merits of Flexible exchange rate
S-9	SLO-1	Limitations Absolute and Comparative cost doctrines	Dis advantages of Free Trade	Objectives of Exchange control	Demerits of Flexible exchange rate
S-10	SLO-1	Modern theory of International trade	Protection of trade	Methods of Exchange control	Merits of Fixed exchange rate
S-11	SLO-1	Heckscher and Ohlin - H.O theorem	For and against Protection of trade	Merits of Exchange control	Demerits of fixed exchange rate
					Globalization

S-12	SLO-1	<i>Limitations of H-O theorem</i>	<i>Applications to developing countries</i>	<i>Demerits of Exchange control</i>	<i>Applications to developing countries</i>	<i>Merits and Demerits of Globalization</i>
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Learning Resources	1. M.L. Jhingan, <i>International Economics</i> , 13 th edition, Virinda Publications (P) Ltd, 2017. 2. Rana & Verma, <i>International Economics – I</i> 1st edition Vishal Publishing Co 2015 3. Francis Cherunilam, <i>International Economics</i> , 7 th edition, Tata McGraw - Hill Publishing Company Ltd, 2017.	4. K.P.M Sundhram, <i>International Economics</i> , Fifth Edition, Sultan Chand & Sons, 2016. 5. https://nscpolteksby.ac.id/ebook/book/economics 6. https://nscpolteksby.ac.id/ebook/book/accounting
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Learning Assessment

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Mr.R.V.Udaya Kumar ,Executive - Finance, Bank of Baroda	1. Dr.M.Ravichandran Director,IDE, University of Madras, Chennai	1. Dr. S. SAGATHEVAN, SRMIST
2. Mr. Rishi Khemka, Chief Enjoyment Officer, Mind Box	2. Dr.A.V.S.Raamkumar ,Assistant Professor, RMK Vivekananda College, Mylapore, Chennai	2. Dr.S.BABU, SRMIST

Course Code	ULT20G02J	Course Name	Tamil-II		Course Category	G	Generic Elective Course										L	T	P	C	
																	2	0	2	3	
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil											
Course Offering Department			Tamil			Data Book / Codes/Standards			Nil												
Course Learning Rationale (CLR): The purpose of learning this course is to:																					
Learning																					
Program Learning Outcomes (PLO)																					
CLR-1 :		To generate in students a sensitivity to gender marginalization and Eco sensitivity.																			
CLR-2 :		An evolved consciousness in the minds to accommodate all is developed																			
CLR-3 :		The ability to accept all and to co- exist is initiated																			
CLR-4 :		To create community connectivity and interdependence is initiated																			
CLR-5 :		To instill language skills																			
CLR-6 :		To give them all the historical insights																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1 :		To acquire knowledge about Tamil Language																			
CLO-2 :		To strengthen the knowledge on concept, culture, civilization and translation of Tamil																			
CLO-3 :		To develop content using the features in Tamil language																			
CLO-4 :		To use Tamil Language and Literature to enhance their creativity																			
CLO-5 :		To improve communication and creative expression in Tamil language																			
CLO-6 :		To enable the students to speak and write in chaste Tamil																			
Duration (hour)		12				12				12				12							
S-1	SLO-1	தமிழில் காலந்தோறும் அகமரபு				களப்பிரர் காலம்				பல்லவர் காலம்				சங்ககால வரலாறு				தமிழ்ச் சிறுகதைப் போக்குகள்			
	SLO-2	அக இலக்கியப் போக்குகள்				அறமும் வாழ்வியலும்				பல்லவர் கால இலக்கியம்				சங்ககால மக்களின் வாழ்வியல்				தமிழ்ச் சிறுகதையும் தமிழ்ச் சமூக வாழ்வியலும்			
S-2	SLO-1	எட்டுத்தொகை நூல்களும் பெயர்களும்				திருக்குறள் உலகப்பொதுமறை				பக்தியும் தமிழும்				முச்சங்கம் – அறிமுகம்				புதுமைப்பித்தன் - அகல்யை			
	SLO-2	எட்டுத்தொகை யில் அக நூல்கள்				திருக்குறள் கட்டமைப்பு				பக்தி இலக்கியங்கள்				முச்சங்க வரலாறு				தொன்மம் – கட்டுடைப்பு			
S-3	SLO-1	ஐங்குறுநூறு (203)				தமிழில் வினை				சைவ இலக்கியங்கள் சமய				செம்மொழி இலக்கியங்கள்				அகிலன் - ஒருவேளைச் சோறு			
	SLO-2	தலைவனின் நாட்டுப் பெருமை				திருக்குறள் வினைத்திட்டம் (67)				தேவார மூவர்				பாட்டும் தொகையும்				தொழிற்புரட்சியும் விவசாயமும்			

S-4	SLO-1	குறுந்தொகை (130)	உழவும் தமிழர் வாழ்வும்	தேவாரம் - திருஞான சம்பந்தர் பாடல்	எட்டுத்தொகை உருவாக்கப் பின்புலம்	ஆண்டாள் பிரியதர்ஷினி - மாத்திரை
	SLO-2	அகவாழ்வில் நம்பிக்கை வேர்கள்	திருக்குறள் - உழவு (104)	தேவாரம் - திருநாவுக்கரசர் பாடல்	எட்டுத்தொகையும் தமிழர் வாழ்வியலும்	குடும்பம் - கட்டமைப்பு
S-5	SLO-1	பண்டைத் தமிழரின் வாழ்வியல்	சமண சமய இலக்கியங்கள்	திருவாசகம் அறிமுகம்	பத்துப்பாட்டு உருவாக்கப் பின்புலம்	பாரததேவி - மாப்பிள்ளை விருந்து
	SLO-2	பண்டைத் தமிழர் உணர்வியல்	நாலடியார்	மாணிக்கவாசகர் பாடல்	பத்துப்பாட்டும் தமிழர் வாழ்வியலும்	எளிய மனிதர்களின் கதை
S-6	SLO-1	அகநானூறு (44)	இலக்கியங்களில் நட்பு	வைணவ சமய வளர்ச்சிப் போக்கு	பதினெண் கீழ்க்கணக்கு நூல்கள்	சிங்கார வடிவேலு - தவிப்பு
	SLO-2	புறவாழ்வோடு கூடிய அகம்	நட்பில் பிழை பொறுத்தல் (221)	வைணவ சமய இலக்கியங்கள்	பதினெண் கீழ்க்கணக்கும் தமிழர் அற மரபும்	புறக்கணிப்பின் வலி
S-7	SLO-1	கற்றறிந்தார் ஏத்தும் கலி	தமிழர் மருத்துவம்	நாலாயிரத் திவ்யப் பிரபந்தம்	நீதி இலக்கியங்கள்	செய்தி அறிக்கை அறிமுகம்
	SLO-2	கலித்தொகை கட்டமைப்பு	நீதி இலக்கியத்தில் மருத்துவ நூல்கள்	பெரியாழ்வார் பாடல்	நீதி இலக்கியங்களின் பன்முகத் தன்மைகள்	செய்தி அறிக்கை தயாரித்தல்
S-8	SLO-1	கலித்தொகை (149)	திரிகடுகம்	ஆண்டாள் பாடல்	காப்பிய இலக்கணம்	விமர்சனம்
	SLO-2	வாழ்வியல் அறமும் அகமும்	செங்கோல் அரசு	தொண்டரடிப்பொடி ஆழ்வார் பாடல்	காப்பியப் போக்குகள்	இலக்கியம், கலை விமர்சனம்
S-9	SLO-1	தமிழர் புறமரபு	இனியவை நாற்பது அறிமுகம்	தமிழில் இஸ்லாமிய இலக்கியங்கள்	ஐம்பெருங்காப்பியங்கள்	நேர்காணல் அறிமுகம்
	SLO-2	புற இலக்கியங்கள்	இனியவை நாற்பதின் தனித்தன்மைகள்	இஸ்லாமிய இலக்கியங்களின் கொடை	ஐம்பெருங்காப்பியங்களின் சிறப்புகள்	நேர்காணல் - நுட்பங்கள்
S-10	SLO-1	புறநானூறு (235)	இனியவை நாற்பது (14)	சீறாப்புராணம்	தமிழ்ச் சமூகமும் சமயத் தத்துவங்களும்	நேர்காணல் கேள்வி தயாரிப்பு
	SLO-2	கையறுநிலை	இனிமையும் அழகும்	மானுக்குப் பிணைநின்ற படலம் (5 பாடல்கள்)	சமயத் தத்துவங்களும் வாழ்வியல் விழுமியங்களும்	நேர்காணல் பதிவும் எழுது முறையும்
S-11	SLO-1	ஆற்றுப்படை அறிமுகம்	பண்டைக்காலப் போரும் வாழ்வும்	கிறித்தவ சமய இலக்கியங்கள்	பன்னிரு திருமுறை அறிமுகம்	பேச்சுக்கலை அறிமுகம்
	SLO-2	ஆற்றுப்படை மரபுகள்	போர் இலக்கியங்கள்	கிறித்தவ இலக்கியங்களின் கொடை	பன்னிரு திருமுறை வரலாறு	தமிழரின் பேச்சுக்கலை
S-12	SLO-1	சிறுபாணாற்றுப்படை	களவழி நாற்பது (14)	ஆதிநந்தாவனப் பிரளயம்	நாலாயிரத் திவ்யப் பிரபந்தம் - அறிமுகம்	பேச்சுக்கலையின் வகைகள்
	SLO-2	நல்லியக்கோடனும்பாணர் வாழ்வியலும்	தமிழர் வீரம்	ஏதேன் தோட்ட வருணனை	பன்னிரு ஆழ்வார்கள் வரலாறு	பேச்சுப் பயிற்சி

Learning Resources	<ol style="list-style-type: none"> 1. மௌவல், தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், தமிழ்த்துறை, எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2020. 2. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2017 3. மு. அருணாசலம், தமிழ் இலக்கிய வரலாறு, நூற்றாண்டு முறை (9ஆம் நூ. முதல் 16 வரை), தி பார்க்கர், சென்னை, 2005 4. தமிழ் இணையக் கல்விக்கழகம் - http://www.tamilvu.org/ 5. மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - https://www.projectmadurai.org/
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	30%	30%	30%	30%	30%	30%	30%	30%	-
Level 2	Apply Analyze	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	30%	20%	20%	20%	20%	20%	20%	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
	1. Dr. R. Srinivasan, Associate Professor, Department of Tamil, Presidency College, Chennai.	1. B.Jaiganesh, Assistant Professor & Head, FSH, SRMIST
		2. T.R.Hebzibah Beulah Suganthi, Assistant Professor, FSH, SRMIST
		3.S.Saraswathy, Assistant Professor, FSH, SRMIST



Course Code	ULH20G02J	Course Name	HINDI-II	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To be able to converse well in the Hindi Language	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To read and write and clarity																		
CLR-3 :	To be willing listeners and translators –where need be																		
CLR-4 :	To acquire the values/thought contents of the writers and practice in it in life.																		
CLR-5 :	To find motivation through the various forms of literature and learn to overcome any challenges of life.																		
CLR-6 :	To discover the importance of the language in making education as a means of growth in life and not mere literacy.																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 :	To acquire knowledge about Medieval and Modern Poetry.	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2 :	To consider the relevance of the present trends in Hindi and their contemporary relevance.	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3 :	To help develop better understanding of the Hindi language by studying the stories with reference to current reality.	2	70	65	H	-	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-4 :	To understand the usage of the present Advertising trends and its creative angles with the varied skills of Hindi Language.	2	70	70	H	-	H	H	H	-	-	-	-	-	H	-	-	-	-
CLO-5 :	To make translation of good literature and any relevant document from the Hindi Language to English and Vice-versa.	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-6 :	To help the learner to tackle Administrative terminologies, help them use Idioms and Phrases in their daily life, with ease.	2	75	70	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)	12	12	12	12	12	12
S-1	SLO-1	Kavye ke guno se awagat karana - Jaysi	Kahani Idkiyan	VIGYAPAN	ANUVAD	Takniki Shabdavali
	SLO-2	Ishk hakiki evam moksh bhava se awagat karana	Nari Shakti ki sarthakata	Srijnatamak kshmatata jagrit karna	Vidhyarthiyon ko sikhaya jayega anuvad kitna upyogi hai	Vaignik tarike se bhashaon ka avishkaar karna
S-2	SLO-1	Surdas – Vatsalya ras se awagat karana	Kahani gunda Prem ki prakashtha se awagat karvana	VIGYAPAN KYA HAI	ARTH	ARTH
	SLO-2	Bhakti Bhavna se vidhyarthiyon ko jodna	Prtantr bharat ki samajik vyavstha se awagat karvana	Shabdavali evam chitratamakta se awagat karvana	Vidhyarthiyon dwara arth smajkar samaj ke liye mahtavpurn karya kar payenge	Vidhyarthi uske arth dwara hi uske mahtav smjhenge
S-3	SLO-1	Tulsidas-Manav mulyon ki prabal	KAHANI KE TATVA	VIGYAPAN KI BHASHA	PARIBHASHA	PARIBHASHA

		bhavna jagrit karna				
	SLO-2	Dharmik Parvati se awagat karana	Kahani ke tatva ki mahatta se awagat karvana	Bhasha ki abhivyakti ke pryog ko smjhana	Vibhinn vidwano dwara di gai paribhasha se us baat ko smjhenge vidhyathi	Vibhinn vidwano dwara di gai paribhasha se us baat ko smjhenge vidhyathi
S-4	SLO-1	Tiruvaluvaar – naitik mulyon ko jagrit karna	KAHANI KE AAYAM	VIGYAPAN KA PRBHAV	MAHATVA	SHABDAVALI KI AVSHYAKTA
	SLO-2	Vidhyarthiyon ko nitivaan bnana	Vidhyarthiyon ko kahani ke vidhinn ayam se awagat karvana	Shravaya-drishya sangri ke prbhav ki upyogita	Samijk jan-jevan ke liye anuvad ke mahtav ko smjhana.	aignikon ka awiskar kitna mahtavpurn
	SLO-1	Desh prem ki bhavna bharna	LEKHAK PARICHAY	VIGYAPAN AUR BAZAR	UDDESHYA	BHASHA VAIGYANIK
S-5	SLO-2	Krantikari vicharon se Awagat karana	Lekhako ke jivan se awagat karvana	Vidhyarthiyon ko vigyapan se bazar me kaise sthapit kiya ja skata hai batana	Vidhyarthi anuvad ke uddeshya ko smajhkar samaj upyogi karya krne me apni sarthak bhumika nibhayenge	Bhasha vaignikon ki jankari
S-6	SLO-1	Badal Raag- Desh prem ki bhavna bhrna	KAHANI PATH	VIGYAPAN AUR ROZGAR	HINDI-ENGLISH	KARYALIN SHABD
	SLO-2	Krantikari vicharo se awagat karana	Vidhyarthiyon ko kahani path ke dwara unka vak kausal majbut karna	Vidhyarthi savam ka ad-agency bhi bna paye	Hindi adhikarai aur anuvad ke pad ke liye tayaar karna	Shabd kaise tayar kiye jate hain vidhyarthiyon ko jankari
	SLO-1	Pret ka Byaan -Bhukhmari evam akaal se awagat karana	KAHANI KA SARANSH	VIGYAPAN KI NIYAM	ENGLISH-HINDI	ANGREZI SE HINDI ANUVAD
S-7	SLO-2	Samajik samanta banaye rkhe ki pravarti jagana	Lekhan kshmat ka vikash hona	Vigyapan ka ek hi niyam bhasha ka kashav jo vidhyarthiyon me viksit kiya jayega	Hindi adhikarai aur anuvad ke pad ke liye tayaar karna	Hindi adhikarai aur anuvad ke pad ke liye tayaar karna
S-8	SLO-1	Lahro se dark a nauka paar nhi hoti – chatro ko sahashi bnana	KAHANI KA UDDESHYA	VIGYAPAN KA MAHTVA	ANUVAD KI UPYOGITA	HINDI SE ANGREZI ANUVAD
	SLO-2	Karmaththa purn bhavna ko jagrit karna	Kahani ke uddeshy unke jivan ke mahtav ko smjhne me sahayk banna	Vartman me uski prasangikta vidhyarthiyon ko smjhana	Vidhyarthiyon ko vibhin karyalayon me hindi adhikari pad ki jankari prapt	Hindi adhikari aur anuvad ke pad ke liye tayaar karna.
	SLO-1	Javani –rasht prem ki bhavna jagrit karna	KAHANI KA VISHELESHAN	PRINT VIGYAPAN	ANUVAD KI BHUMIKA	EK DIN EK SHABD
S-9	SLO-2	Vir ras evam virta ki pravati se awagat karana	Vishleshan kshmat viksit hota	Vidhyarthi iski bhasha sikhenge	Vidhyarthiyon ko anuvad ki bhumika ka mahtav smajh aayega jiske adhar par vo kaam karenge	Vidhyarthiyon ko rozgaar se jodna
S-10	SLO-1	Dhool- saman vyavhar ki pravarti jagana	KAHANI PARICHARCHA	RADIO, TV.VIGYAPAN	SAHITYIK ANUVAD	PRYOJANMULAK SHABD KA MAHTAVA
	SLO-2	Satah se jude rahne ke perna dena.	Vaad-vivad se vidhyarthiyon me apni baat ko rkhe ki योग्यता banna	Vidhyarthiyon ko abhyas karvaya jayega	Vibhinn bhashaon ke sahitya ka anuvad kaise kiya jane ki chunouti ko samajh payenge	Vidhyarthiyon ko vaigniko dwara tayaar ki gai bhasha ki samaj
S-11	SLO-1	KAVYA BIBM	KAHANI ANDOLAN	Ad agency	ANUVAD KE NIYAM	VIBHINN KSHETRO ME PRYOJANMULAK SHABDO KA MAHATAV
	SLO-2	Vidhyarthiyon ko naye-naye bibm ki jankari prapt hona	Vibhinn kahani andolan se bhi awagat karana	Ad agency aur swarozgaar se jodna	Anuvad ke niyamo ko vidhyarthi smajh payenge	Hindi adhikari pad par karyarat
	SLO-1	SAMUHIK PARICHARCHA	KAHANI KA BADLTA SWAROOP	VIGYAPAN KA SWARUP	SHABDO KA MAHATAV	VAIGYANIK SHABDAVALI KI AVSHYAKATA
S-12	SLO-2	Vidhyarthiyon ki bolne ki kaushal kshmat ko bdhana	Smay ke sath unke swarup ke bdlat ka bhi vidyarthi me samajh paida hona	Vidhyarthiyon ko vigyapan lekha ki barikayon ki samajh utpann hona	Shabda anuvad ke mahtva ko vidhyarthi smajhenge	Vidhyarthiyon ko shabdo ki vaignikta se jodna

Learning Resources	<i>The Prescribe Text Book Compiled and Edited by Department of Hindi</i> www.kavitakosh.org www.shabdkosh.com
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi, CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
		2. Dr. Md.S. Islam Assistant Professor, SRMIST
		3 Dr. S. Razia Begum, Assistant Professor, SRM IST

Course Code	ULF20G02J	Course Name	French-II	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Strengthen the language of the students both in oral and written	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations				Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3 :	Make them learn the basic rules of French Grammar.				H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLR-4 :	Develop strategies of comprehension of texts of different origin				-	H	-	H	-	-	-	-	-	-	M	-	-	-	-
CLR-5 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French				H	-	-	H	-	-	-	-	-	-	H	-	-	-	-
CLR-6 :	Extend and expand their savoir-faire through the acquisition of current scenario				-	H	-	H	-	-	-	-	-	-	H	-	-	-	-
					H	-	M-	H	H	-	-	-	-	-	-	-	-	-	-

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO-1 :	To acquire knowledge about French language	2	75	60
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French	2	80	70
CLO-3 :	To develop content using the features in French language	2	70	65
CLO-4 :	To interpret the French language into other language	2	70	70
CLO-5 :	To improve the communication, intercultural elements in French language	2	80	70
CLO-6 :	To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French	2	75	70

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Les loisirs	La routine	Où faire ses courses ?	Découvrez et dégustez	Tout le monde s'amuse
	SLO-2 Les activités	Les exemples	Les courses	Dégustez	Le monde
S-2	SLO-1 Les activités quotidiennes	Les adjectifs interrogatifs	Les aliments	Les articles partitifs	Les sorties
	SLO-2 Les quotidiennes	Les trois formes	Les exemples	Du, De la, De l', Des	Les exemples
S-3	SLO-1 Les matières	Les nombres ordinaux	Les quantités	Le pronom en (la quantité)	Situer dans le temps
	SLO-2 Les exemples	Les nombres	Les exemples	Le bon quantité	Les activités
S-4	SLO-1 Le temps	L'heure	Les commerces	Très ?	Les vêtements
	SLO-2 L'heure	Quelle heure est-il ?	Les activités	Beaucoup ?	Les accessoires
S-5	SLO-1 Les fréquences	Le pronom personnel COD	Les commerçants	La phrase négative (2)	Les ados au quotidien
	SLO-2 Les activités	Les exemples	Les exemples	Les négations	La vie quotidienne

S-6	SLO-1	Les sons [u]	Les pronominaux	Demander le prix	C'est /Il est	Les adjectifs démonstratifs
	SLO-2	Les sons [y]	Se promener, se coucher etc...,	Dire le prix	Les activités	Ce, Cet, Cette, Ces
S-7	SLO-1	Les loisirs	Les verbes du premier groupe	Les services	L'impératif	La formation du féminin
	SLO-2	Les exemples	Parler, Demander, Poser	Les exemples	Les exemples	Les exemples
S-8	SLO-1	La routine	groupe en –e_er,_é_er,-eler,-eter	Les moyens de paiement	Les verbes devoir, pouvoir	Le pronom indéfini on
	SLO-2	Les activités	Appeler, Jeter etc...,	La carte de crédits	Les verbes savoir, vouloir	Les activités
S-9	SLO-1	Les Mots	Le verbe prendre	les sons [ã]	Il faut	Le futur proche
	SLO-2	Les expressions	Les exemples	Les sons [an]	Le verbe impersonnel	S+Aller+Infinitif du verbe
S-10	SLO-1	Exprimer ses goûts	Parler de ses goûts	Découvrez !	Au restaurant : Commander et commenter	Le passe composé
	SLO-2	Les exemples	Des goûter	Dégustez !	Les restaurant	Les exemples
S-11	SLO-1	Exprimer ses préférences	Parler de ses préférences	Au restaurant : commander	Inviter à une invitation	Les verbes voir et sortir
	SLO-2	Les activités	Les exemples	Au restaurant : commenter	Répondre à une invitation	Décrire une tenue
S-12	SLO-1	Décrire sa journée	Décrire sa journée	Inviter à une invitation	Les Mots	écrire un message amical
	SLO-2	Les exemples	Les activités	Répondre à une invitation	Les expressions	Lire un message

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

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

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
	1. Dr. C.Thirumurugan Associate Professor, Department of French, Pondicherry University	1. Kumaravel K. Assistant Professor & Head, SRMIST
		2. Ponrajadurai M Assistant Professor, SRMIST

Course Code	UCM20G03T	Course Name	ELEMENTS OF INSURANCE	Course Category	G	Generic Elective Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																
Course Offering Department	Commerce		Data Book / Codes / Standards		Nil																
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To understand the basic concepts of elements of insurance		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To study the life insurance		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Skills in specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigation skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning	
CLR-3 :	To study on marine policies																				
CLR-4 :	To understand fire insurance																				
CLR-5 :	To learn the Recent developments in the insurance industry in India																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Skills in specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigation skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-1 :	Fundamental Principles of Insurance		2	70	60	L	H	L	H	L	L	M	L	M	L	M	M	M	M	H	H
CLO-2 :	Understand life insurance		2	75	75	M	M	L	M	L	M	M	L	M	L	M	L	M	M	H	H
CLO-3 :	Have knowledge on marine insurance		2	70	70	M	M	M	H	L	H	M	M	M	L	M	L	L	H	H	H
CLO-4 :	Understand fire insurance		2	75	70	M	M	M	H	L	H	M	L	M	L	M	L	L	H	H	H
CLO-5 :	Recent Developments in the Insurance Industry in India		2	80	65	H	H	M	H	L	H	M	M	M	L	M	M	L	H	H	H

Duration (Hour)	9	9	9	9	9
S-1	SLO-1	Insurance - Introduction	Life Insurance	Marine Insurance	Fire insurance
S-2	SLO-1	Importance of insurance	Objects of life insurance	Elements in marine insurance	Principles of law as applied to fire insurance
S-3	SLO-1	Need of Insurance	Principles of insurance	Functions of marine insurance	Subject matter of fire insurance
S-4	SLO-1	Features of Insurance	Different plans of life insurance	Clauses in marine insurance	Surveys and inspection Average
S-5	SLO-1	Classification of contracts of insurance	Premium for life insurance	Warranties	Payment of claim
S-6	SLO-1	Fundamental Principles of Insurance	Risk elements	Kinds of marine losses	Premium for fire insurance
S-7	SLO-1	Principles of Insurance	Policy conditions	Premium for marine insurance	Re-insurance
S-8	SLO-1	Principles of Insurance (continuation)	Annuities	Re-insurance	Double insurance
S-9	SLO-1	Insurance Regulatory & Development Authority	Life vs. General Insurance	Double insurance	Renewals

Learning Resources	1. Julia ulia Hoyoakel & Bill Weiper, Insurance, All India Publishers and distributors, 2002 2. Anand Ganguly, Insurance Management, Pustak Mahal Publishers, 2004 3. Murthy K.S.N and Sharma K.V.S 2013 Modern Law of Insurance in India, Lexis Publishers, New Delhi	4. Vaughan, E. J. & T. M. Vaughan (2012). Essentials of Risk Management and Insurance, Wiley Inc. 5. https://http://marghampublications.com/index.php/text-books/maths/elements-of-insurance-a-murthy 6. https://elements-insurance-guide-principles-practice-accident-fire-marine-life-insurance/p/itmdgsyy7hhcyey
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember										
	Understand	40%	-	30%	-	30%	-	30%	-	30%	-

Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	20%	-	30%	-	30%	-	30%	-	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Michael Wagner, Associate Vice President - Institutional Relations, Miles Education	1. Dr. E. Viswanathan, Head, Department of Commerce, D.B. Jain College viswanathanek@gmail.com	Dr. Dhamodharan. G
Prof. Dr. K. N. Ramasamy, Managing Director, RR Academy (P) Ltd.,	2. Dr. V.Rengarajan, Professor, Sri Sankara Arts & Science College, Kancheepuram	Dr. Thilagaraj A

Course Code	UCM20G04T	Course Name	TECHNOLOGY IN BANKING	Course Category	G	Generic Elective Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses				Nil														
Course Offering Department		Commerce			Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																		
CLR-1 :	To understand basics of Banking and IT			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15					
CLR-2 :	To understand technologies in banking																									
CLR-3 :	To understand of banking channels and payments gateways																									
CLR-4 :	To understand about new age payment																									
CLR-5 :	To follow precautions in online banking																									
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modelling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning				
CLO-1 :	Aware about CBS components and other banking software			3	90	85	H	H	M	L	M	L	L	M	M	L	L	M	H	M	H					
CLO-2 :	Make use of various payment methods carefully			3	95	90	H	H	M	H	M	M	L	L	L	M	L	M	H	M	H					
CLO-3 :	Understand the transition in banking activities			3	75	70	H	H	H	H	H	M	L	M	L	L	L	M	H	M	H					
CLO-4 :	Aware of various modes of settlement			3	85	80	H	H	M	M	M	M	L	L	L	L	M	M	H	H	H					
CLO-5 :	Not be careless while making online payment			3	85	80	H	H	M	H	M	L	L	M	M	M	L	M	H	M	H					

Duration (Hour)	9	9	9	9	9
S-1 SLO-1	Introduction of Bank Management	Approaches to banking computerization	Impact of technology in banking	Bank payment systems	Contemporary Issues in Banking Techniques
S-2 SLO-1	Evolution of Bank Management	ATM	Employee Training	Inter-Bank Payment	Crypto Currencies
S-3 SLO-1	Analysis of Rangarajan Committee Reports	Cards – Debit & Credit	Customer Services	Electronic Fund Transfer – Introduction	Online Frauds
S-4 SLO-1	Technological Impact in Banking Operations	Internet Banking	Customer Relationship	Electronic Clearing System	RBI Guidelines
S-5 SLO-1	Total Branch Computerization	Mobile Banking & Apps	Management Control	NEFT, RTGS, IMPS	Cyber Security Systems
S-6 SLO-1	Challenges faced in computerization	e-Statements	Document Handling	e-Cheques	Confidentiality of information
S-7 SLO-1	Meaning of Centralized Banking	e-PIN Generation	Document Storing	Deposits in ATM	Security of Data
S-8 SLO-1	Importance of Centralized Banking	Payment Gateways	Document Security	SWIFT	Mistakes made by people
S-9 SLO-1	Implementation of Centralized Banking	UPI, BHIM, Paytm, Phone pay, Google Pay	Document Retrieval	Forex Management	Redressal Mechanism

Learning Resources	<ol style="list-style-type: none"> Electronic Banking and Information Technology – IIB Naidu C.A.S, Information Technology in Indian Commercial Banks NIBM Pune Revell J.R.S., Technology and Banks NIBM Pune Sanden & Donald H Computers Today, McGraw Hill Tanenbaum & Andrew S., Computer Networks, Prentice Hall Publication Kaplan SS & Choubey NS., E-Indian Banking in Electronic Era, Sarup & Sons, New Delhi. Vasudeva, E-Banking, Common Wealth Publishers, New Delhi Turban Rainer Potter, Information Technology, John Wiley & Sons Inc. Banking Technology – Indian Institute of Bankers Publication,2010.
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA-4 (10%) *	
		Theory	Theory	Theory	Theory	
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	40%	40%	40%	40%	40%
	Analyze					
Level 3	Evaluate	20%	20%	20%	30%	30%
	Create					
Total		100%	100%	100%	100%	-
* Assignments includes Seminars, Market Surveys, Case Study						

Course Designers			
Experts from Industry		Experts from Higher Technical Institutions	Internal Experts
Mr. Varun Jain, Managing Director & CEO, Miles Education		1. Dr. E. Viswanathan, Head, Department of Commerce, D.B. Jain College viswanathanek@gmail.com	Ms. Subashree. S
Capt. T. S. Ramanujam, Chief Executive Officer	Logistics Skill Council	2. Dr.V.Muthu Kumar, Assistant Professor, Department of Commerce, Madras Christian College	Mrs. E. Maria Jency

Course Code	UCM20S03T	Course Name	COMPANY LAW	Course Category	S	Skill Enhancement Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses			Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards		Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To understand the fundamental concepts of company law					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To know the fundamental concepts of memorandum of association					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of Law	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Use of Investment paths	Problem Solving Skills	Communication Skills	Analytical Skills	Limits of legal analysis	Company Behavior towards law	Life Long Learning
CLR-3 :	To familiarize about share capital, prospectus and meeting																						
CLR-4 :	To investigate about directors																						
CLR-5 :	To explore the various types of meeting and winding-up																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				3	95	90	H	M	L	M	L	M	L	L	L	L	M	H	L	M	M
CLO-1 :	Know fundamental concepts of company law					3	95	95	H	M	H	M	L	H	L	M	L	L	M	H	L	H	H
CLO-2 :	Theoretical and fundamental concepts of memorandum of association					3	90	90	H	M	M	H	L	L	L	L	L	L	M	H	L	M	M
CLO-3 :	Knowledge about share capital, prospectus and meeting					3	85	80	H	M	M	H	L	L	L	L	L	L	M	H	L	M	M
CLO-4 :	Assess company directors					3	80	75	H	H	M	M	L	H	L	M	L	H	M	H	M	H	H
CLO-5 :	Meetings and Dissolution of companv																						

Duration (hour)	6	6	6	6	6
S-1 SLO-1	Definition & Characteristics of company	Memorandum of association	Prospectus	Director – Meaning	Meeting Meaning
S-2 SLO-1	Advantages of company	Alterations of association	Contents of Prospectus	Position of Director	Requisites of Meeting
S-3 SLO-1	Disadvantages of company	Articles of association	Share capital	Appointment of Director	Kinds of Meeting
S-4 SLO-1	Formation of company.	Provisions-Contents-Limitations	Equity Shares	Removal of Director	Meaning of Winding Up
S-5 SLO-1	Incorporation of company	Doctrine of constructive notice	Preference Shares	Rights & Duties of Director	Types of Winding Up
S-6 SLO-1	Types of company	Doctrine of ultra vires	Classes of Shares	Rights & Duties of Director	Role of Liquidator

Learning Resources	<ol style="list-style-type: none"> 1. Avtar Singh (2008), Company Law, Mohan law House, New Delhi. 2. Bangia R.K, (2007), Company Law, Mohan Law House, New Delhi. 3. Saravanavel (2004), Company Law, Himalaya Publication, New Delhi. 4. Gonga.PPS, (2010) Company Law, S. Chand, New Delhi. 5. Kapoor, N.D. (2012) Company law Sultan Chand, New Delhi
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA (10%) *	
		Theory	Theory	Theory	Theory	
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	30%	30%	30%	40%	40%
	Analyze					
Level 3	Evaluate	30%	30%	30%	30%	30%
	Create					
Total		100%	100%	100%	100%	-

* Assignments includes Seminars, Market Surveys, Case Study

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Prof. Dr. K. N. Ramasamy, Managing Director, RR Academy (P) Ltd.	1. Dr. P. Murugan, HoD, R.K. Govt Arts College	Dr. G. Venkatesh
Mr. Ravishankar K Founder & Faculty - CIMA, ACCA&CMA SSB Global Academy	2. Dr.M.Ravichandran, Director, IDE, University of Madras, Chennai	Ms. A. Fathima Banu

Course Code	UCM20S04T	Course Name	RETAIL MARKETING	Course Category	S	Skill Enhancement Course	L	T	C
							2	0	2

Pre-requisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses			Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To understand the basic concepts of retailing				Level of Thinking (Bloom)	1	2	3	Basic Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To appreciate the various types of retail formats commonly observed in the marketplace																								
CLR-3 :	To comprehend the important decisions made by the retailer to run the business successfully																								
CLR-4 :	To grasp the tenets related to retail promotion																								
CLR-5 :	To recognize the factors that have a lasting impact on the retail consumer																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Expected Proficiency (%)	80	70	Expected Attainment (%)	Application of Concepts	L	H	L	H	H	L	M	H	L	L	M	H	L	H	H	
CLO-1 :	Realize the significance of retailing																								
CLO-2 :	Distinguish between organized and unorganized retailing																								
CLO-3 :	Ascertain the importance of retail location, supply chain, merchandising and pricing																								
CLO-4 :	Understand the retail store promotion																								
CLO-5 :	Know the retail consumer			85	75	M	H	L	M	H	M	M	H	M	L	M	H	L	H	H					
				75	70	M	H	M	H	H	H	M	H	M	L	M	H	L	H	H					
				80	80	M	H	M	H	H	H	M	H	M	L	M	H	L	H	H					
				75	75	H	H	M	H	H	H	M	H	M	L	M	H	L	H	H					

Duration (hour)	6	6	6	6	6
S-1 SLO-1	Definition of retailing Characteristics of retailing	Organized and Unorganized retail formats	Retail location	Role of store manager	Retail consumer
S-2 SLO-1	Social and economic significance of retailing	Channels of Distribution	Importance-Types-Levels-Site location analysis	Retail Store Atmospherics	Understanding the retail consumer behaviour
S-3 SLO-1	Retail trends in India	Emerging trends in retail formats	Retail supply chain management	Retail Advertising	Shopper profile analysis
S-4 SLO-1	Global scenario Role of IT in retailing	Electronic Retailing	Challenges in developing effective supply chain	Retail Promotions	Consumer's image of retail stores
S-5 SLO-1	Government policy towards retailing	Factors influencing the growth of electronic retail	Pricing objectives	Personal Selling	Consumer behaviour in online retail
S-6 SLO-1	FDI in retailing	Advantages, disadvantages and Future of electronic retail	Pricing strategies	Publicity	Retail Analytics

Learning Resources	1. Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava, Retail Management, 3 rd Edition, Oxford University Press; Third edition, 2016. 2. Levy, M., & Weitz, B. A. and Ajay Pandit, Retailing management, McGraw Hill Education, 8 th edition, 2017. 3. Swapna, Pradhan, Retailing Management (Text and Cases), McGraw Hill Education 5 th edition, 2017.	4. Barry Berman, Joel R Evans, Patrali Chatterjee and Ritu Srivastava, Retail Management-A Strategic Approach, Pearson Education, 13 th edition, 2017 5. Sudarshan Seshanna and Raghu Prasad, Retail Management, McGraw Hill Education, 1 st edition, 2017 6. P.K. Madhavan, Introduction to Retailing, Vijay Nicole Publication, Chennai
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA (10%) *	
		Theory	Theory	Theory	Theory	Theory
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	30%	30%	30%	40%	40%
	Analyze					
Level 3	Evaluate	30%	30%	30%	30%	30%
	Create					
	Total	100%	100%	100%	100%	-
* Assignments includes Seminars, Market Surveys, Case Study						

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Saravana Kumar, Consultant - Regional Manager – South, IKYA	1. Dr. P. Murugan, HoD, R.K. Govt Arts College	Dr. J. Ramya
Mr. Syed Mubasheer Ali ,DFMA Consultant,D-ESPA	2. Dr.A.V.S.Raamkumar, Assistant Professor,RMK Vivekananda College, Mylapore, Chennai	Ms. Muthukalyani T

Course Code	UJK20201L	Course Name	Communication Skills	Course Category	JK	Life Skill Course	L	T	P	C
							0	0	4	2

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

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

CLR-1 :	To make the students learn the native speakers' accent.
CLR-2 :	To educate them about word stress of English
CLR-3 :	The enable them to participate in group discussion and debates
CLR-4 :	To improve their participation and participation skills
CLR-5 :	To improve the listening and speaking abilities in English
CLR-6 :	LSRW skills all together is developed in every student

Learning

1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	75	60
2	80	70
2	70	65
2	70	70
2	80	70
2	75	70

Program Learning Outcomes (PLO)

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

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

CLO-1 :	Understand the native speakers' exact pronunciation	2	75	60
CLO-2 :	Master the sound systems of English	2	80	70
CLO-3 :	Have a better Word stress, Rhythm and Intonation	2	70	65
CLO-4 :	Develop Neutral Accent	2	70	70
CLO-5 :	Participate in any conversation with any native speaker	2	80	70
CLO-6 :	Clear any standardized tests conducted to measure the English language ability like IELTS and TOEFL	2	75	70

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Introduction to Digital language lab - helps in the listening skills by providing an interactive environment to the students	Learners are enabled to record their speech and listen to it in order to correct their lacuna	Reading software is used to facilitate reading exercises for the students	To enable the students to familiarize with word processor blogging
	SLO- 2	The students will be able to converse fluently	One will know himself where he/ she has gone wrong	Flow in reading will be improved	online publishing. Will be learnt by the students
S-2	SLO-1	Students are exposed to functional language	Fluency and Pronunciation to be evaluated	The usage of phonetics will be mandated.	Enable the students in learning situational language
	SLO- 2	This exposure will help them pick up fluency	Their standard will measured	reading will be done in the class	Create imaginary situations and students are allowed to engage in conversations
S-3 – S-4	SLO-1	Lab 1 In the wall of Pink Floyed to be played for the students	Lab 4 Students are given a situation, they need to write a respond for it by writing a	Lab 7 Introduction to the conversation of a native speaker/	Lab 10 learners are asked to describe some visual information(
					Lab 13students will listen to a passage and they need to give a

			letter requesting information or explaining the situation	interview of a native speaker	table/charts/nature) in their own word	suitable title
	SLO- 2	The students will be able to understand the isolation of a wall. It helps them to enhance their pronunciation	This will lead to understand the English letter conventions	Learners will prove the fluency by listening	They need to have a well organized thought of it using language accurately in a academic style.	Assessment on their language competency and vocabulary
S-5	SLO-1	They get familiarized with pronunciation styles	Learners to record and repeat new words again and again	New words are to be referred in the reading passages and checked with the help of dictionaries	Familiarize the students with e-journals , e-guidance, e-magazines, e-Books, e-Library	Listening topics in the IELTS listening test and TOFEL will be provided
	SLO- 2	American and British styles are differentiated	Until right pronunciation is acquired is not allowed to go to the Next session	Those new words are to be used in different contexts and sentences	Help students to access them as much as possible	Assessment on their listening capacity is to be provided
S-6	SLO-1	Listening to news bulletins and songs will be able to help them to understand use of vocabulary	Learners can speak English and compare the notes and exchange ideas	Comprehensive skills are enhanced and checked the level	Enable the students to versatile writing	Reading topics in the IELTS reading test and TOFEL will be provided to assess the students.
	SLO- 2	Will be able to imitate the exact accent and pronunciation	From the exchanged ideas comprehensive questions will be asked by the other students	The levels are informed to the students and a clue is explained	Difference in writing and reading is explained	Assessment on their capacity is explained
S-7 – S-8	SLO-1	Lab 2 TedX will be played for the student	Lab 5 introduction to semi-formal/ neutral discursive essay will be taught.	Lab 8 television news will be broadcasted to them	Lab 11 learners are given with a set of images where they need to write a story from it	Lab 14 students will listen to the great monologues of the time
	SLO- 2	It will help them to improve their fluency	It will teach them to write coherently and cohesively.	It will help them to understand the usage of words and the fluency of speaker	It helps them to keen on observation as well as to know their creativity.	They will learn the importance of pronunciation, stress and pause in a speech
S-9	SLO-1	To enable to listen to authentic sounds of the target language	Give different topics to debate to enable them talk fluently	The right pronunciation is checked with an access to articles fiction verses and speeches	Focus on writing is done	writing topics in the IELTS writing test and TOFEL will be provided to assess the students.
	SLO- 2	To enable them imitate the different sounds and accents and make them repeat it	To check the pace of their speech	Minute details and differences are marked and rectified	Conversational skills are enhanced	Writing skills are assessed and tested
S-10	SLO-1	To enable to practice different accents focusing on intonation and voice modulation	Dialogue delivery be checked by asking them to prepare for their own e- learning materials	Read and repeat passages	Help in professional writing	Model IELTS and TOFEL test will be conducted for the students
	SLO- 2	The differences between intonation stress and modulations are explained	Make the students speak and record	Check the ability to repeat the exact pronunciation	Check and assess their writings	Assessment will be provided to the learners
S 11 -	SLO-1	Lab 3 After listening to TedX, students need to jot down set of	Lab 6 learners will be taught to write a review for a film after watching	Lab 9 conversation between two people in every day context will be	Lab 12 students will listen to the writers note on publishing a novel/	Lab 15 they will listen to grammar usage in the form of visual image

S 12		question.		played for the students	short story	and song
	SLO- 2	This will help them to identify the key information in listening text.	Leamer will need to think for the apt word. Through this language competency will be evaluated	It Will help them to understand the target language	It will helps them to enhance their creativity also the language compétence	They will the foreign language easily and it enhances their competency of it

Learning Resources	Theory: 1. Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020 2. English Grammar in Use by Raymond Murphy 3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007 4. R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3 rd Edition, 2016 5. http://www.aptitudetests.org/verbal-reasoning-test 6. https://www.assessmentday.co.uk/aptitudetests_verbal.htm
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Learning Assessment									
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)							
		CLA – 1 (20%)		CLA – 2 (20%)		CLA – 3 (30%)		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%
	Understand	-	30%	-	30%	-	30%	-	30%
Level 2	Apply	-	30%	-	30%	-	30%	-	30%
	Analyze	-	30%	-	30%	-	30%	-	30%
Level 3	Evaluate	-	40%	-	40%	-	40%	-	40%
	Create	-	40%	-	40%	-	40%	-	40%
	Total	100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai	1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST

Course Code	UCD20S02L	Course Name	Quantitative Aptitude and Reasoning	Course Category	S	Skill Enhancement Course	L	T	P	C
							0	0	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Development Centre	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Demonstrate various principles involved in solving mathematical concepts	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Develop interest and awareness in students regarding profit/ loss, interest calculations and average																		
CLR-3 :	Critically evaluate basic mathematical concepts related to mixtures and alligations, permutation and combination, time and work																		
CLR-4 :	Provide students with skills necessary to generate and interpret data and concepts related to time, speed and distance and blood relation.																		
CLR-5 :	Enable students to understand reasoning skills																		
CLR-6 :	Create awareness in students regarding the various concepts in quantitative aptitude and reasoning skills and also its importance in various competitive exams																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)															
CLO-1 :	Understand, analyze and solve questions based on numbers, logarithms.	3	80	70	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-2 :	Create, solve, interpret and apply basic mathematical models which are applicable in our day to day life	3	80	75	H	H	M	H	L	M	-	H	-	H	-	H	M	-	H
CLO-3 :	Understand the concepts of mixtures and alligations, permutation and combinations, probability, time and work and to approach questions in a simpler and innovative method	3	85	70	M	H	M	H	-	M	-	H	-	H	-	H	M	-	H
CLO-4 :	Understand the concept in time ,speed and distance	3	85	80	M	H	M	H	-	M	-	H	-	H	-	H	M	-	H
CLO-5 :	Ability to solve the problems on reasoning	3	85	75	M	H	M	H	-	M	-	H	-	H	-	H	M	-	H
CLO-6 :	Able to face different competitive exams	3	80	70	M	H	M	H	-	M	-	H	-	M	-	H	M	-	H

Duration (hour)	6	6	6	6	6
S-1	SLO-1 Classification of numbers	Profit and Loss-Introduction	Mixtures and Alligations-Introduction	Time, Speed and Distance-Problems on Trains	Direction Sense-Introduction
	SLO-2 Test of divisibility	Profit and Loss- Basic Problems	Mixtures and Alligations-Problems	Time, Speed and Distance-Boats & Streams	Direction Sense-Problems
S-2	SLO-1 Unit digit	Statistics-Introduction	Permutation –Introduction& Basics	Data Interpretation – Bar chart	Number Series
	SLO-2 Tailed zeroes	Statistics-Mean, Median, Mode	Combination-Introduction& Basics	Data Interpretation – Pie chart	Word Series
S-3	SLO-1 HCF, LCM	Simple Interest-Introduction,Formulas &Problems	Probability-Introduction &Basics	Data Interpretation – Table	Seating Arrangements - Linear

	SLO-2	HCF, LCM - Solving problems	Compound Interest-Introduction, Formulas & Problems	Probability-Problems	Data Interpretation – Line graph	Seating Arrangements - Circular
S-4	SLO-1	Logarithm –Introduction of log rules	Word problems on Line equations-Introduction	Time and work-Introduction	Data sufficiency-Introduction and Basics	Puzzles-Concepts
	SLO-2	Logarithm –Applications of log rules	Word problems on Line equations-Basic problems	Time and work-Men and Work	Data sufficiency-Problems	Puzzles-Problems
S-5	SLO-1	Percentage -Introduction	Averages-Introduction & Basics	Time and work-Pipes & Cisterns(Introduction)	Blood relation-Introduction	Clocks-Concepts Discussion
	SLO-2	Percentage- Basic problems	Averages-Tricky Problems	Time and work-Pipes & Cisterns(Problems)	Blood relation-Problems	Clocks-Problems
S-6	SLO-1	Percentage-Increasing & Decreasing functions	Ratio and Proportions-Introduction	Time, Speed and Distance-Introduction	Coding – Decoding-Introduction	Calendars-Introduction of basic concept
	SLOen gl-2	Percentage- Miscellaneous problems	Ratio and Proportions-Basics & problems	Time, Speed and Distance-Basic problems	Coding – Decoding-Different types	Calendars-Problems

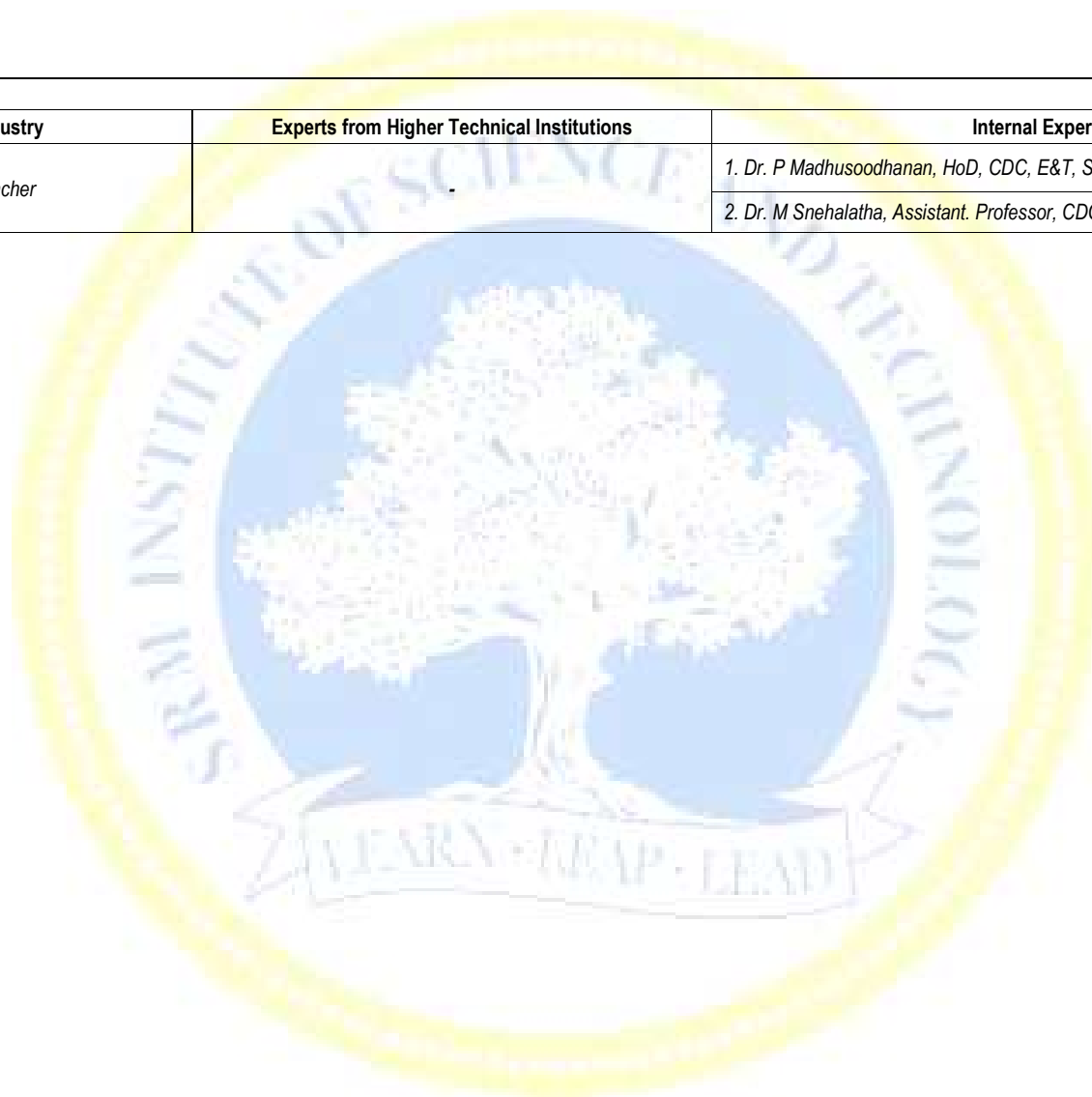
Learning Resources	1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5 th Edition	4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 6 th Edition
	2. Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition	5. Dinesh Khattar, The Pearson Guide to Quantitative Aptitude for competitive examinations, Pearson, 3 rd Edition
	3. Archana Ram, PlaceMentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018	6. P A Anand, Quantitative Aptitude for competitive examinations, Wiley publications, e book, 2019

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

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Ajay Zener, Director, Career Launcher	-	1. Dr. P Madhusoodhanan, HoD, CDC, E&T, SRMIST
		2. Dr. M Snehalatha, Assistant. Professor, CDC, E&T, SRMIST



SEMESTER - III

Course Code	UCM20301J	Course Name	COST ACCOUNTING	Course Category	C	Professional Core Course	L	T	P	C
							4	0	3	6

Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards		Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To understand the basic concepts of cost accounting					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To study the various concepts and techniques of inventory control					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of cost accounting tools	Ability to Utilize Knowledge	Skills in costing	Analyze, Interpret Data	Use of cost accounting Practices	Problem Solving Skills	Communication Skills	Analytical Skills	Limitations of Cost Accounting	Decision Making Skills	Life Long Learning	
CLR-3 :	To familiarize with the accounting and control of labour cost																							
CLR-4 :	To understand the methods of absorption of overhead																							
CLR-5 :	To know the various methods and techniques of contract costing and process costing																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of cost accounting tools	Ability to Utilize Knowledge	Skills in costing	Analyze, Interpret Data	Use of cost accounting Practices	Problem Solving Skills	Communication Skills	Analytical Skills	Limitations of Cost Accounting	Decision Making Skills	Life Long Learning	
CLO-1 :	Apply the basic concepts of cost accounting					3	95	95	H	M	H	H	H	H	H	H	H	L	H	M	L	H	H	
CLO-2 :	Efficient implication of concepts and techniques of inventory control					3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H	
CLO-3 :	Make a decision about the accounting and control of labour cost					3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H	
CLO-4 :	Ascertain the methods of absorption of overheads					3	95	90	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H	
CLO-5 :	Apply the methods and techniques of contract costing and process costing					3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H	

Duration (Hour)	21	21	21	21	21
S-1	SLO-1	Meaning of Cost accounting	Material control – Meaning, Concepts and Objectives	Computation and control labour	Meaning and definition of overheads
S-2	SLO-1	Objectives of cost accounting	Essentials of material control	Personnel department	Importance of overhead cost
S-3	SLO-1	Scope of cost accounting	Advantages of material control	Labour turnover	Classification of overhead cost
S-4	SLO-1	Advantages of cost accounting	Techniques of material control	Engineering and work study department	Codification of overheads
S-5	SLO-1	Limitations of cost accounting	Purchase department and its objectives	Work study	Procedure for linking manufacturing overhead to cost units
S-6	SLO-1	Cost accounting vs Financial accounting	Advantages of centralized purchasing	Job analysis	Departmentalization of overheads
S-7	SLO-1	Cost concepts	Qualifications and duties of purchase manager	Merit rating	Allocation of overheads
S-8	SLO-1	Classification of cost	Levels of stock	Accounting and control of labour cost	Apportionment of overhead costs
S-9	SLO-1	Classification of cost (continuation)	Economic Order Quantity	Time keeping department	Primary distribution of overheads
S-10	SLO-1	Essentials of good costing system	Store keeping and stock / inventory control	Time booking	Secondary distribution of overheads
S-11	SLO-1	Installation of costing system	Duties and responsibilities of store keeper	Treatment of idle time	Absorption of overheads
S-12	SLO-1	Preparation of Cost Sheet	Location and layout of stores	Treatment of over time	Methods of absorption of overheads

S-13	SLO-1	Elements of cost	Centralized and decentralized stores	Treatment of fringe benefits	Machine hour rate method	process costing
S-14	SLO-1	Purpose of cost sheet	Classification and codification of materials	Payroll and Cost accounting department	Over and under absorption of overheads	Costing procedure
S-15	SLO-1	Cost sheet and production account	Methods of pricing of materials issues	Remuneration - Time rate system	Administration, Selling and distribution overheads	Important aspects of process costing
S-16	SLO-1	Specimen of cost sheet	FIFO	Piece rate system	Research and development expenses	Process gains and losses
S-17	SLO-1	Treatment of stock	LIFO	Straight piece rate system	Meaning and definition of service costing	Inter process profits
S-18	SLO-1	Stocks of raw materials and finished goods	Simple Average	Differential piece rates	Operating costing in some service industries	Work in progress
S-19	SLO-1	Specimen of cost sheet with inventories	Weighted Average	Incentive schemes - Halsey premium plan	Transport costing - Procedure	Equivalent production
S-20	SLO-1	Tenders	Material cost reports	Rowan bonus plan	Advantages of operating costing in transport organizations	Joint products costing
S-21	SLO-1	Quotations	Material losses	Group bonus systems	Classification of costs	By-products costing
						Further processing decision

Learning Resources	1. T.S. Reddy & Y. Hari Prasad Reddy – Cost Accounting, Margham Publications, Chennai. 2. S.P. Jain and Narang – Cost Accounting, Kalyani Publishers, New Delhi. 3. Dr. P. Suresh – Cost Accounting, Vidya Publications, Chennai
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. Sudha, Assistant Professor, (Former Head, Ethiraj College) Department of Commerce, A.M. Jain College	Dr. P. Suresh
Mr. S. Bhargava, Deputy General Manager – Costing, Apollo Hospitals	2. Dr.M.Ravichandran, Director, IDE, University of Madras, Chennai	Dr. R. Angayarkanni

Course Code	UCM20302J	Course Name	INCOME TAX LAW AND PRACTICE	Course Category	C	Professional Core Course	L	T	P	C
							4	0	3	6

Pre-requisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses			Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To understand the basic concepts of taxation law				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :	To know the process and computation of income																								
CLR-3 :	To understand how to compute income from house property																								
CLR-4 :	To know about income from business																								
CLR-5 :	To learn the concepts related to the capital gain																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of marginal analysis	Ability to Utilize knowledge	Skills in Modeling	Analyze, Interpret Data	Use of benefit/cost analysis	Problem Solving Skills	Communication Skills	Analytical Skills	Limits of economic analysis	Business Behavior	Life Long Learning			
CLO-1 :	Know the various concepts in tax				3	80	70	H	H	M	H	L	L	M	M	L	L	M	M	L	H	H			
CLO-2 :	Ascertaining the taxable income				3	85	75	M	H	M	M	L	M	M	M	M	L	M	M	L	H	H			
CLO-3 :	Understand about house property				3	75	70	H	H	M	H	L	H	M	M	M	L	M	L	L	H	H			
CLO-4 :	Ascertain income from business				3	85	80	M	H	M	H	L	H	M	M	M	L	M	L	L	H	H			
CLO-5 :	Make a decision on the capital gains				3	85	75	H	H	M	H	L	H	M	L	M	L	M	M	L	H	H			

Duration (Hour)	21	21	21	21	21
S-1 SLO-1	Introduction of Income tax	Introduction of salary income	Introduction of House property	Introduction of Business income	Introduction Capital gain
S-2 SLO-1	Canon of taxation	Features of salary income	Ownership of House property	Admissible / Inadmissible expenses	Types of Capital gain
S-3 SLO-1	Assessment & Previous year	Provision of allowance	Deemed ownership	Admissible / Inadmissible income	Transfer of capital assets
S-4 SLO-1	Undisclosed source of income	Discuss of fully and partly taxable allowance	Property income exempt from tax	Provision relating to depreciation	Certain transaction not included as transfer
S-5 SLO-1	An Assesse	Problems related to partly taxable allowance	Property used for own business/ profession	General deductions	Concept of short-term capital gain
S-6 SLO-1	Define Person	Problems related to partly taxable allowance	Definition of Annual value	Computation of income from Business	Computation of short-term capital gain
S-7 SLO-1	Scope of total income	Discuss fully exempted allowance	Concept of Gross Annual value	Computation of income from Business	Concept of long-term capital gain
S-8 SLO-1	Concept of Residential Status	Concept of perquisites	Computation of Gross Annual value	Computation of income from Business	Computation of long-term capital gain
S-9 SLO-1	Primary and Additional conditions for Residential status	Discuss of partly taxable perks	Computation of Gross Annual value	Computation of income from Business	Exempted capital gains
S-10 SLO-1	Problems related to Residential Status	Problems related to partly taxable perks	Municipal / Local tax	Computation of income from Business	Computation of taxable capital gain
S-11 SLO-1	Problems related to Residential Status	Problems related to partly taxable perks	Computation of Net Annual value	Computation of income from Business	Computation of taxable capital gain
S-12 SLO-1	Problems related to Residential Status	Concept of provident fund	Computation of Net Annual value	Computation of income from Business	Computation of taxable capital gain under different circumstances

S-13	SLO-1	Problems related to Residential Status	Discuss on Gratuity	Deduction u/s 24	Introduction and provision of Profession Income	Computation of taxable capital gain under different circumstances
S-14	SLO-1	Concept of Incidence of tax	Problems related to Gratuity	Computation of Income from House property	Computation of income from Profession	Introduction of Income from Other sources
S-15	SLO-1	Problems related to Incidence of tax	Discuss on Pension	Computation of Income from House property	Computation of income from Profession	Specific and General incomes
S-16	SLO-1	Problems related to Incidence of tax	Problems related to Pension	Computation of Income from House property	Computation of income from Profession	Concept of Income from Other sources
S-17	SLO-1	Problems related to Incidence of tax	Problems on Leave encashment	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources
S-18	SLO-1	Problems related to Incidence of tax	Deductions u/s 16	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources
S-19	SLO-1	Agricultural income	Computation of Income from Salary	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources
S-20	SLO-1	Incomes exempt from tax u/s 10	Computation of Income from Salary	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources
S-21	SLO-1	Incomes exempt from tax u/s 10	Computation of Income from Salary	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources

Learning Resources	1) T.S. Reddy and A. Murthy, <i>Income Tax</i> , Margham Publications 2019, Chennai 2) Dr. M. Jeevarathinam and Dr. C. Vijay Vishnu Kumar, <i>Income Tax Law and Practice - 9th edition</i> Scitech Publications (India) Pvt. Ltd. 2019, Chennai 3) Murthy, <i>Income Tax Law and Practice</i> , Vijay Nicole Publication, 2019, Chennai 4) V.P. Guar and D.B. Narang, <i>Practical Income Tax</i> , Kalyani Publishers, 2019, New Delhi.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100%		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. A.V.S. Ramkumar, Assistant Professor, Department of Commerce, RMK Vivekananda College avsraamkumar@gmail.com	Dr. Vijay Vishnu Kumar. C
Prof. Dr. K. N. Ramasamy, Managing Director, RR Academy (P) Ltd.	2. Dr.V.Muthukumar, Assistant Professor, Department of Commerce, Madras Christian College	Dr. Jeevarathinam M

Course Code	UMS20301T	Course Name	STATISTICS FOR BUSINESS			Course Category	C	Professional Core Course										L	T	P	C
																		4	0	0	4
Pre-requisite Courses		Nil	Co-requisite Courses			Nil			Progressive Courses		Nil										
Course Offering Department		Statistics			Data Book / Codes/Standards			Graph Paper													
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)											
CLR-1 : To learn and understand fundamental concepts of statistics							1 2 3			1 2 3 4 5 6 7 8 9 10 11 12 13 14 15											
CLR-2 : Get understanding on the different methods of statistical techniques							Level of Thinking (Bloom)			Scientific Knowledge											
CLR-3 : Employ appropriate methods towards the various situations							Expected Proficiency (%)			Problem Analysis											
CLR-4 : To apply statistical techniques to various business applications							Expected Attainment (%)			Design & Development											
CLR-5 : To enable the use of statistical, graphical and algebraic techniques wherever relevant.										Analysis, Design, Research											
CLR-6 : To have a proper understanding of Statistical applications in Economics and Management.										Modern Tool Usage											
										Society & Culture											
										Environment & Sustainability											
										Ethics											
										Individual & Team Work											
										Communication											
										Project Mgt. & Finance											
										Life Long Learning											
										PSO - 1											
										PSO - 2											
										PSO - 3											
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1 : To recognize the importance and value of statistical thinking and approach to problem solving							3 80 70			H H M H M - - - M H H H H - - -											
CLO-2 : To understand the basic notions of statistics							3 85 75			H H H H H - - - H H H H - - -											
CLO-3 : To employ the appropriate techniques to conduct statistical enquiry, classifying and tabulating the data in meaning full manner							3 75 70			H H H H L - - - H H H H - - -											
CLO-4 : To have a skill in interpretation and analysing the data by graphical and different measures							3 85 80			H H H H L - - - H H H H - - -											
CLO-5 : To calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases							3 85 75			H H H H L - - - H H H H - - -											
CLO-6 : To apply discrete and continuous probability distributions to various business problems							3 80 70			H H H H L - - - H H H H - - -											

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction of Statistics, Definitions Background of statistics, Origin and growth of statistics	Introduction of Statistical enquiries	Introduction of central tendency, good measure of central tendency	Measures of Dispersion-Definition- Methods of Dispersion	Concept of univariate and bivariate distribution
	SLO-2	Characteristics of statistics, Nature and scope of statistics	Stages of statistical enquiries	Definitions of central tendency, functions of Averages	Range- definitions-merits and demerits-problems	Correlation Analysis: Correlation - Definition and uses
S-2	SLO-1	Application, Functions of statistics, Limitations of statistics	Planning and design of statistical enquiry	Characteristics and types of averages	Quartile deviations- definitions- merits and demerits	Types of correlation
	SLO-2	Simplifies complexity, presents facts and facilitates comparison, Statistics helps in formulating and testing hypothesis	Objects and scope of enquiry	Arithmetic mean -definitions-merits and demerits	Quartile deviations –problems-raw data	Methods of studying correlation – Graphical and mathematical methods
S-3	SLO-1	Statistics deals with aggregates and quantitative data	Sources and method of data collection	Arithmetic mean, simple average – direct method	Quartile deviations- Discrete data- problems	Scattering diagram
	SLO-2	Statistics may mislead to mis used , Distrusts of statistics	Standard of accuracy in enquiry	Arithmetic mean, simple average – shortcut method-raw data	Quartile deviations- Continuous data- problems	Methods for Finding Correlation Coefficient
S 4	SLO-1	Statistics are true on averages and does not reveal the entire story	Various steps for executing the survey	Arithmetic mean, Problems on raw data	Mean deviations- definitions-merits and demerits	Properties of correlation coefficient
	SLO-2	Errors occurred during collections,	Setting of administrative team, selection	Arithmetic mean -problems-discrete	Mean deviations –problems-raw data	Karl Pearson's Correlation Co-efficient

		manipulation and interpretations, Fallacies of statistics, Criticism of statistics	and training of field investigators	method-direct method		
S-5	SLO-1	Classification of data- Types of classification of data	Various sampling designs	Arithmetic mean -problems-discrete method-Shortcut method	Mean deviations- Discrete data-problems	Karl Pearson's Correlation Co-efficient-deviation method-problems
	SLO-2	Class intervals- cumulative frequency distribution-univariate and bivariate distribution	Census and sample methods	Arithmetic mean -problems-discrete method-Shortcut method-Problems	Mean deviations- Continuous data-problems	Karl Pearson's Correlation Co-efficient-deviation method-from an assumed mean -problems
S-6	SLO-1	Tabulation – Definition of tabulation, Parts-	Methods of sampling –Random and non random sampling	Arithmetic mean -problems-continuous data	Standard deviations- definitions-merits and demerits	Karl Pearson's Correlation Co-efficient-deviation method-from an actual mean -problems
	SLO-2	Types of tables, Difference between classification and Tabulation	Random sampling- unrestricted and restricted sampling	Arithmetic mean -problems-continuous data-Direct method	Standard deviations –problems-raw data	Spearman's Rank Correlation Coefficient-definition-simple problems
S-7	SLO-1	Diagrammatic presentation-definition of diagrams	Restricted stratified, systematic, cluster sampling	Arithmetic mean -problems-continuous data-shortcut methods	Standard deviations- Discrete data-problems	Spearman's Rank Correlation Co-efficient –when ranks are not given
	SLO-2	Types of diagrams-one ,two, three dimension diagram	Simple Random sampling, Judgement sampling, quota sampling, convenience sampling	Problems on Arithmetic mean - problems- continuous data-	Standard deviations- Continuous data- problems	Spearman's Rank Correlation Co-efficient with repeated Ranks – problem
S-8	SLO-1	Advantages and limitations of a diagram	Primary data, Direct personal observation, indirect oral interview	Median-definitions-merits and demerits,	Graphical representation of dispersion-Lorenz curve	Problems on finding the best pair of judgements
	SLO-2	Rules for making a Diagram	Information through agencies, mailed questionnaires and schedules	Median-Raw data-problems	Measures of Skewness- definitions-Methods of skewness	Regression Analysis: Regression - Regression Coefficients
S-9	SLO-1	Bar diagram- simple bar diagram-problem	Merits and demerits of oral interview , personal observations, information through Agencies	- Median-Raw data-problems	Test of skewness-objective of skewness	Definition and Uses
	SLO-2	Sub divided bar diagram	Mailed questionnaires , schedules sent through enumerators	Median -problems-discrete data	Absolute and Relative measure of skewness	Types of Regression Equations
S-10	SLO-1	Component bar diagram -problems,	Sources of secondary data	Median -problems-discrete data	Karl pearson's method of co efficient of skewness , definition and formula	Regression Equation of X on Y and Regression Equation of Y on X
	SLO-2	Percentage bar diagram-Problem	Published sources –international , Central and state Governments official, semi official publications	Median -problems- continuous data	Karl pearson's method of co efficient of skewness-based on mean, mode standard deviation - problems	Simple Problems
S-11	SLO-1	Pie diagram-Problem	Reports of various committees, journals and newspapers	Median -problems- continuous data	Karl pearson's method of co efficient of skewness-based on median-problems	Relationship between Correlation and Regression Coefficients
	SLO-2	Histogram-Frequency polygon	Unpublished sources - Precautions in the use of secondary data	Mode-definitions-merits and demerits, raw , discrete data Problems	Bowleys of co efficient of skewness, definition and formula	Relationship between Correlation and Regression Coefficients-problems
S--12	SLO-1	Cumulative frequency curve (ogive)	The suitability, adequacy and reliability of data	Mode -problems- Discrete data	Bowleys of co efficient of skewness-based on quartiles	Problems on the Relationship between the Coefficients
	SLO-2	Cumulative frequency curve Less than and more than(ogive)	Framing a questionnaire- important aspects for framing questionnaire	Mode -problems- Continuous data	Concepts of Kutosis-Definitions-moments	Finding the corrected Correlation Coefficient values by correcting the wrongly entered inputs

Learning Resources/Reference Book	1. Gupta S.P (2012), Statistical Methods, 4 th Edition, Sultan Chand & Sons, New Delhi 2. R.S.N. Pillai and Bagavathi, Statistics, Chand. S and company Pvt. Ltd, New Delhi
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	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	30%	-	30%	-	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers	
Experts from Academic	Internal Experts
Dr. M.A. Baskar, Professor & Head, Dept. Of Mathematics, Loyola college, Chennai	Dr. A. Venmani, Ass. Prof., FSH, SRM IST
Dr. P. Dhanvanthan, Professor & Head, Dept. Of Statistics, Pondicherry University	

Course Code	UCM20D01J	Course Name	MARKETING MANAGEMENT	Course Category	E	Discipline Specific Elective Course	L	T	P	C
							4	0	4	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Commerce	Data Book / Codes / Standards	Nil		
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning	Program Learning Outcomes (PLO)
CLR-1 : To inculcate various marketing concepts and factors controlling the market				1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 : To gain knowledge on purchasing behaviours of individuals and institutions					
CLR-3 : To focus on types of products, pricing strategies and ways of promotion					
CLR-4 : To gain awareness on channel design					
CLR-5 : To understand on recent development in marketing					
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:			Level of Thinking (Bloom)	
CLO-1 : To understand basic marketing concepts and marketing environmental factors				Expected Proficiency (%)	
CLO-2 : To analyze the buying behaviour patterns and factors affecting competition				Expected Attainment (%)	
CLO-3 : To understand product development and complexities of various pricing strategies					
CLO-4 : To familiarize with various distribution channels and promotion mix strategies					
CLO-5 : To have awareness on developing marketing trends					

Duration (hour)	24	24	24	24	24
S-1 SLO-1	Marketing Nature and Scope	Buyer Behaviour Consumer Market	Product - Meaning	Distribution – Nature and Importance of Marketing Channels	Sustainable Marketing
S-2 SLO-1	Importance of Marketing	Model of Consumer Behaviour	Levels of Products	Marketing Channel Levels	Sustainable Marketing Principles
S-3 SLO-1	Core Marketing Concepts	Factors Influencing Buyer Behaviour	Product Types	Vertical and Horizontal Marketing Systems	Green Marketing
S-4 SLO-1	Marketing Process	Consumer Buying Decision Process	Product Life Cycle	Channel Design Decisions	E-Marketing
S-5 SLO-1	Marketing Process (continuation)	Consumer Buying Decision Process (continuation)	Product Life Cycle (continuation)	Channel Management Decisions	Artificial Intelligence
S-6 SLO-1	Evolution of Marketing Ideas	Types of Buying Decision Behaviour	New Product Development	Functions of Channels	Virtual Reality Marketing
S-7 SLO-1	Marketing Mix - 7P's	Case Study – Harley Davidson Buying Strategy	New Product Development Process	Channel Behaviour	Consumerism
S-8 SLO-1	7 C's of Marketing	Segmentation Meaning, Importance and Criteria	New Product Development Process (continuation)	Case Study – TCS Courier Services in Pakistan	Environmentalism
S-9 SLO-1	Market Planning – SWOT Analysis	Levels of Segmentation	Branding	Promotion – Meaning, Purpose	Marketing Ethics
S-10 SLO-1	Case Study – Tide Detergent	Segmenting Consumer Markets	Brand Equity	Process of Communication	Browser Push Notifications
S-11 SLO-1	Marketing Environment – Meaning and Importance	Segmenting Business Markets	Building Strong Brands	Barriers of Communication	Voice Search

S-12	SLO-1	Micro Environmental Factors	Case Study – Dilmah Tea Segmentation Strategy	Packaging	Communication Mix – Advertising	Social Media Marketing
S-13	SLO-1	Macro Environmental Factors – Demographic	Targeting – Meaning and Importance	Labelling	Communication Mix – Sales Promotion	Case Study of McDonalds
S-14	SLO-1	Macro Environmental Factors – Cultural and Political	Selecting Target Market	Case Study – Bisleri as a product	Communication Mix – Personal Selling	Case Study of Wal-Mart
S-15	SLO-1	Macro Environmental Factors – Economic and Social	Competition – Introduction and Competitive Forces	Price – Meaning, Objectives and Importance	Managing Sales Force	Case Study of Orchid Hotels
S-16	SLO-1	Macro Environmental Factors – Technology, Environmental, Legal	Positioning – Meaning and Importance	Consumer Psychology and Pricing	Communication Mix – Direct Marketing and Public Relations	Global Marketing
S-17	SLO-1	Responding to the environmental factors	Positioning Strategies	Setting the Price for a product	Steps in developing communication	International Marketing Decisions
S-18	SLO-1	Case Study – Xerox Company	Positioning Map	Setting the Price for a product (continuation)	Steps in developing communication (continuation)	Global Marketing Environment
S-19	SLO-1	Building Customer Value	Porter's Diamond Model	Pricing Strategies for New Product	Integrated Marketing Communication (IMC)	Global Marketing Orientation
S-20	SLO-1	Building Customer Satisfaction	Analyzing Competitors	Pricing Strategies for Product Mix	Online Marketing Promotion	Trade Agreements
S-21	SLO-1	Customer Loyalty	Competitive Strategies of Market Leader	Pricing Strategies for Price Adjustments	Promotion Budget	Global Market Entry Strategies
S-22	SLO-1	Customer Relationship Groups	Competitive Strategies of Challenger	Price Adjustments (continuation)	Socially Responsible Communication	Global Market Entry Strategies (continuation)
S-23	SLO-1	Changing Marketing Landscape	Competitive Strategies of Follower	Other Pricing Strategies	Case Study of Amul	Global Market – 4P's
S-24	SLO-1	Case Study – Indian Premier League Marketing Strategy	Competitive Strategies of Nicher	Case Study – Pricing of Honda and Nirma	Case Study of Eureka Forbes	Global Market – 4P's (continuation)

Learning Resources	1. Philip Kotler, Kevin Lane Keller. <i>Marketing Management</i> (15 th edition), Pearson, (2016). 2. Philip Kotler, Gary Armstrong and Prafulla Agnihotri. <i>Principles of Marketing</i> (17 th edition), Pearson, (2018).
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts

Mr. Dayakar Murthy, Regional Head - Business Development, ISDC	1. Dr. K. Malarvizhi, Dean, Hindustan College flowereye14@gmail.com	Dr. S. Chitra
Mr. B. Anbuthambi, Vice President, ICT Academy	2. Dr. A. V. S. Raamkumar, Assistant Professor, RMK Vivekananda College, Mylapore, Chennai	Dr. Shanthi. P



Course Code	UCM20D02J	Course Name	ADVERTISING AND BRAND MANAGEMENT	Course Category	E	Discipline Specific Elective Course	L	T	P	C
							4	0	4	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																				
Course Offering Department	Commerce	Data Book / Codes / Standards			Nil																				
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																		
CLR-1 :	To discern the types of advertisements adopted by organizations			Level of Thinking (Bloom)	1	2	3	Fundamental Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To create an awareness about the various IMC tools																								
CLR-3 :	To familiarize the working operation of advertising agencies																								
CLR-4 :	To obtain in depth understanding about the various branding concepts																								
CLR-5 :	To gain an understanding about the brand elements																								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																								
CLO-1 :	Discern the importance of brand management and advertising in marketing strategy			3	80	70	L	H	M	H	H	H	L	M	L	L	M	L	L	L	M	M			
CLO-2 :	Gain Expertise in developing the media plan			3	85	75	M	H	L	M	M	H	L	M	M	L	M	L	L	M	L				
CLO-3 :	Gain an insight in Designing and implementing advertising strategies			3	75	70	M	H	M	H	M	H	L	M	M	L	M	L	L	L	L	M			
CLO-4 :	Attain the knowledge to position the brand			3	85	80	M	H	M	H	H	H	L	M	M	L	M	M	L	M	M	L			
CLO-5 :	Have an awareness about various brand elements			3	85	75	H	H	M	H	H	H	H	L	M	M	L	M	M	L	L	L	M		

Duration (hour)	24	24	24	24	24
S-1 SLO-1	Introduction to advertising	Introduction to IMC	Communication Process	Brand - Introduction	Brand elements
S-2 SLO-1	Concept and Definition of Advertising	Definition and Importance	Nature of Communication	Concept of Brand	Criteria for choosing brand elements
S-3 SLO-1	Overview of Marketing	Tools for IMC	Basic Model of Communication	Characteristics of Brand	Options and Tactics for brand elements
S-4 SLO-1	Difference between advertising and Marketing	Advertising	Creative Strategy	Brand Evolution	IMC for brand building
S-5 SLO-1	Importance of Advertising in Marketing	Advertising Budget	Importance of Creativity in Advertising	Functions of brand	Branding for global markets
S-6 SLO-1	Classification of Advertisements	Modes of Advertising	Creative Process	Significance of brand	Role of Brand Managers
S-7 SLO-1	Classification of Advertisements	Internet Marketing	Advertising Appeal	Types of brand	Brand Promotion methods
S-8 SLO-1	Functions of Advertising	Advantages and Disadvantages of Internet Marketing	Types of Advertising Appeal	Selecting a Brand	Offline strategies of brand promotion
S-9 SLO-1	Functions of Advertising	Measuring the effectiveness of Internet	Emotional Appeal	Branding Concept	Online Brand Promotion
S-10 SLO-1	Benefits of Advertising	Public Relations	Rational Appeal	Brand Challenges	Role of brand ambassadors and celebrities
S-11 SLO-1	Benefits to manufacturers	Impact of Public Relations	Medial Planning	Brand Opportunities	Brand loyalty – Meaning
S-12 SLO-1	Benefits to Customers	Process of Public Relations	Media Planning Process	Brand Equity - Meaning	Need for brand loyalty
S-13 SLO-1	Benefits to Society	Personal Selling	Problems in Media Planning	Building Strong Brands	Types of brand loyalty programs
S-14 SLO-1	Social Implication of Advertisements	Role and Scope of Personal Selling	Media Characteristics	Brand Positioning	Brand Performance
S-15 SLO-1	Economic Implication of Advertisements	Process of Personal Selling	Key factors influencing media selection	Brand Name Selection	Brand Audit
S-16 SLO-1	Legal Implications of Advertisements	Managing Sales Force	Key factors influencing media selection (continuation)	Brand Sponsorship	Brand Tracking

S-17	SLO-1	Advertising Objectives	Motivating Salespeople	Media Class	Brand Development	Measuring brand equity
S-18	SLO-1	Overview of Marketing Communication Model	Advantages and Disadvantages of Personal Selling	Media Vehicle	Brand Awareness	Brand-Product Matrix
S-19	SLO-1	AIDA	Sales Promotion	Media Scheduling	Brand Image	Brand Hierarchy
S-20	SLO-1	Development of Modern Advertising	Scope and Role of Sales Promotion	Types of Scheduling	Strategic Brand Management Process	Case Study
S-21	SLO-1	Ethical issues in Advertising	Growth of Sales Promotion	Macro Scheduling	Strategic Brand Management Process	Case Study
S-22	SLO-1	Deceptive Advertising	Types of Sales Promotion	Micro Scheduling	Co – branding	Case Study
S-23	SLO-1	False Claims	Consumer Oriented Sales promotion	Alternative scheduling strategies	Types of Co – branding	Case Study
S-24	SLO-1	Stereotyping in Advertising	Trade Oriented Sales Promotion	Alternative scheduling strategies	Store brands	Case Study

Learning Resources	1. George E Belch. Advertising and Promotion (7 th edition), Tata McGraw Hill, New Delhi. (2010)	3. Kazmi, S.H.H and Batra, S. (2008), Advertising and Sales Promotion Management (3 rd Revised Edition), Excel Books.
	2. Batra, R., Myers, J.G., and Aaker, D.A. Advertising Management. Prentice Hall.	4. Keller, K.L., Parameswaran, A.M.G. and Jacob, I (2015). Strategic Brand Management: Building, Measuring and Managing Brand Equity (4 th Edition). Pearson Education India

Learning Assessment

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Tom Mannapurathu Joseph, Head - Strategy (Key Markets), ISDC	1. Dr. V. Senthil Kumaran, Associate Professor, Gurunanak College senthilkumaram.mba@gmail.com	Dr. Kanchana. R.P.
Mr. Michael Wagner ,Associate Vice President - Institutional Relations Miles Education	2. <name>, <institution name>, <email id>	Mrs. U. Karthigai Selvi

Course Code	UCM20D03J	Course Name	LOGISTICS AND SUPPLY CHAIN MANAGEMENT				Course Category	E	Discipline Specific Elective Course						L	T	P	C						
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards				Nil																
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To introduce the concept of Logistics				Level of Thinking (Bloom)	1	2	3	Basic Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To create awareness on warehousing, packaging and transportation																							
CLR-3 :	To familiarize the concepts of supply chain management																							
CLR-4 :	To understand about ERP and Inventory Management																							
CLR-5 :	To get awareness on recent trends in logistics and supply chain management																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				Expected Proficiency (%)	80	70	Application of Concepts	Link with other Disciplines	Procedural Knowledge	application of marginal analysis	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Use of benefit/cost analysis	Problem Solving Skills	Communication Skills	Analytical Skills	Limits of economic analysis	Business Behavior	Life Long Learning		
CLO-1 :	Have an awareness about Logistics and Market Channels																							
CLO-2 :	Get an idea about handling the products																							
CLO-3 :	Familiar with the design of supply chain management																							
CLO-4 :	Get a knowledge on ERP																							
CLO-5 :	Familiar with developments in logistics and supply chain management				85	75	M	H	L	M	L	M	M	H	M	L	M	H	L	H	H			
						75			M	H	M	H	L	H	M	H	M	L	M	H	L	H	H	
						80			M	H	M	H	L	H	M	H	M	L	M	H	L	H	H	
						85			M	H	M	H	L	H	M	H	M	L	M	H	L	H	H	
						75			H	H	M	H	L	H	M	H	M	L	M	H	L	H	H	

Duration (hour)	24		24		24		24		24	
S-1	SLO-1	Introduction of Logistics	Warehousing - Meaning	Supply Chain Management – Introduction	Enterprise Resource Planning – Introduction	Integrated Logistics				
S-2	SLO-1	Definition of Logistics	Importance of Warehousing	Meaning of supply chain management	Concept of ERP in supply chain management	Logistics Information Systems				
S-3	SLO-1	Evolution of Logistics	Functions of warehousing	Importance of supply chain management	Importance of ERP	E-Logistics				
S-4	SLO-1	Scope of Logistics	Types of warehouse	Evolution of supply chain management	Evolution of ERP	Logistics Resource Management				
S-5	SLO-1	Operating Objectives of Logistics	Types of warehouse (continuation)	Logistics vs. supply chain management	ERP-Integration	Reverse Logistics				
S-6	SLO-1	Importance of Logistics	Site selection	Key Drivers of supply chain management	Production – SCM-ERP Model	Global Logistics				
S-7	SLO-1	Functions of Logistics	Deciding on warehouse	Advantages of supply chain management	Finance – SCM-ERP Model	New Developments in supply chain management				
S-8	SLO-1	Transportation-Concept flow	Design of warehouse	Typology of Supply Chains	Marketing – SCM-ERP Model	Technology updating in supply chain operations				
S-9	SLO-1	Customer Value Chain	Warehousing cost	Supply chain participants	Indirect Markets-SCM-ERP Model	e- supply chain management				
S-10	SLO-1	Customer Value Chain (continuation)	Virtual warehouse	Supply chain organization structure	Cost Models-ERP	Role of E-Commerce in supply chain management				
S-11	SLO-1	Third party logistics	Warehousing-Diagram flow	Decision Phases	Feedback system-ERP	Green Supply Chain Management				
S-12	SLO-1	Outsourcing logistic activities	Packaging – Work flow management	Quick and Accurate Response in supply chain management	Inventory Costs	World Class Supply Chain Management				
S-13	SLO-1	Logistics in Indian scenario	Uses of packaging	Channel Relationships Management	Types of Inventory Models	Distribution Resource Planning				

S-14	SLO-1	Marketing Channels	Package design consideration	Sourcing Supply Chain Operations	Inventory Control Systems	Consumer Database Management
S-15	SLO-1	Channel Evaluation	Packaging material	Outsourcing Supply Chain Operations	Inventory Management	Agile Supply Chain
S-16	SLO-1	Designing Channels	Packaging cost	Make or buy decision	Tools of Inventory Management	Reverse Supply Chain
S-17	SLO-1	Information Systems for Channel	Consumer packaging	Operations management	Planning Strategies for Logistics	Agriculture Supply Chain
S-18	SLO-1	Types of Logistics Management	Industrial packaging	Types of markets outsourcing	Planning Strategies for Supply Chain Operations	Supply Chain Integration
S-19	SLO-1	Importance of Logistics Management	Transportation – Meaning	Process of supply operations management	Procurement Cycle	Financial Supply Chain
S-20	SLO-1	Recruitment of Channel Partners	Infrastructure	Connectivity of Markets	Managing supply chain cycle	Elements of Financial Supply Chain Management
S-21	SLO-1	Selection of Channel Partners	Product movement	Supplier Evaluation	Uncertainty in supply chain	Evolution of Financial Supply Chain Management
S-22	SLO-1	Categories of Channel Partners	Multimode Transport	Supplier Measurement	Multiple item management	E-Financial Supply Chain
S-23	SLO-1	Direct Marketing Channels	Managing transportation	Supplier Selection	Multiple location management	Bank Perspective of E-Financial Supply Chain
S-24	SLO-1	Indirect Marketing Channels	Containerization	Entering into contract	Managing seasonal products	Legal Aspects of E-Financial Supply Chain

Learning Resources	1. N. Viswanadham and Y. Narahar, Performance Modeling of Automated manufacturing Systems, Prentice Hall of India, 2017.	3. Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning, 2018. Prof. Martin Christopher, Financial Times, Prentice Hall, Pearson Publications, Tenth Edition, 2018.
	2. Sunil Chopra and Peter Meindel, Logistics and Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2018.	4.

Learning Assessment

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

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

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Capt. T. S. Ramanujam, Chief Executive Officer, Logistics Skill Council	1. Dr. Manikandan. K.B., Assistant Professor, Department of Commerce, D G Vaishnav College profmanikandan@gmail.com	Mrs. K. Alamelu
Mr. Navab Rajan, General Manager - Institutional Relations	2. Dr.M.Ravichandran Director, IDE, University of Madras, Chennai	Mr. I. Enock

Course Code	UCM20S05T	Course Name	BUSINESS LAW	Course Category	S	Skill Enhancement Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Commerce	Data Book / Codes / Standards	Nil		
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning	Program Learning Outcomes (PLO)
CLR-1 : To understand the basic concepts of Business Law				1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 : To study the offer and acceptance				Level of Thinking (Bloom)	Basic Knowledge
CLR-3 : To study about types of agreements				Expected Proficiency (%)	Application of Concepts
CLR-4 : To study performance of contract				Expected Attainment (%)	Link with other Disciplines
CLR-5 : To study sale of goods					Procedural Knowledge
					application of marginal analysis
					Ability to make business Decision
					Skills in Modeling
					Analyze, Interpret Data
					Advent of IT
					Problem Solving Skills
					Communication Skills
					Analytical Skills
					Limits in Business Implementation
					Business Behavior
					Life Long Learning
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:				
CLO-1 : Gain knowledge about basic concept of business law				3 95 90	H H L H M M L M L L M H H H H
CLO-2 : Application of offer and acceptance				3 95 90	H H L M M M L M L L M H H H H
CLO-3 : Knowledge about capacity to perform contract				3 85 80	H H M H M M L M L L M H H H H
CLO-4 : Awareness on performance of contract				3 95 90	H H H M M M M H L M H H H H H
CLO-5 : Know various acts sale of goods				3 85 80	H H M H M M M L M M H H H H H

Duration (hour)	6	6	6	6	6
S-1 SLO-1	Contract meaning	Offer	Capacity	Performance of Contract	Sale of Goods Act
S-2 SLO-1	Nature of Contract	Acceptance	Free Consent	Tender	Sale and Agreement to Sell
S-3 SLO-1	Essentials of valid contract	Communication of Offer	Void Agreements	Quasi Contract	Formation
S-4 SLO-1	Forms of Contract - Validity	Offer and Acceptance by post	Voidable Agreements	Discharge of Contracts	Caveat Emptor
S-5 SLO-1	Forms of Contract - Formation	Consideration	Illegal Agreements	Breach of contract	Conditions and Warranty
S-6 SLO-1	Forms of Contract - Performance	Essentials of Consideration	Minors	Remedies for breach of contract	Rights of Unpaid Seller

Learning Resources	1. Kapoor, N D, 2013(Reprint) Business Laws, Sultan Chand and Sons, New Delhi. 2. Sreenivasan, M R, Business Law, Margham Publications, Chennai.	3. Maheshwari & Maheshwari, Business Laws, National publishing book house, Lucknow.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember										
	Understand	40%		30%		30%		30%		30%	
Level 2	Apply	40%		40%		40%		40%		40%	

	Analyze									
Level 3	Evaluate	20%		30%		30%		30%		30%
	Create									
	Total	100 %		100 %		100 %		100 %		-

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

Course Designers			
Experts from Industry		Experts from Higher Technical Institutions	Internal Experts
Prof. Dr. K. N. Ramasamy, Managing Director, RR Academy (P) Ltd.		1. Dr. Manikandan. K.B., Assistant Professor, Department of Commerce, D G Vaishnav College profmanikandan@gmail.com	Dr. V. Venkatragavan
Mr. Ramesh. S. R Academy	Program Director Sadhana Learning	2. Mr.C.Senthilnathan,Director ,V-Link Systems	Dr. A. K. Kavitha



Course Code	UCM20S06T	Course Name	CUSTOMER RELATIONSHIP MANAGEMENT	Course Category	S	Skill Enhancement Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses		Nil	Co-requisite Courses	Nil	Progressive Courses			Nil																	
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To understand the evolution of the concept of CRM & Its Models			Level of Thinking (Bloom)	1	2	3	Basic Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To study the various aspects of customer relationship																								
CLR-3 :	To familiarize with the areas of sales force automation																								
CLR-4 :	To comprehend the CRM metrics & tools																								
CLR-5 :	To explore the opportunities and challenges of latest trends of CRM																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Expected Proficiency (%)	Expected Attainment (%)																			
CLO-1 :	Apply the various models of CRM			3	95	90	H	H	H	H	L	H	H	M	L	L	H	H	L	H	H				
CLO-2 :	Manage customer relationship portfolio			3	95	90	H	H	H	M	H	H	H	M	M	L	H	H	L	H	H				
CLO-3 :	Customize the sales forces automation in practical areas of CRM			3	85	75	M	H	M	L	M	H	H	M	M	M	H	L	H	H	H				
CLO-4 :	Work out and manage CRM metrics in real time situations			3	90	85	M	H	M	M	H	H	H	M	M	M	H	L	H	H	H				
CLO-5 :	Map out the opportunities and challenges of CRM trends			3	80	75	H	H	M	M	H	M	H	M	M	M	H	L	H	H	H				

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of CRM analysis	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Use of benefit/cost analysis.	Problem Solving Skills	Communication Skills	Analytical Skills	Limits of CRM	Customer Behavior	Life Long Learning
CLO-1 :	Apply the various models of CRM			3	95	90	H	H	H	H	L	H	H	M	L	L	H	H	L	H	H
CLO-2 :	Manage customer relationship portfolio			3	95	90	H	H	M	H	H	H	M	M	M	L	H	H	L	H	H
CLO-3 :	Customize the sales forces automation in practical areas of CRM			3	85	75	M	H	M	L	M	H	H	M	M	M	H	H	L	H	H
CLO-4 :	Work out and manage CRM metrics in real time situations			3	90	85	M	H	H	M	H	H	H	M	M	M	H	H	L	H	H
CLO-5 :	Map out the opportunities and challenges of CRM trends			3	80	75	H	H	M	H	M	H	M	H	M	M	M	H	L	H	H

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to CRM	Understanding the Customer	Sales Force Automation	CRM Metrics	CRM Trends – Challenges
S-2	SLO-1	History of CRM	Satisfaction Loyalty Retentions	Models of SFA	Metrics in sales, marketing and relationship	CRM Trends – Opportunities
S-3	SLO-1	Evolution of CRM	relationship economics	Role of IT	Tools of measuring CRM performance	Artificial Intelligence
S-4	SLO-1	emergence of Relationship Marketing	leaky bucket theory	Marketing automation	Close rate, Upsell Rate, Length of sales cycle	Artificial Intelligence & CRM
S-5	SLO-1	models of CRM	relationship portfolio	Service automation	CLTV, CAC	Social CRM
S-6	SLO-1	Three cornerstones of CRM	Profits	Benefits	Balanced scorecard	Mobile CRM

Learning Resources	Francis Buttle, Stan Maklan, 3rd Edition, Customer Relationship Management: Concepts and Technologies, Routledge (2015)	Roger J. Baran, Robert J. Galka, 2nd Edition, Customer Relationship Management: The foundation of contemporary marketing strategy, Taylor & Francis, 2016
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	*CLA – 4 (10%)	
		Theory	Theory	Theory	Theory	Theory
Level 1	Remember	40%	40%	40%	40%	40%
	Understand					
Level 2	Apply	30%	30%	30%	30%	30%
	Analyze					

Level 3	Evaluate	30%	30%	30%	30%	30%
	Create					
	Total	100 %	100 %	100 %	100 %	-

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Shone Babu, Manager - Strategic Relations, ISDC	1. Dr. K. Malarvizhi, Dean, Hindustan College flowereye14@gmail.com	Dr. V.S. Divyasre
Mr. Tom Mannapurathu Joseph ISDC	2. Dr.A.V.S.Raamkumar Assistant Professor RMK Vivekananda College, Mylapore, Chennai	Dr. Srividhya



Course Code	UJK20301T	Course Name	Universal Human Values	Course Category	JK	Life Skill Course	L	T	P	C
							2	0	0	2

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To generate in students a sensitivity to current regional and national issues such as gender marginalization Eco sensitivity, vision for the Nation and general humanness	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	An expanded consciousness with a mind to accommodate all is developed																		
CLR-3 :	The ability to accept all and to co-exist is initiated																		
CLR-4 :	To create community connectivity and interdependence																		
CLR-5 :	To instill intrinsic link between freedom and responsibility for both individuals and communities																		
CLR-6 :	Make them learn the basic nature of human beings																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	Become sensitive toward every living life and be able to respect every religion recognizing the universal values	2	75	60	H	H	H	H	-	-	-	H	H	H	H	H	-	-	-
CLO-2 :	Every way of life and culture will kindle the curiosity in them to know them and will be able appreciate the beauty in it	2	80	70	H	H	H	H	-	-	-	H	H	H	H	H	-	-	-
CLO-3 :	The presumptuous or prejudiced mentality will be overcome by them	2	70	65	H	H	H	H	-	-	-	-	-	-	-	-	-	-	-
CLO-4 :	Critical thinking and accommodative nature will become so natural way of thinking for them	2	70	70	H	H	H	H	H	-	-	-	-	-	H	-	-	-	-
CLO-5 :	They will become aware of the social inequalities and justice	2	80	70	H	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-6 :	Will be able to explore their own emotions, hopes & fear and be able to describe them verbally	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Duration (hour)	06	06	06	06	06
S-1	What is love? Forms of love. For self, parents, family, friends, spouse, community, nation, humanity and other beings, both for living and non living	Love compassion empathy sympathy and non violence	Narratives and anecdotes from history, literature including local folklore	What will learners lose if they don't practice love and compassion?	Sharing learners' individual and/ or group experiences
SLO-2	Love and Compassion inter relatedness	Individuals who are remembered in history for practicing compassion and love	Practicing Love and Compassion: what will they gain if they practice compassion?	Simulated situations	Case studies

S-2	SLO-1	What is Truth ?	Universal truth, truth as value, as fact,	Veracity, sincerity, honesty among others	Individuals who are remembered in the history who have practiced these values	Practicing truths
	SLO-2	: what will they gain if they practice truth	What will learners lose if they don't practice truth?	Sharing learners' individual and/ or group experiences	Simulated situations	Case studies
S-3	SLO-1	What is non violence – its need, love compassion,	empathy sympathy for others as pre- requisites for non- violence	Ahimsa as non violence and non killing	Individuals and their organizations which are known for their commitment for non violence	Narratives and anecdotes about non violence from history and literature including local folklore
	SLO-2	Practicing non violence	What will they gain if they practice non violence	What will learners lose if they don't practice non violence?	Simulated situations	Case studies
S-4	SLO-1	What is righteousness ?	Righteousness and Dharma	Righteousness and priority	Individuals who are remembered in the history who have practicing righteousness.	Narratives and anecdotes about Righteousness from history and literature including local folklore
	SLO-2	Practicing Righteousness	: Sharing learners' individual and/ or group experiences	what will learners lose if they don't practice Righteousness	Simulated situations	Case studies
S-5	SLO-1	What is peace?	Need of peace in Relation with harmony and balance	Narratives and anecdotes about peace from history and literature including local folklore	Individuals who are remembered in the history who have practicing peace	Practicing peace
	SLO-2	What will they gain if they practice peace	what will learners lose if they don't practice peace	Sharing learners' individual and/ or group experiences	Simulated situations	Case studies
S-6	SLO-1	What is service and renunciation	Forms of service , & renunciation Individuals who have recommended service in history	Practicing service and renunciation	Narratives and anecdotes about Service & renunciation from history and literature including local folklore	Individuals who are remembered in the history who have practicing renunciation
	SLO-2	Sharing learners' individual and/ or group experiences on renunciation	Sharing learners' individual and/ or group experiences on service	what will learners lose or gain if they do/don't practice Renunciation and service	Simulated situations	Case studies

Learning Resources	Theory: 1. "Universal Human Values: Text Book"-- Compiled and Edited by the Faculty of Science and Humanites, SRMIST, 2020.
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Learning Assessment									
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)							
		CLA – 1 (20%)		CLA – 2 (20%)		CLA – 3 (30%)		CLA – 4 (30%) #	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	40%	-	40%	-	40%	-
	Understand								
Level 2	Apply	40%	-	40%	-	40%	-	40%	-
	Analyze								
Level 3	Evaluate	20%	-	20%	-	20%	-	20%	-
	Create								
	Total	100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai	1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST

SEMESTER - IV

Course Code	UCM20401J	Course Name	MANAGEMENT ACCOUNTING				Course Category	C	Professional Core Course										L	T	P	C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Course Offering Department		Commerce		Data Book / Codes / Standards						Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Course Learning Rationale (CLR):		The purpose of learning this course is to:						Learning			Program Learning Outcomes (PLO)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
CLR-1 : To understand the fundamentals of concepts of Management Accounting								Level of Thinking (Bloom)	1	2	3	Basic Knowledge	2	Application of Concepts	3	Link with other Disciplines	4	Procedural Knowledge	5	Application of financial management tools	6	Ability to Utilize Knowledge	7	Skills in Financial modeling	8	Analyze, Interpret Data	9	Use of Financial Management Practices	10	Problem Solving Skills	11	Communication Skills	12	Analytical Skills	13	Limitations of Financial Management	14	Decision Making Skills	15	Life Long Learning																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
CLR-2 : To study about various ratios																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
CLR-3 : To familiarize with fund and cash flow																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
CLR-4 : To study the techniques of budget																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
CLR-5 : To study various technique of making decisions related to Management Accounting																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

S-11	SLO-1	Common size statements Income statement	Different Ratio Analysis	Sources and Uses of Funds	Budget and Budgetary Control Production	BEP, Margin of safety, P/V ratio Decision Making problems includes
S-12	SLO-1	Common size statements Income statement	Profitability Ratio Analysis	Sources and Uses of Funds	Budget and Budgetary Control Production	BEP, Margin of safety, P/V ratio Decision Making problems includes
S-13	SLO-1	Common size statements Income statement	Profitability Ratio Analysis	Fund Flow Statement working capital	Budget and Budgetary Control Production	BEP, Margin of safety, P/V ratio Decision Making problems includes
S-14	SLO-1	Trend Analysis percentage analysis	Profitability Ratio Analysis	Fund Flow Statement changes in working capital	Budget and Budgetary Control Production	Key Factor, Sales Mix, Make/Buy, Export.
S-15	SLO-1	Trend Analysis percentage analysis	Profitability Ratio Analysis	Fund Flow Statement	Budget Sales, Cash and Flexible Budget	Key Factor, Sales Mix, Make/Buy, Export.
S-16	SLO-1	Trend Analysis percentage analysis	Liquidity Ratio Analysis	Fund Flow Statement	Budget Sales, Cash and Flexible Budget	Key Factor, Sales Mix, Make/Buy, Export.
S-17	SLO-1	Comparative Balance sheet	Liquidity Ratio Analysis	Concept of Cash Flow introduction	Budget Sales, Cash and Flexible Budget	Key Factor, Sales Mix, Make/Buy, Export.
S-18	SLO-1	Comparative Balance sheet	Liquidity Ratio Analysis	Concept of Cash Flow introduction and meaning	Budget Sales, Cash and Flexible Budget	Standard costing & Variance analysis: Concept and difference between estimated costing and standard costing
S-19	SLO-1	Comparative Balance sheet	Liquidity Ratio Analysis	Cash Flow Statement as Per AS3	Zero Base Budgeting	Standard costing & Variance analysis: Concept and difference between estimated costing and standard costing
S-20	SLO-1	Common size statements Balance sheet	Solvency Ratio Analysis	Concept of Cash Flow format	Master Budgeting	Standard costing & Variance analysis: Concept and difference between estimated costing and standard costing
S-21	SLO-1	Common size statements Balance sheet	Solvency Ratio Analysis	Cash Flow Statement as Per AS3	Master Budgeting	Types of variance analysis
S-22	SLO-1	Common size statements Balance sheet	Solvency Ratio Analysis	Cash Flow Statement as Per AS3	Flexible Budgeting	Types of variance analysis
S-23	SLO-1	Comparative and Common size statements Balance sheet	Preparation of Financial Statement from Ratios	Cash Flow Statement as Per AS3	Zero Base Budgeting	Material and Labour
S-24	SLO-1	Comparative and Common size statements Balance sheet	Computation of Ratios from Financial Statements	Cash Flow Statement as Per AS3	Master Budgeting	Material and Labour

Learning Resources	1. S.N. Maheswari, Management Accounting – Sultan Chand & Sons, New Delhi 2. Manmohan & Goyal, Management Accounting – Sahithiya Bhavan, Agra 3. S.P. Gupta, Management Accounting – Sultan Chand & Sons, New Delhi 4. R.S.N. Pillai & Bhagavathi, Management Accounting – S. Chand & Co. Ltd., New Delhi 5. T.S. Reddy & Hari Prasad Reddy, Management Accounting – Margham Publications, Chennai 6. A. Murthy and S. Gurusamy, Management Accounting, Vijay Nicole Publishers, Chennai										
	Learning Assessment										
		Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)
CLA – 1 (10%)			CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	15%	15%
Level 2	Understand										
	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Level 3	Analyze										
	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. N. Vasudevan, Assistant Professor, Department of Commerce, RMK Vivekananda College vasuvivekananda@gmail.com	Dr. Thiruvarangadas. S
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	2. Dr.M.Ravichandran Director IDE, University of Madras, Chennai	Dr. E. Sambasivan



Course Code	UCM20402J	Course Name	TAX PROCEDURE AND PRACTICE	Course Category	C	Professional Core Course	L	T	P	C
							4	0	4	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Commerce	Data Book / Codes / Standards	Nil		
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning	Program Learning Outcomes (PLO)
CLR-1 : To learn about the knowledge of clubbing, carry forward, exemptions and deductions				1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 : To know the process of income					
CLR-3 : To understand partnership income					
CLR-4 : To learn about GST and its filing					
CLR-5 : To know about Customs Duty					
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:			Level of Thinking (Bloom) Expected Proficiency (%) Expected Attainment (%)	
CLO-1 : Finding out the claiming of exemptions and deductions				3 80 70	H H M H L L M M L L M M L L M M L H H
CLO-2 : Ascertaining the taxable income				3 85 75	M H M M L M M M L L M M L M M L H H
CLO-3 : Partnership income				3 75 70	H H M H L H M M L L M M L L H H
CLO-4 : Make a decision on GST				3 85 80	M H M H L H M M L L M M L L H H
CLO-5 : Make a decision on Customs				3 85 75	H H M H L H M M L L M M L L H H

Duration (hour)	24	24	24	24	24
S-1 SLO-1	Introduction and nature to Clubbing of Income	Permanent Account Number (PAN)	Introduction to Partnership Firm as such	Introduction to indirect tax	Introduction to Customs duty
S-2 SLO-1	Transfer of income without transfer of asset	Assessment procedure	Provision related to PFAS	Meaning and Definition GST	Meaning and importance of Customs duty
S-3 SLO-1	Income of asset is transferred to spouse, son, minor child	Filing return of Income	Computation of PFAS	Journey of GST in India	Basic concepts of Customs duty
S-4 SLO-1	Problem related to Clubbing of Income	Types of Return – Normal and Belated	Computation of PFAS	Components of GST	Significance of customs waters
S-5 SLO-1	Problem related to Clubbing of Income	Due date for filing for return	Computation of PFAS	Tax laws before GST	Territorial waters
S-6 SLO-1	Problem related to Clubbing of Income	Penalty for late submission	Computation of PFAS	Objectives of GST	Concept on high seas
S-7 SLO-1	Introduction to set off and carry forward of losses	Types of assessment – Self assessment	Computation of PFAS	Features of GST	Types of Customs Duty
S-8 SLO-1	provision to set off and carry forward of losses	Provision and Best Judgment assessment	Computation of PFAS	Importance of GST	Rates of Duty
S-9 SLO-1	Treatment for unabsorbed depreciation	Introduction of Assessment of Individual	Computation of PFAS	Advantages of GST	Introduction to Taxable event
S-10 SLO-1	Treatment of speculation business and Business	Provision to tax liability of individual	Computation of PFAS	Three models of GST	Taxable event in case of Exports
S-11 SLO-1	Problems related to set off and carry forward of losses	Computation of total income of individual	Computation of PFAS	Rate of tax	Goods – Drawings, Designs & Manuals

S-12	SLO-1	Problems related to set off and carry forward of losses	Computation of total income of individual	Computation of PFASOP	Introduction to E – way bill	Conveyance
S-13	SLO-1	Problems related to set off and carry forward of losses	Computation of total income of individual	Introduction to Partnership Firm as Association of persons	Objectives of E – way bill	Vehicle
S-14	SLO-1	Problems related to set off and carry forward of losses	Computation of total income of individual	Provision related to PFASOP	Benefits of E – way bill	Pilferage of goods
S-15	SLO-1	Problems related to set off and carry forward of losses	Computation of taxable income of individual	Computation of PFASOP	E – way bill system and Notification	Approved custodian
S-16	SLO-1	Problems related to set off and carry forward of losses	Computation of taxable income of individual	Computation of PFASOP	Mobile app for EWB operations	Damaged and Deteriorated goods
S-17	SLO-1	Introduction to deduction u/s 80	Computation of taxable income of individual	Computation of PFASOP	Due date for filing GST returns	Lost, Destroyed or Abandoned goods
S-18	SLO-1	Provision to u/s 80C to 80U	Computation of taxable income of individual	Computation of PFASOP	Introduction to GST network (GSTN)	Denaturing or Mutilation of goods
S-19	SLO-1	Problems related to u/s 80C – 80CCE	Computation of taxable income of individual	Computation of PFASOP	Concept of GST network (GSTN)	Customs duty not leviable in certain cases
S-20	SLO-1	Problems related to u/s 80D, 80DD, 80DDB	Computation of taxable income of individual	Computation of PFASOP	Salient features of GSTN	Auxiliary Duty of customs
S-21	SLO-1	Problems related to u/s 80E, 80EE, 80QQB	Computation of taxable income of individual	Computation of PFASOP	Functions of GSTN	Anti-Dumping duty on dumped articles
S-22	SLO-1	Problems related to u/s 80G	Computation of taxable income of individual	Computation of PFASOP	Meaning of GST council	Cesses
S-23	SLO-1	Problems related to u/s 80GGA, 80GGB, 80GGC	Computation of taxable income of individual	Computation of PFASOP	Features of GST council	National calamity contingent duty
S-24	SLO-1	Problems related to u/s 80GG, 80RRB, 80U	Computation of taxable income of individual	Computation of PFASOP	GST council meetings	Valuation

Learning Resources		1) T.S. Reddy and A. Murthy, <i>Income Tax</i> , Margham Publications 2019, Chennai 2) Dr. M. Jeevarathinam and Dr. C. Vijay Vishnu Kumar, <i>Income Tax Law and Practice - 9th edition</i> Scitech Publications (India) Pvt. Ltd. 2019, Chennai 3) Murthy, <i>Income Tax Law and Practice</i> , Vijay Nicole Publication, 2019, Chennai 4) V.P. Guar and D.B. Narang, <i>Practical Income Tax</i> , Kalyani Publishers, 2019, New Delhi.										
	Learning Assessment											
		Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
			CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%	
	Understand											
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	
	Analyze											
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%	
	Create											
	Total	100 %		100%		100 %		100 %		-		

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. A.V.S. Ramkumar, Assistant Professor, Department of Commerce, RMK Vivekananda College avsraamkumar@gmail.com	Mr. Sivakumar. T
Prof. Dr. K. N. Ramasamy, Managing Director, RR Academy (P) Ltd.	2 Dr.V.Muthukumar, Assistant Professor, Madras Christian College, Chennai	Dr. T. Sasikumar



Course Code	UMS20401T	Course Name	QUANTITATIVE TECHNIQUE FOR BUSINESS DECISION		Course Category	C	Professional Core Course										L	T	P	C			
																	4	0	0	4			
Pre-requisite Courses	Nil	Co-requisite Courses	Nil			Progressive Courses	Nil																
Course Offering Department		Mathematics and Statistics			Data Book / Codes / Standards		Graphs and Statistical Table																
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To learn and apply statistical approaches in decision making process					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To get understanding on the different methods of index numbers					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Scientific Knowledge	Problem Analysis	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethics	Individual & Team Work	Communication	Project Mgt. & Finance	Life Long Learning	PSO - 1	PSO - 2	PSO - 3
CLR-3 :	To employ appropriate methods in time series																						
CLR-4 :	To enable the use interpolation and extrapolation methods																						
CLR-5 :	To learn and understand operation research approach to various business applications																						
CLR-6 :	To have a proper understanding of Decision-making approaches in Economics and Management																						
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:																							
CLO-1 :	To recognize the importance and value of statistical thinking and operation research methods to problem solving					H	H	M	H	M	M	M	H	-	-	-	M	M	H	H	-	-	-
CLO-2 :	To understand the basic notions of index numbers and its applications					H	H	M	H	H	M	H	H	-	-	-	H	M	H	H	-	-	-
CLO-3 :	To employ the appropriate techniques to time series towards the various situations					H	H	M	H	H	M	H	H	-	-	-	L	M	H	H	-	-	-
CLO-4 :	To have a skill in estimating intermediate and future values by interpolation and extrapolation					H	H	M	H	H	M	M	H	-	-	-	L	M	H	H	-	-	-
CLO-5 :	To dealing in the optimization problems in real life situation					H	H	M	H	H	M	H	H	-	-	-	L	M	H	H	-	-	-
CLO-6 :	To know minimization of cost through various transportation and assignment problems					M	M	M	H	H	M	H	H	-	-	-	L	M	H	H	-	-	-

Duration (hour)	12		12		12		12		12	
S-1	SLO-1	Introduction of Times series-background	Introduction of Index Number	Introduction to Operations Research (O.R)	Introduction to Transportation model	Introduction of Networking Analysis				
	SLO-2	Definition and uses of time series	Definition –uses-	Scope of O.R	Definition of Feasible, basic feasible and optimal solutions TP	Definitions of Networking and project				
S-2	SLO-1	Mathematical and additive model of time series	Methods of index number	Some O.R. Models	Mathematical Formulation of TP	Basic components of networks				
	SLO-2	Components of time series	Methods of index number-definitions	Iconic Models, Analogue Models	General Procedure for finding solution of TP	Logical sequencing				
S-3	SLO-1	Secular trend-uses	Unweighted index number-simple Aggregate	Mathematical Models	Procedure of finding initial basic solution using North west corner	Rules of Network constructions				
	SLO-2	Secular trend -methods	Unweighted index number-simple Average of price relative	Static Models ,Dynamic Models	finding initial basic solution using Least cost method -problems	Rules of Network constructions				
S 4-5	SLO-1	Graphical method-procedure	Weighted index number – Laspeyre's method	Deterministic Models, Stochastic Models	Procedure of finding initial basic solution using Row minima, column minima method	Numbering the events				
	SLO-2	Graphical method- problems	Laspeyre's method-problems	Classification of Models	finding initial basic solution using Row minima, column minima -problems	Problems on Projects and number of events				
S-6	SLO-1	Semi average method-procedure	Weighted index number – Paasche's method	Characteristics of O.R.	Procedure of finding initial basic solution using Vogel's approximate	Problems on Projects and number of events				

					method	
	SLO-2	Semi average method- problems	Weighted index number – Paasche's method-problems	Principles of Modelling	finding initial basic solution using Vogel's approximate method	Problems to practice successor, preceding events
S-7	SLO-1	Moving average method-procedure	Weighted index number -Fisher,s method	General methods for solving O.R. Models	Unbalanced Transportation problem	Critical path analysis Network
	SLO-2	Moving average method-procedure-uses-	Fisher,s method- problems	Main phases of O.R	Unbalanced Transportation problem	Critical path calculations-forward path calculations
S-8	SLO-1	Moving average method merits and demerits	Weight average of price relative	Role of O.R in industry	Resolution of Degeneracy TP	Critical path calculations-backward path calculations
	SLO-2	Moving average method	Quantity index numbers-problems	Role of O.R. in Various fields	Maximization of TP	Float of an activity event
S 9	SLO-1	Method of least square method-procedure	Test of consistency Time reversal	O.R and decision making	Introduction of Assignment Problem	Total float, free float, Independent float
	SLO-2	Methods of least square problems -even	Test of consistency Time reversal test-problems	Limitations of O.R.	Definition and Assumption of Assignment problem	Problem on Total float, free float, Independent float
S-10	SLO-1	Methods of least square problems -odd	Test of consistency Factor reversal tes-problemst	Introduction to Linear Programming Problem (LPP)	Mathematical model of Assignment problem	Introduction of PERT
	SLO-2	Methods of least square Problems-trend on the graph	Test of consistency Factor reversal test-problems	Mathematical formulation of LPP	Minimization case assignment problem	Definitions Of PERT, Optimistic time, Pessimistic time and most likely time
S-11	SLO-1	Seasonal indices-procedure	Consumer price index number, definition, uses	Basic assumptions to formulate LPP	Minimization case assignment problem-Hungarian method	Problems on Optimistic time, Pessimistic time and most likely time
	SLO-2	Methods of seasonal averages	Costruction of cost of living index number-problems	Procédure for forming a LPP model	Unbalanced assignment problem	Problems on Optimistic time, Pessimistic time and most likely time
S-12	SLO-1	Methods of seasonal averages-problems	Family budget method	Graphic method of solving LPP	Maximization case assignment problem-Hungarian method	Statistcal consideration in PERT
	SLO-2	Methods of seasonal averages-problems	Aggregate average	Graphic method Special Cases	Travelling salesman problem	Probability of meeting the schedule time

Learning Resources/Reference books	1. Gupta S.P (2012), P.K. Gupta and Dr. Manmohan, Business statistics and operation research, 5 th Edition, Sultan Chand & Sons, New Delhi 2. Sundersan, V, Ganapathy Subramanian, K.S and Ganesan, K (2011), Research management technique, A.R. Publications-Nagapattinam 3. C.R. Kothari, "Quantitative Techniques", Vikas Publications, New Delhi 4. Ken Black, "Business Statistics", Pearson's Publications
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	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	30%	-	30%	-	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-	30%	-
	Create										

	Total	100 %	100 %	100 %	100 %	100 %
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CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Academic		Internal Experts
Dr. M.A. Baskar, Professor & Head, Dept. Of Mathematics, Loyola college, Chennai	Dr. A. Venmani, Ass. Prof., FSH, SRM IST	
Dr. P. Dhanvanthan, Professor & Head, Dept. Of Statistics, Pondicherry University		



Course Code	UCM20D04J	Course Name	ENTREPRENEURIAL DEVELOPMENT				Course Category	E	Discipline Specific Elective Course										L 4	T 0	P 4	C 6
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil												
Course Offering Department		Commerce		Data Book / Codes / Standards		Nil																
Course Learning Rationale (CLR): <i>The purpose of learning this course is to:</i>				Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To comprehend the basic concepts of Entrepreneur			Level of Thinking (Bloom)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To study the strategies to start a business				Expected Proficiency (%)	Basic Knowledge Application of Concepts Link with other Disciplines Procedural Knowledge application of marginal analysis Ability to Utilize Knowledge Skills in Modeling Analyze, Interpret Data Use of benefit/cost analysis Problem Solving Skills Communication Skills Analytical Skills Limits of economic analysis Business Behavior Life Long Learning																
CLR-3 :	To study various support institutions																					
CLR-4 :	To cognize various feasibility																					
CLR-5 :	To learn the concepts related to defies and disputes of Entrepreneur																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Expected Attainment (%)																	
CLO-1 :	Apply the various concepts in Entrepreneurial Development			3		80	70	L	H	L	H	L	M	H	L	L	M	H	L	H	H	H
CLO-2 :	Determine them how to start business			3		85	75	M	H	L	M	L	M	H	M	L	M	H	L	H	H	H
CLO-3 :	Conclude the suitable business			3		75	70	M	H	M	H	L	H	M	H	M	L	M	H	L	H	H
CLO-4 :	Find out the ideal feasibility			3		85	80	M	H	M	H	L	H	M	H	M	L	M	H	L	H	H
CLO-5 :	Know the contemporary scenario of Entrepreneurial Development			3		85	75	H	H	M	H	L	H	M	H	M	L	M	H	L	H	H
Duration (hour)		24		24		24		24		24												
S-1	SLO-1	Entrepreneurship – Meaning & Definition	How to emerge business- Introduction	Entrepreneurial Growth		Project Report – Meaning		Entrepreneurship Development in India														
S-2	SLO-1	Characteristics of an Entrepreneur	Opportunity identification and selection	Role of Government in Entrepreneurial Growth		Importance of Project Report		Women entrepreneurship														
S-3	SLO-1	Entrepreneurial Decision Process	Identification of Business Opportunities	Entrepreneurial Development Training		Project Identification		Growth of women entrepreneurs in India														
S-4	SLO-1	Functions of an Entrepreneur	Business idea generation	Support of Institutions		Contents of a Project Report		Problems of women entrepreneurs														
S-5	SLO-1	Need of an entrepreneur	Business idea generation (continuation)	Need for institutional support		Break Even charts & Cost controls		Steps to encourage women entrepreneurs														
S-6	SLO-1	Role of an Entrepreneur	Product Identification	Functions of NIESBUD		Formulation for Project Preparation		Business opportunities for women entrepreneurs														
S-7	SLO-1	Significance of an Entrepreneur	Ownership in entrepreneurship	SIET – Establishment, Functions & Benefits		Meaning of project appraisal		Rural Entrepreneurship – Meaning														
S-8	SLO-1	Differences between Entrepreneur and Manager	Forms of Ownership – Sole Proprietorship - Meaning, Definition & Pros and Cons	ITCOT - Establishment, Functions & Benefits		Classification of project appraisal		Need for rural entrepreneurship														
S-9	SLO-1	Differences between Entrepreneur and Intrapreneur	Forms of Ownership – Partnership – Definition, Features, Pros and cons	SIPCOT- Establishment, Functions & Benefits		Project Life Cycle		NGO and rural entrepreneurship														
S-10	SLO-1	Elements of an Entrepreneur	Content, Registration and Dissolution of Partnership	SIPCOT – Objectives, Procedure, Subsidies & Incentives offered by SIPCOT		Techniques / Methods followed in Project Appraisal – PBP, NPV and IRR		Overcoming constraints of Rural Entrepreneurship														
S-11	SLO-1	Functions of an Entrepreneur	Forms of Ownership – Joint stock Company – Types of companies and its merits and demerits	SISI- Establishment, objectives & Functions		Techniques / Methods followed in Project Appraisal – PERT and CPM		Micro and Small Enterprise - Meaning														
S-12	SLO-1	Types of Entrepreneur	Forms of Ownership – Co-operative	IFCI – Establishment, Objectives,		Market Feasibility – Product		Features and Characteristics of MSE														

			Societies- Features, Advantages and disadvantages	Functions and its benefits	Development	
S-13	SLO-1	Types of Entrepreneur (continuation)	Plant, size and Location for new venture	IDBI-structure and functions	Market Feasibility – Evaluation and Mix	Problems of MSE
S-14	SLO-1	Types of Entrepreneur (continuation)	Land, Building, Power and Water Facilities for new venture	ICICI - Establishment, Objectives, Functions and its benefits	Market Feasibility – Product Life Cycle	Sickness of Small-Scale Industries
S-15	SLO-1	Types of Entrepreneur (continuation)	Raw Materials – Machinery – Man Power for new venture	IRDBI- Establishment, Objectives, Functions and its benefits with its performance	Market Feasibility –Demand Forecasting Techniques	Signals of industrial sickness
S-16	SLO-1	Intrapreneur	Other Infrastructural Facilities – Licensing	DIC- structure and functions	Technical Feasibility – Analysis	Process of industrial sickness
S-17	SLO-1	Social Entrepreneur	Other Infrastructural Facilities – Registration	National Small Industries Corporation (NSIC)	Technical Feasibility – Market oriented location and layout	Reasons and symptoms for industrial sickness in SSI
S-18	SLO-1	Entrepreneurship - Meaning	Other Infrastructural Facilities – Local Bye Laws	Small Industries Development Corporation (SIDO)	Financial Feasibility – Classification of Financial needs	Remedial measures to rehabilitate sickness
S-19	SLO-1	Relation between entrepreneur & entrepreneurship	Forms of Ownership – Co-operative - Meaning, Definition & Pros and Cons	Small Scale Industries Board (SSIB)	Methods of Evaluating Financial Feasibility	Government Support
S-20	SLO-1	Role of entrepreneurship in economic development	Selecting appropriate forms of ownership	State Small Industries Development Corporation (SSID)	Methods of Evaluating Financial Feasibility (continuation)	Industrial Policy and its Procedures
S-21	SLO-1	Factors Influencing Entrepreneurship – Internal Factors	Business Plan - Meaning	Small Industries Service Institutions (SSI)	Sources of Finance	Case Study
S-22	SLO-1	Factors Influencing Entrepreneurship – External Factors	Importance of business plan	Industrial Estates	Determination of working capital requirements	Case Study
S-23	SLO-1	Case Study – Can I Become an Entrepreneur	Contents of business plan	Specialized Institutions	Economic Feasibility – Factors determining capital Structure	Case Study
S-24	SLO-1	Case Study – Infosys	Formulation of business plan	Specialized Institutions (continuation)	Economic Feasibility – Factors determining capital Structure (continuation)	Case Study

Learning Resources	1. Srinivasan N.P. – Entrepreneurial Development 2. Saravanavel - Entrepreneurial Development 3. K. Sundar – Entrepreneurship Development 4. Jayashree Suresh - Entrepreneurial Development	5. Vasant Desai – Project Management 6. Holt – Entrepreneurship – New Venture Creation 7. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business
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Learning Assessment

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

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

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Santhanam Sivakumaran, Senior Director – Delivery, Blackboard	1. Dr. Sudha, Assistant Professor, (Former Head, Ethiraj College) Department of Commerce, A.M. Jain College	Mrs. Geetha Priya
2. Mr. Shone Babu Manager - Strategic Relations ISDC	2. Dr.V.Muthukumar, Assistant Professor, Madras Christian College, Chennai	Dr. P. Sankar

Course Code	UCM20D05J	Course Name	RURAL ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	Course Category	E	Discipline Specific Elective Course	L	T	P	C
							4	0	4	6

Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards		Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To inculcate various Entrepreneurial concepts and factors influencing rural sector			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :	To gain knowledge on institutional support and government aid for Entrepreneurship			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modelling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning			
CLR-3 :	To focus on small business setup and its difficulties in the contemporary era																							
CLR-4 :	To gain knowledge on small scale industries																							
CLR-5 :	To gain awareness on global business setup and opportunities																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	To understand basic Entrepreneurial concepts and rural sector dimensions			3	75	70	H	L	L	L	M	L	L	M	M	L	L	L	L	L	M			
CLO-2 :	To understand about different institutions in support of EDP			3	80	75	M	M	M	H	M	M	L	L	L	M	L	M	L	M	M			
CLO-3 :	To familiarize with Small business, start up and its proceedings			3	85	80	H	L	H	H	H	M	L	L	L	L	L	L	L	M	M			
CLO-4 :	To familiarize with SSI			3	75	70	M	H	M	M	M	M	L	M	L	L	M	L	L	H	M			
CLO-5 :	To have awareness on global opportunities for start ups			3	85	80	H	M	H	L	H	M	M	L	H	M	L	M	L	H	M			

Duration (hour)	24	24	24	24	24
S-1 SLO-1	Meaning, Importance of Entrepreneurship	Rural Artisans	Nature and scope of business	Concepts and Definitions of Small-Scale Industries	Small Enterprises in International Business
S-2 SLO-1	Concepts of Entrepreneurship	Ancillary industries	Small business concept	Role of SSIs	Export Documents for Small Enterprises
S-3 SLO-1	Defining Rural India	Industrial estate	Characteristics of small-scale industries	Government Policy and Development of SSIs	Export Procedures for Small Enterprises
S-4 SLO-1	Rural Markets	Export potentials	Small business in Indian economy	Growth of SSI	E-commerce and Small Enterprises
S-5 SLO-1	Rural Myths	Taxation benefits	Enterprise location	Performance of SSI	Exposure and Poultry
S-6 SLO-1	Rural Entrepreneurship	Prospects for rural entrepreneurship	Establishing a small enterprise	Problems of SSI	Sericulture
S-7 SLO-1	Meaning and Definition	Export assistance	Forms of ownership	Small industries development corporation	Courier
S-8 SLO-1	Constraints of potential rural Entrepreneurs and development units	Market survey	Small entrepreneur in domestic business	Technical consultancy organization	Cell Phone Sales and Service
S-9 SLO-1	Types	ISO and standardization	Features	Industrial and Technical organization of Tamil Nadu	Dairy, Mushroom Cultivation
S-10 SLO-1	Cluster formation	Institutional support to rural entrepreneurship	Role of Small Business in Economic Development	State Industries Promotion Corporation of Tamil Nadu	Ornamental Pottery
S-11 SLO-1	Domains of Rural Entrepreneurship	NABARD & its schemes	Reasons for Establishing Small Business	Rejuvenation	Dying Unit
S-12 SLO-1	Income and employment potential	KVIC and its interventions	Quality of Small Businessmen	Modernization and Technology Up gradation of Coir Industry	Power loom and Handloom
S-13 SLO-1	Training for entrepreneurship development	Steps to Develop Rural Entrepreneurship	Advantages of Small Business	A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship	Blood Bank

S-14	SLO-1	Infrastructure for entrepreneurship	Project Formulation	Disadvantages of Small Business	Policy support to small scale enterprises	Rice Mill
S-15	SLO-1	The Rural Economic Structure	Project implementation	Reasons for Failures of Small Business	Legal framework	Food and Fruit Processing Unit
S-16	SLO-1	Importance	SEZ	Different Stages of Small business	Sickness in small scale industries	Women SHGs
S-17	SLO-1	Scope	FTZ	Steps in Setting up a Small Business	Incentives	Role of Women SHGs in Micro Enterprises
S-18	SLO-1	Problems	Sources of funds	Financing small business	Subsidies	Identification of opportunities
S-19	SLO-1	Overcoming Techniques	Credit facilities	Profit planning	Growth strategies	International communication
S-20	SLO-1	Relationship between rural and urban markets	Introduction to government aids	Budgeting	Project management	The futuristic ideas
S-21	SLO-1	Steps to promote rural Entrepreneurship	Accessing institutional support	Issues in small business marketing	Case study	Implementing innovative business model
S-22	SLO-1	Steps to promote rural Entrepreneurship (continuation)	Case study	Case study	Case study	Contemporary risk
S-23	SLO-1	Case study	Case study	Case study	Case study	Case study
S-24	SLO-1	Case study	Case study	Case study	Case study	Case study

Learning Resources	Desai, Vasant. (2009). Fundamentals of Entrepreneurship and Small Business Management, Himalaya Publishing House Stokes, David. & Wilson, Nicholas. (2010) Small Business Management and Entrepreneurship, Cengage Learning Publishers
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Tom Mannapurathu Joseph, Head - Strategy (Key Markets), ISDC	1. Dr. Manikandan. K.B., Assistant Professor, Department of Commerce, D G Vaishnav College profmanikandan@gmail.com	Dr. A. Jayapal
2. Mr. Varun Jain, Managing Director & CEO Miles Education	2. Dr. V.Rengarajan Professor Sri Sankara Arts & Science College, Kancheepuram	Dr. D. Durairaj

Course Code	UCM20D06J	Course Name	FINANCIAL SERVICES			Course Category	E	Discipline Specific Elective Course										L	T	P	C			
																4	0	4	6					
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards		Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To train various financial concepts			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To gain knowledge on merchant banking						Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modelling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning			
CLR-3 :	To study on types of leasing																							
CLR-4 :	To analyze about factoring																							
CLR-5 :	To understand the importance of venture capital in India																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	To understand basic concepts of financial services			3	75	70	H	L	L	L	M	L	H	H	M	L	L	L	L	L	L	L	M	
CLO-2 :	To understand about functioning of merchant banking			3	80	75	M	M	M	H	M	M	M	H	L	M	L	M	L	M	M	M		
CLO-3 :	To understand the leasing activity in India			3	85	80	H	L	H	H	H	M	H	H	L	L	L	L	M	M	M			
CLO-4 :	To familiarize with factoring service			3	75	70	M	H	M	M	M	M	M	H	L	L	M	L	L	H	M			
CLO-5 :	To have awareness on venture capital			3	80	75	L	H	M	H	M	L	H	H	M	M	L	M	L	M	M			
Duration (Hour)	24		24		24		24		24		24													
S-1	SLO-1	Financial Services - Introduction	Merchant Banking – Introduction	Leasing – Introduction	Factoring – Introduction	Venture Capital – Introduction																		
S-2	SLO-1	Indian Financial System	Merchant Banking – Meaning & Concepts	Leasing – History	Concepts of Factoring	Venture Capital Concepts																		
S-3	SLO-1	Meaning of Financial Services	Functions of Merchant Banking	Concept of Leasing	Factoring Systems in India	Venture Capitalism in India																		
S-4	SLO-1	Importance of Financial Services	Registration of Merchant Banking	Definition of Leasing	Types of Factoring	Importance of Seed Capital																		
S-5	SLO-1	Types of Financial Services – Banking	SEBI Guidelines for Merchant Banking	Operating Lease	International Factoring	Features of Venture Capital																		
S-6	SLO-1	Types of Financial Services – NBFC	Code of Conducts for Merchant Banking	Financial Lease	Role of Banking in Factoring Services	Factors determining venture capital investment																		
S-7	SLO-1	Players of Financial Services	Scope of Merchant Banking	Other types of lease	Bill Discounting	Factors determining venture capital investment (continuation)																		
S-8	SLO-1	Players in International Market	Role of Merchant Banker	Difference between Operating Lease and Financial Lease	Factoring vs Bill Discounting	Factors determining venture capital investment (continuation)																		
S-9	SLO-1	Challenges in Financial Services	Issue Management	Advantages of Operating Lease	Mutual Funds – Concepts	Advantages of Venture Capital																		
S-10	SLO-1	Issues in Financial Services	Book Building	Advantages of Financial Lease	Benefits of Mutual Funds	Methods of Venture Capital Financing																		
S-11	SLO-1	Problems of Financial Services in India	Lead Managers	Hire Purchase – Introduction	Importance of Mutual Funds	Methods of Venture Capital Financing (continuation)																		
S-12	SLO-1	Challenges ahead in India	Functions of Merchant Bankers	Hire Purchase – Concepts	Mechanism of Mutual Funds	Angel Capital																		
S-13	SLO-1	Financial Services Sector in India	Categories of Securities Issues	Features of Hire Purchase	Genesis of Mutual Funds	Angel Capital – Impact on Indian																		

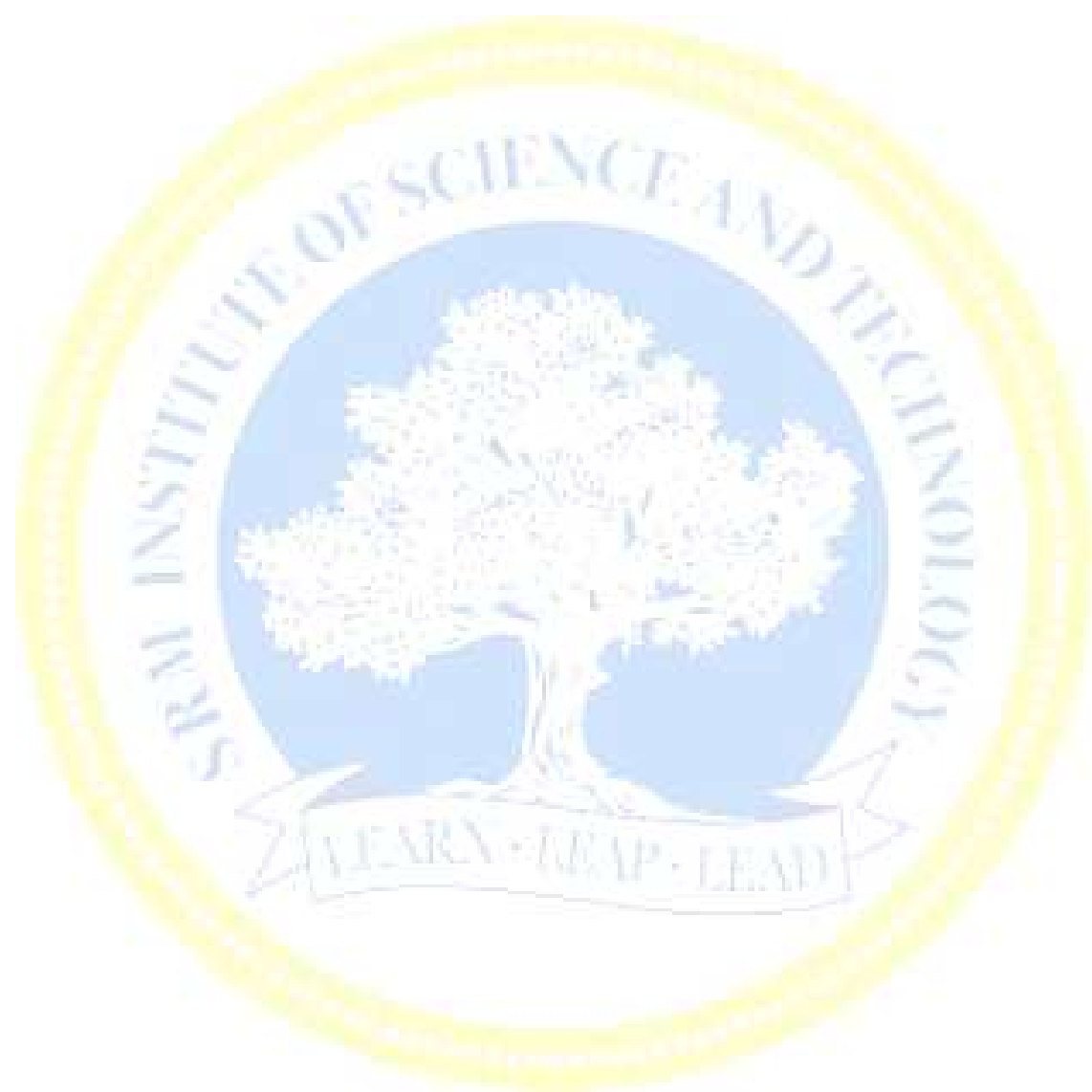
						Economy
S-14	SLO-1	Financial Services Environment – Introduction	Role of Issue Manager	Process of Hire Purchase	Organizational Structure of Mutual Funds	Credit Rating – Introduction
S-15	SLO-1	External Environment Factors	Right Issues	Instalment System – Introduction	Types of Mutual Funds	Importance of Credit Rating
S-16	SLO-1	Internal Environment Factors	Bonus Issues	Difference between Hire Purchase and Instalment	Types of Mutual Funds (continuation)	Factors affecting credit rating
S-17	SLO-1	Micro Environment Factors	Underwriting – Introduction	Difference between Hire Purchase and Instalment (continuation)	Types of Mutual Funds (continuation)	Functions of credit rating
S-18	SLO-1	Macro Environment Factors	Meaning of underwriting	Advantages of Leasing	AMFI Code of Ethics of Mutual Funds	Types of credit rating
S-19	SLO-1	Services offered by banking sector in India	Functions of underwriting	Difference between Hire Purchase and Lease	Asset Management Companies – Introduction	Types of credit rating (continuation)
S-20	SLO-1	Services offered by NBFC sector in India	Types of underwriting	Difference between Hire Purchase and Lease (continuation)	Role of asset management companies in Mutual Funds	CRISIL, CARE, ICRA
S-21	SLO-1	Factors affecting financial services	Types of underwriting (continuation)	Hire Purchase Systems in India	Functions of asset management companies	CIBIL Scores
S-22	SLO-1	Role of Financial Services in Indian Economic Development	Types of underwriting (continuation)	Leasing Companies in India	Functions of asset management companies (continuation)	Other credit rating systems in India
S-23	SLO-1	Various financial products offered by Indian Financial Companies	Difference between Merchant Banker and Underwriters	Problems in Leasing	Investors protection – Case Study	Benefit of credit rating system for investors
S-24	SLO-1	Various financial products offered by Indian Financial Companies (continuation)	Underwriting Agreement	Problems in Leasing (continuation)	Investors protection – Case Study	Credit Rating for countries

Learning Resources	<ol style="list-style-type: none"> 1. M.Y. Khan, Financial services, Tata McGraw – Hill Publishing Company Limited, New Delhi 2. Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House, New Delhi 3. B. Santhanam, Margham Publication.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	1. Dr. N. Vasudevan, Assistant Professor, Department of Commerce, RMK Vivekananda College vasuvivekananda@gmail.com	Mr. D. Venkatesan
2. Mr. Dayakar Murthy Regional Head - Business Development, ISDC	2 Dr.A.V.S.Raamkumar Assistant Professor, RMK Vivekananda College, Mylapore, Chennai	Mr. K. P. Ezhilmaran



Course Code	UCM20G05L	Course Name	INDUSTRIAL TRAINING	Course Category	G	Generic Elective Course	L	T	P	C
							0	0	0	3

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

Guidelines for Industrial Training:

- Students must undergo industrial training after completing third semester examination (Semester Vacation) for 15 days
- Industries can be Micro, Small, Medium or Large Scale
- Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
- Students should submit a acceptance letter from the industry for his/her Internship
- Students must adhere to the rules and regulation of the place of work.
- Students must submit a Training Report along with training certificate. Issued by the industry
- Students have to present about work place experience which includes organization culture, performance appraisal and organization's expectation from the trainee.
- The above presentation can help students to understand the industry requirements and develop skill sets accordingly.
- Report should have the following
 - Industry Profile
 - Company Profile
 - Job Profile
 - Internship Training Details
 - Feedback of the Training
- Reporting Format – Minimum of 25 Pages and Maximum of 30 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5
- Report should be submitted within 30 days of Commencement of Fourth Semester Classes
- Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
- Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
- If the Student has chosen this Industrial Training as Elective and Failure to undergo the training or submit the report will treated as failure in that course and the students has to redo in the forthcoming semesters
- Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of End Semester Examination

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

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

Course Code	UCM20G06L	Course Name	SEMINAR	Course Category	G	Generic Elective Course	L	T	P	C
							0	0	0	3

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

Guidelines for Seminars:

1. Faculty will be assigned for each student who takes Seminar as Elective
2. Seminar Topic will be decided by the faculty assigned to the student
3. Student should prepare for the Topic and Submit the content to the Faculty incharge
4. After approval from the faculty, student will be assigned a Class of 50 Students where he/she can deliver her lecture for Two Hours
5. Student should submit a report for choosing this course as Elective
6. The Report should contain the details of all seminars along with the content of the seminar
7. Reporting Format – Minimum of 25 Pages and Maximum of 30 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5
8. Instructions for Choosing Seminar –
 - a. Students choosing Seminar as Elective should take atleast minimum of 5 Seminars
 - b. Topic will be assigned by the Faculty
 - c. Layout of Presentation content will communicated by the respective faculty member.
 - d. Topic will be related to Business, Commerce, Finance and Current Affairs
9. Student should present any one of their topic in Conference or Seminar conducted other than SRM
10. At the end of the semester Viva Voce Examination will be conducted to evaluate the performance of the student
11. Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
12. If the Student has chosen Seminar as Elective and Failure to do the seminar or submit the report will treated as failure in that course and the students has to redo in the forthcoming semesters
13. Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of End Semester Examination

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

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

Course Code	UCM20G07L	Course Name	MASSIVE OPEN ONLINE COURSES (MOOC)	Course Category	G	Generic Elective Course	L	T	P	C
							0	0	0	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	N/A	Data Book / Codes / Standards	Nil		

Guidelines for MOOC:

- Students can choose any of the online courses in Finance.
- Tally Certification can be made compulsory.**
- The above will increase their success probability in placement opportunities.**
- On successful completion of the courses through online exams conducted by National Testing Agency (NTA), the scores awarded will be submitted to COE and Credits to be obtained in the particular semester
- The following are the few online courses which are offered in SWAYAM Platform from January 2020.

S. No.	Course Title	Course Co-ordinator	Offered By
1	Advanced Corporate Strategy	R. Srinivasan and Sai Yayavaram	IIM-B
2	Banking and Financial Markets: A Risk Management Perspective	P C Narayan	IIM-B
3	Behavioral and Personal Finance	Abhijeet Chandra	IIT-KGP NPTEL
4	Brand Management	Preeti Krishnan Lyndem	IIM-B
5	Business Analytics for Management Decision	Rudra P Pradhan	IIT-KGP NPTEL
6	Business Planning & Project Management	Dr. Ravi Ahuja	Savitribai Phule Pune University, Pune CEC
7	Business Statistics	Mukesh Kumar Barua	IIT-R NPTEL
8	Business Analytics and Data Mining Modeling Using R	Gaurav Dixit	IIT-R NPTEL
9	Consumer Behaviour	Srabanti Mukherjee	IIT-KGP NPTEL
10	Consumer Buying Behaviour	Ashish Hathi	L.N. Welingkar Institute of Management Development & Research
11	Creating Happy and Meaningful Career	Dr. Ramya Ranganathan	IIM-B
12	Customer Relationship Management	Shainesh G	IIM-B
13	Design Thinking - A Primer	Ashwin Mahalingam and Bala Ramadurai	IIT-M
14	Direct Tax - Laws and Practice	Dr. Subhrangshu Sekhar Sarkar	Tezpur University CEC
15	Effective Business Communication	N Bringi Dev and Rakesh Godhwani	IIM-B
16	Engineering Econometrics	Rudra P Pradhan	IIT-KGP NPTEL
17	Entrepreneurship	C Bhaktavatsala Rao	IIT-M
18	Finance for Non-Finance	Jayant K. Oke	Savitribai Phule Pune University, Pune CEC
19	Financial Accounting and Analysis	Padmini Srinivasan	IIM-B
20	Financial Institutions and Markets	Jitendra Mahakud	IIT-KGP NPTEL
21	Financial Management	CA Amita Bissa	Jai Narain Vyas University, Jodhpur CEC
22	Financial Management for Managers	Anil K. Sharma	IIT-KGP NPTEL
23	Financial Statement Analysis and Reporting		
24	Foundation Course in Managerial Economics	Barnali Nag	IIT-KGP NPTEL
25	Fundamentals in Banking and Insurance	Dr. Girja Shankar	Savitribai Phule Pune University, Pune CEC
26	Fundamentals of Business and Accounting for Managers	Dr. Pradeep P. Prajapati	Department of Economics, Gujarat University, Ahmedabad CEC

27	Fundamentals of Financial Management	Dr. Rupali Sheth	Savitribai Phule Pune University, Pune CEC
28	Global Marketing Management	Prof. Zillur Rahman	IIT-R NPTEL
29	Infrastructure Planning and Managements	Ashwin Mahalingam	IIT-M NPTEL
30	Innovation and Start-up Policy	Rahul K. Mishra	IILM Institute for Higher Education IIM-B
31	Integrated Marketing Management	R Srinivasan	IISc-B NPTEL
32	Intellectual Property Rights: A Management Perspective	Damodaran A	IIM-B
33	Introduction to Banking and Financial Markets	P C Narayan	IIM-B
34	Introduction to GST	Anirban Ghosh	Netaji Subhas Open University IGNOU
35	Introduction to Managerial Economics	Subhashish Gupta	IIM-B
36	Introduction to Marketing Essentials	Ashis Mishra	IIM-B
37	Introduction to Marketing Management – 1	Dr. Nambram Amulkumar	Manipur University CEC
38	Introduction to Operations Research	G. Srinivasan	IIT-M NPTEL
39	Introduction to Retail Management	Ashis Mishra	IIM-B
40	Introduction to Stochastic Processes	Manjesh hanawal	IIT-B NPTEL
41	Introduction to System Dynamics Modeling	Jayendran Venkateswaran	IIT-B NPTEL
42	Management Accounting for Decision Making	M S Narasimhan	IIM-B
43	Management of Commercial Banking	Jitendra Mahakud	IIT-KGP NPTEL
44	Management of Inventory Systems	Pradip Kumar Ray	IIT-KGP NPTEL
45	Management of New Products and Services	Jayanta Chatterjee	IIT-K NPTEL
46	Managerial Skills for Interpersonal Dynamics	Santosh Rangnekar	IIT-R NPTEL
47	Managing Innovation	Rishiksha T Krishnan and Vinay Dabholkar	IIM-B
48	Managing Change in Organizations	KBL Srivastava	IIT-KGP NPTEL
49	Manufacturing Competitiveness	Shishir Bharadwaj	Quality Council of India IIM-B
50	Marketing Analytics	Swagato Chatterjee	IIT-KGP NPTEL
51	Marketing Research and Analysis-II	J. K. Nayak	IIT-R NPTEL
52	Marketing and Innovation	Smitha Girija	IILM Institute for Higher Education IIM-B
53	Modelling and Analytics for Supply Chain Management	Kunal Kanti Ghosh & Anupam Ghosh	IIT-KGP NPTEL
54	New Product Development	Ganesh N Prabhu	IIM-B
55	Operations Management	B Mahadevan	IIM-B
56	Operations Research	Bibhas C. Giri	Jadavpur University CEC
57	Organizational Design: Creating Competitive Advantage	Sourav Mukherji	IIM-B
58	Organizational Behaviour	Dr. Nilam Panchal	B.K. School of Business Management, Gujarat University CEC
59	Predictive Analytics	Dinesh Kumar	IIM-B
60	Principles of Human Resource Management	Aradhna Malik	IIT-KGP NPTEL
61	Production and Operation Management	Rajat Agrawal	IIT-R NPTEL
62	Quality Design and Control	Pradip Kumar Ray	IIT-KGP NPTEL
63	Quantitative Marketing Research	Prithwiraj Mukherjee	IIM-B
64	Retail Management	Dr. Yamini Karmarkar & Dr. Geeta Nema	Devi Ahilya Vishwavidyalaya, Indore CEC
65	Services Marketing: A Practical Approach	Biplab Datta	IIT-KGP NPTEL
66	Services Marketing: Integrating People Technology Strategy	Zillur Rahman	IIT-R NPTEL
67	Simulation of Business Systems: An Applied Approach	Deepu Philip	IIT-K NPTEL
68	Six Sigma	Jitesh J Thakkar	IIT-KGP NPTEL
69	Statistics for Business Economics	Dr. Manharlala N. Patel	Department of Statistics, University School of Sciences, Gujarat University, Ahmedabad, India CEC
70	Strategic Management	P D Jose, Rejje George Pallathita & Sai Yayavaram	IIM-B
71	Strategy and the Sustainable Enterprise	P D Jose	IIM-B
72	Supply Chain Analytics	Rajat Agrawal	IIT-R NPTEL
73	Supply Chain Management	Dr. P. Chitramani	Avinashilingam Institute for Home Science and Higher Education for Women, CEC

74	Total Quality Management – I	Raghu Nandan Sengupta	IIT-K NPTEL
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember		40%		40%		30%		40%		30%
	Understand										
Level 2	Apply		30%		30%		40%		30%		40%
	Analyze										
Level 3	Evaluate		30%		30%		30%		30%		30%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Code	UJK20401T	Course Name	Professional Skills	Course Category	-JK	Life Skill Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Development Centre	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	expose students to the requirements of job market	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	develop resume building practice				Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning			
CLR-3 :	increase efficiency in speaking during group discussions				M	M	L	L	M	H	-	-	-	M	H	L	H	H	H			
CLR-4 :	prepare students for job interviews				M	M	L	L	M	H	-	-	-	M	H	L	H	H	H			
CLR-5 :	instill confidence in students and develop skills necessary to face audience				M	M	L	L	M	H	-	-	-	M	H	L	H	H	H			
CLR-6 :	develop speaking and presentation skills in students				M	M	L	L	M	H	-	-	-	M	H	L	H	H	H			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	understand the importance of resume preparation and build resume	3	80	70																		
CLO-2 :	acquire group discussion skills	3	85	75																		
CLO-3 :	face interviews confidently	3	85	80																		
CLO-4 :	Ask appropriate questions during an interview	3	85	80																		
CLO-5 :	understand various types of presentation and use presentation skills in projects	3	85	80																		
CLO-6 :	build confidence during any presentation	3	85	80																		

Duration (hour)	6	6	6	6	6
S-1	SLO-1 Introduction of resume and its importance	Meaning and methods of group discussion	Meaning and types of interview (face to face, telephonic, video)	Types - Informative, Instructional, Arousing, Persuasive, Decision-making	PowerPoint presentation–body language and stage etiquettes
S-1	SLO-2 Difference between a CV, Resume and Bio Data	Procedure of group discussion	Dress code, background research	Structure of a presentation – Introduction of the event, Introducing the speaker, vote of thanks	PowerPoint presentation–body language and stage etiquettes
S-2	SLO-1 Essential components of a good resume, common errors people make while preparing a resume	Group discussion – simulation	STAR Technique (situation, task, approach and response) for facing an interview	Working with audience – ice-breaking, Creating a 'Plan B'	PowerPoint presentation–practice session

	SLO-2	Resume building format	Group discussion – common errors	Interview procedure (opening, listening skills, closure, asking questions)	Getting the audience in the mood, working with emotions,	PowerPoint presentation– practice session
S-3	SLO-1	Resume building using templates	Group discussion – types – Topic based	Important questions generally asked in an interview	Improvisation and unprepared presentations, man-woman view, feedback – appreciation and critique	PowerPoint presentation–practice session
	SLO-2	Resume building using templates	Group discussion – types – Case study based	Important questions generally asked in an interview	Improvisation and unprepared presentations, man-woman view, feedback – appreciation and critique	PowerPoint presentation– practice session
S-4	SLO-1	Resume building activity	Group discussion – practice session- Topic based	Mock interview – face to face	Power point presentation, skit, drama, dance, mime, short films and documentary – Dos and Don'ts	PowerPoint presentation–practice session
	SLO-2	Resume building activity - Feedback	Group discussion - Feedback	Mock interview- Feedback	Power point presentation, skit, drama, dance, mime, short films and documentary – Dos and Don'ts	PowerPoint presentation– practice session
S-5	SLO-1	Video resume – Tips and tricks	Group discussion – practice session- Topic based	Mock interview - face to face	PowerPoint presentation – content preparation	PowerPoint presentation–practice session
	SLO-2	Video resume – Do's and Don'ts	Group discussion - Feedback	Mock interview - Feedback	PowerPoint presentation–logical arrangement of content	PowerPoint presentation– practice session
S-6	SLO-1	Video resume – Templates	Group discussion – practice session- Case study based	Mock interview - face to face	PowerPoint presentation–using internet source, citations, bibliography	PowerPoint presentation–practice session
	SLO-2	Video resume – Templates	Group discussion - Feedback	Mock interview- Feedback	PowerPoint presentation–using internet source, citations, bibliography	PowerPoint presentation– practice session

Learning Resources	1. Scott Bennett, <i>The Elements of Resume Style: Essential Rules for Writing Resumes and Cover Letters That Work</i> , AMACOM, 2014	4. Paul Newton, <i>How to deliver a presentation</i> ; e-book 5. Eric Garner, <i>A-Z of Presentation</i> , Eric Garner and Ventus Publishing ApS, 2012, bookboon.com
	2. David John, <i>Tricks and Techniques of Group Discussions</i> , Arihant, 2012 3. Singh O.P., <i>Art of Effective Communication in Group Discussion and Interview</i> , S Chand & Company, 2014	

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

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Ajay Zener, Director, Career Launcher		1. Mr Priyanand, Assistant Professor, CDC, E&T, SRMIST
		2. Ms Sindhu Thomas, Head in charge, CDC, FSH, SRMIST
		3. Ms Mahalakshmi, Assistant Professor, CDC, FSH, SRMIST

SEMESTER - V

Course Code	UCM20501J	Course Name	FINANCIAL MANAGEMENT				Course Category	C	Professional Core Course										L	T	P	C				
																4	0	4	6							
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses			Nil															
Course Offering Department		Commerce		Data Book / Codes / Standards		Time Value of Money Table																				
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To understand the basic concepts of financial management					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :	To study about various sources of finance																									
CLR-3 :	To familiarize with the principles and practices of financial management																									
CLR-4 :	To study the techniques of working capital management																									
CLR-5 :	To study various technique of making decisions related to finance function																									
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of financial management tools	Ability to Utilize Knowledge	Skills in Financial modeling	Analyze, Interpret Data	Use of Financial Management Practices	Problem Solving Skills	Communication Skills	Analytical Skills	Limitations of Financial Management	Decision Making Skills	Life Long Learning			
CLO-1 :	Ascertain the financial conditions																									
CLO-2 :	Find out the ideal source of finance																									
CLO-3 :	Apply the various tools of financial management																									
CLO-4 :	Efficient implication of working capital																									
CLO-5 :	Make a decision on the financial prospects																									
Duration (hour)		24		24		24		24		24		24														
S-1	SLO-1	Introduction to finance		Indian capital market		Capital Budgeting		Principles of working capital		Introduction to Leverages																
S-2	SLO-1	Introduction to Financial Management		Indian stock market		Principles of Capital Budgeting		Concepts of Working Capital Management		Definition and Characteristics of Leverage																
S-3	SLO-1	Importance of Financial Management		New issues market		Techniques of Capital Budgeting		Needs of Working Capital Management		Types of Leverages																
S-4	SLO-1	Merits and Demerits of Financial Management		Sources of Long-Term Finance		Nature of capital budgeting		Nature and Scope of Working Capital		Provisions and Computation of Operating leverage																
S-5	SLO-1	Nature of Finance		Long Term Sources of Finance		Identifying relevant cash flows		Objectives of Working Capital		Provisions and Computation of Financial leverage																
S-6	SLO-1	scope of Finance		Factors Determining Long-Term Financial requirements		Payback Period Method		Types of Working Capital		Provisions and Computation of Combined Leverage																
S-7	SLO-1	functions of Finance		Shares – Types		Problem in Payback Period Method		Sources of Working Capital		Provisions and Computation of Degree of Operating Leverage																
S-8	SLO-1	objectives of Financial Management		Debentures - Features		Problem in Payback Period Method		Determinants of Working Capital Management		Provisions and Computation of Degree of Financial Leverage																
S-9	SLO-1	Approaches in Financial Management		Types of Debentures – Merits & Demerits		Accounting rate of return		Issues and estimation of working capital		Indifference point																
S-10	SLO-1	Profit Maximization		Difference Between Shares and Debentures		Problem in Accounting rate of return		Accounts Receivables Management		EBIT & EPS Analysis																

S-11	SLO-1	Wealth Maximization	Term loan	Net Present Value	Accounts Payable Management	Computation of Leverages
S-12	SLO-1	Functions of financial manager	Lease – Introduction and Advantages	Problem in Net Present Value	Inventory management – Introduction	Computation of Leverages
S-13	SLO-1	Role of a financial manager	Types of Leases	Internal Rate of Return	Inventory Control Techniques	Computation of Leverages
S-14	SLO-1	Allocation of Funds	Hire purchase	Problem in Internal Rate of Return	EOQ	Computation of Leverages
S-15	SLO-1	Raising of funds	Venture capital financing	Profitability Index	JIT	Factors determining dividend policy and Dividend decision
S-16	SLO-1	Profit Planning	Methods of Venture Capital Financing	Problem in Profitability Index	ABC Analysis	Issues in dividend decisions
S-17	SLO-1	Understanding Capital Markets	Private Equity	Computation of Capital Budgeting in different Circumstances	Fixation of Stock Level	Importance and Types of dividend policies
S-18	SLO-1	Sources of finance	Public Deposit	Comparison of DCF techniques	Cash management	Relevance & Irrelevance theories – Walter's Model,
S-19	SLO-1	Introduction to Financial planning	International Financing	Concept of cost of capital	Working capital finance	Gordon's model and MM model
S-20	SLO-1	Importance of Financial planning	Introduction to Capital structure	measurement of cost of capital	Trade credit,	Calculation of Dividend
S-21	SLO-1	Objectives of Financial Planning	Factors that influences Capital Structure Decision	Specific cost of capital	Bank Finance and Commercial paper.	Calculation of Dividend
S-22	SLO-1	Limitations of Financial Planning	Determinants of Capital structure	Problem in Specific cost of capital	Computation of Working Capital	Calculation of Dividend
S-23	SLO-1	Introduction to financial forecasting	Provisions and Computation of Net Income Approach	Problem in overall cost of capital	Computation of Working Capital	Declaration of Dividend
S-24	SLO-1	Problems in financial forecasting	Provisions and Computation of Net Operating Income Approach	Computation of Cost of Capital	Computation of Working Capital	Payment of Dividend

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

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. S. Panneerselvam, Associate Professor, St. Peter's College	Dr. S. Vijay

Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB
Global Academy

2. Dr. V.Rengarajan Professor Sri Sankara Arts & Science College,
Kancheepuram

Dr. M. Hemanathan



Course Code	UCM20502J	Course Name	BUSINESS RESEARCH METHODS				Course Category	C	Professional Core Course															L	T	P	C	
																									4	0	4	6
Pre-requisite Courses	Nil		Co-requisite Courses	Nil				Progressive Courses	Nil																			
Course Offering Department	Commerce		Data Book / Codes / Standards	Nil																								
Course Learning Rationale (CLR):	The purpose of learning this course is to:					Learning	Program Learning Outcomes (PLO)																					
CLR-1 :	To understand the basic concepts of research					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15					
CLR-2 :	To study about identification of problem					Level of Thinking (Bloom's)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	Application of cost accounting tools	Ability to Utilize Knowledge	Skills in costing	Analyze, Interpret Data	Use of cost accounting Practices	Problem Solving Skills	Communication Skills	Analytical Skills	Limitations of Cost Accounting	Decision Making Skills	Life Long Learning					
CLR-3 :	To familiarize with various types of data and sample																											
CLR-4 :	To know various steps in data preparation																											
CLR-5 :	To understands methods in preparing report																											
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:					3	95	95	H	M	H	H	H	H	H	H	L	H	L	M	L	H	H					
CLO-1 :	Apply basic concepts of research					3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H					
CLO-2 :	Formulate research problem					3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H					
CLO-3 :	Know to select correct data and sample					3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H					
CLO-4 :	Preparing data for analysis					3	95	90	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H					
CLO-5 :	Preparing research report					3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H					
Duration (hour)	24		24		24		24		24		24		24		24		24		24		24		24					
S-1	SLO-1	Research Methodology - Meaning	Problem identification	Data – Meaning	Data Preparation	Research report																						
S-2	SLO-1	Distinction between compilation and investigation	Identification of research topic	Classification of Data – Primary & Secondary	Editing – Meaning	Different types																						
S-3	SLO-1	Theory and Research	Selection of broad area	Primary Data – Introduction	Types of editing	Contents of report																						
S-4	SLO-1	Domain & C. Domain	Focus on problem	Types of Primary Data	Guidelines for editing	Need of executive summary																						
S-5	SLO-1	Definition of Social Research	Changing approach	Questionnaire – Meaning & Importance	Coding of data	Chapterization																						
S-6	SLO-1	Usefulness of Social Research	formulation and statement of the problem	Types of Questionnaire	Classification of data	Contents of chapter																						
S-7	SLO-1	Objectives of Social Research	selection and formation of Research problem	Features of Questionnaire	Tabulation of data	Report writing																						
S-8	SLO-1	Problems of research in social science	Sources of Research Problem Hypothesis	Pilot Study	Graphical presentation	Readability																						
S-9	SLO-1	Qualities of Researcher	Definition, meaning	Schedule – Meaning & Importance	Meaning of interpretation	Comprehension																						
S-10	SLO-1	Criteria of good research	Formulation.	Questionnaire vs. Schedule	Techniques of interpretation	Final proof																						
S-11	SLO-1	Types of Research	Types: Descriptive, relational and explanatory	Interview – Meaning & Importance	Precautions of interpretation	Report format																						
S-12	SLO-1	Quantitative & Qualitative Research	Null-Hypothesis, Verification	Types of Interview	Data validation	Title of the report																						
S-13	SLO-1	Descriptive Research	Approaches to research - Historical	Observation – Meaning & Importance	Statistical Software - Introduction	Note on foot notes																						
S-14	SLO-1	Cross Sectional Research	Merits and limitations	Types of Observation	SPSS	Structure of thesis																						
S-15	SLO-1	Scope and Importance of Research	Descriptive approach	Secondary Data – Introduction	Types of data in SPSS	Preliminary section																						
S-16	SLO-1	Criteria of good	Merits and limitations	Sources of Secondary Data	Preparing data for SPSS	Body of thesis																						
S-17	SLO-1	Research Design	Case study approach	Sampling – Meaning	Finding outliers	Introduction																						
S-18	SLO-1	Stages in research design	Nature of case study approach	Merits and Demerits of Sampling	Uploading data in SPSS	Review of literature																						
S-19	SLO-1	Developing the hypothesis	Usefulness of case study approach	Laws and Essentials of Sampling	Defining codes	Methodology																						
S-20	SLO-1	Preparation of Research design	Limitations of case study approach	Determining Sample Size	Finding out normalcy	Preparation of index																						
S-21	SLO-1	Determining the sample design	How to construct cases	Types – Random Sampling	Measure of Central Tendency	Constructing bibliography																						
S-22	SLO-1	Data & datum	How to analyze case study	Types – Non-Random Sampling	Measure of Dispersion	Appendix / Reference																						

S-23	SLO-1	<i>Analysis of Data</i>	<i>How to conduct case study discussion</i>	<i>Errors – Meaning</i>	<i>Correlation</i>	<i>Evaluation</i>
S-24	SLO-1	<i>Hypothesis</i>	<i>Experimental approach</i>	<i>Sampling and Non-Sampling Errors</i>	<i>Regression</i>	<i>Guidelines</i>

Learning Resources	1. C R Kothari Gaurav Garg, Research Methodology Methods and Techniques 2. Ravilochanan P, Research Methodology, Margham Publications 3. R. Prabhu, T. Raju & V. Krishnapriya, Research Methodology in Business Management, Vijay Nicole Publication, Chennai
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Bhaskar K, Research Head, Aakshii Advisory Services Pvt Ltd.	1. Dr. V. Senthil Kumaran, Associate Professor, Gurunank College senthilkumaram.mba@gmail.com	Mr. S. Siva
Col. Krishna Vijay, Director - Standards & QA, IESC	2. Dr.M.Ravichandran, Director, IDE, University of Madras, Chennai	Dr. G. Sangeetha

Course Code	UCM20D07J	Course Name	HUMAN RESOURCE MANAGEMENT	Course Category	E	Discipline Specific Elective Course	L	T	P	C
							4	0	4	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Commerce	Data Book / Codes / Standards	Nil		
Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)		
CLR-1 : To equip the students with the understand the basic staffing methodology		1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15		
CLR-2 : To enable the students with selection of deserved candidates					
CLR-3 : To inculcate the students with methods of performance appraisal and compensation					
CLR-4 : To understand about trade union in India					
CLR-5 : To focus on international HRM strategies for MNCs					
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom) Expected Proficiency (%) Expected Attainment (%)	Fundamental Knowledge Application of Concepts Link with Related Disciplines Procedural Knowledge Skills in Specialization Ability to Utilize Knowledge Skills in Modelling Analyze, Interpret Data Investigative Skills Problem Solving Skills Communication Skills Analytical Skills ICT Skills Professional Behavior Life Long Learning		
CLO-1 : To understand basic concepts of HRM and human resource planning.		3 75 70	H M L M M L L M L M L L L M H		
CLO-2 : To analyze the recruitment, selection and training methods in an organization.		3 85 80	H H M H H H L M M M M L M M H		
CLO-3 : To understand various types of appraisal and salary payments.		3 80 75	H H M H H H L M H H M M M H H		
CLO-4 : To familiarize with the power of union and bargaining.		3 80 75	M M H L M M L L H H M M M H H		
CLO-5 : To have awareness on various HRM strategies applicable around the world.		3 75 70	M M H M M H L L M L H L H M H		

Duration (hour)	24	24	24	24	24
S-1 SLO-1	HRM – Introduction, Meaning and Objectives	Recruitment – Meaning and Factors Affecting recruitment	Performance Appraisal – Meaning, Importance & Purpose	Trade Union – Meaning and Why	International HRM – Meaning
S-2 SLO-1	Scope and 3P's (People, Process, Performance)	Sources of Recruitment – Internal	Approaches to performance appraisal	Types of trade union	HRM vs. IHRM
S-3 SLO-1	Importance of HRM	Sources of Recruitment – External	Process of performance appraisal	Registration of trade union	IHRM Approaches
S-4 SLO-1	Functions of HRM	Types of Recruitment	Methods of performance appraisal – Traditional	Recognition of trade union	IHRM Approaches (continuation)
S-5 SLO-1	Qualities of effective HR Manager	Recruitment Process	Methods of performance appraisal - Modern	Trade union legislation	Importance of IHRM
S-6 SLO-1	Human Resource Planning – Meaning, Objectives, Needs and Usefulness	E-Recruitment	Problems in performance appraisal	Theories of trade union	Factors of IHRM
S-7 SLO-1	Steps in Human Resource planning	Selection – Meaning, Need, Different from Recruitment	Remuneration – Meaning	Measures to Strengthen trade union	Practices of IHRM
S-8 SLO-1	Merits and Demerits of Human Resource planning	Stages in selection process	Difference between salary and wages and rewards	Measures to Strengthen trade union (continuation)	Expatriate – Meaning and advantages
S-9 SLO-1	Principles of Effective HRP and HRIS	Stages in selection process (continuation)	Types of allowances, pay split-up	Problems in trade union	Factors influencing expatriate
S-10 SLO-1	Job Analysis	Training – Meaning, Need & Benefits	Social Security Benefits – Meaning, Objectives & Need	Trade union movements in India	Repatriate – Meaning and Obstacles
S-11 SLO-1	Process of job analysis	Steps in training programme	Types of social security	Collective Bargaining – Meaning	Green HRM – Meaning and Scope
S-12 SLO-1	Job Description	Methods – On the Job with Merits &	Social security measures in India	Collective Bargaining – Objectives	Recent trends in HRM

			Demerits for Employees			
S-13	SLO-1	Job Specification	Methods – Off the Job with Merits & Demerits for Employees	Various acts governing social security	Conditions for good bargaining	Case Study – Oakoms Global
S-14	SLO-1	Factors Affecting Job Design	Methods – On the Job with Merits & Demerits for Executives	Bonus & Incentives	Importance of collective bargaining	Human Resource Information System - Meaning
S-15	SLO-1	Approaches to job design	Methods – Off the Job with Merits & Demerits for Executives	Importance of bonus	Bargaining strategies	Objectives for HRIS
S-16	SLO-1	Job Enlargement	Evaluating training programmes	Types of incentives	Process of collective bargaining	Need for HRIS
S-17	SLO-1	Job Enrichment	Online Training	Career Planning – Meaning, Need & Important Terms	Bargaining in deadlock	Traditional HR Approaches vs. HRIS
S-18	SLO-1	Issues in job design	Promotion – Meaning	Process of career planning	Collective Bargaining in India	Uses of HRIS
S-19	SLO-1	Job Evaluation – Objectives and Procedures	Promotion Methods – Pros and Cons	Succession Planning	HR Audit – Meaning and Objectives	Advantages of HRIS
S-20	SLO-1	Methods of job evaluation	Transfer – Meaning & Types	Career Development	Benefits of HR Audit	Disadvantages of HRIS
S-21	SLO-1	Role of a HR Manger	Case Study – Manpower Attracting Dilemma of HR Manager	Career Management	Process of HR Audit	Designing HRIS
S-22	SLO-1	Functions of a HR Manager	Case Study – Right Man Wrong Job	Case Study – 360 Degree for 360 Degree Feedback	Approaches of HR Audit	Personnel Inventory – Meaning
S-23	SLO-1	Case Study – HRP in THDCL	Case Study – Employee Training in Hindustan Chemicals	Case Study – Health Insurance Schemes for Farmers in Karnataka	Case Study – Trade Union in Jetworth Company	Personnel Inventory by IT Companies
S-24	SLO-1	Case Study – Job Design in Engineering Industry	Case Study – Employee Training in Motorola	Case Study – Career Planning in Wipro and Axis Bank	Case Study – Trade Union in Tubelight Company	Case Study - Wipro

Learning Resources	1	Aswathappa. K, Human Resources Management, TATA McGraw Hill Publishers, New Delhi, (2018).
	2	Chandramohan, Human Resource Management, APH Publishing Corporation (2018).
	3	L.M. Prasad, Organizational Behaviour, Sultan Chand Publications, 14 th Edition.
	4	Stephen Robbins, Cross Culture Management, Pearson Publications (2018).
	5	K. Sundar, J. Srinivasan, Essentials of Human Resource Management, Vijay Nicole Publishers, Chennai

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. B. Anbuthambi, Vice President, ICT Academy	1. Dr. K. Malarvizhi, Dean, Hindustan College flowereye14@gmail.com	Dr. Mari Anand. N
Mrs. Saravana Kumar Consultant - Regional Manager - South	2. Mr.C.Senthilnathan Director V-Link Systems	Dr. S. Tamilarasi



Course Code	UCM20D08J	Course Name	INTELLECTUAL PROPERTY RIGHTS	Course Category	E	Discipline Specific Elective Course	L	T	P	C
							4	0	4	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																
Course Offering Department	Commerce	Data Book / Codes / Standards	Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To introduce the concept and laws of Intellectual Property Right.		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To create awareness on trademark		Level of Thinking (Bloom) Expected Proficiency (%) Expected Attainment (%)	3	80	70	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	application of marginal analysis	Ability to Utilize Knowledge	Skills in Modeling	Analyze, interpret Data	Use of benefit/cost analysis.	Problem Solving Skills	Communication Skills	Analytical Skills	Limits of economic analysis	Business Behavior	Life Long Learning
CLR-3 :	To familiarize the concepts of Copyright Laws																				
CLR-4 :	To understand the Patents Act																				
CLR-5 :	To get awareness about WIPO																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	Level of Thinking (Bloom) Expected Proficiency (%) Expected Attainment (%)	3	85	75	M	H	M	H	M	H	M	L	M	H	L	M	H	L	H
CLO-1 :	Have an awareness about the foundations of Intellectual Property Rights																				
CLO-2 :	Get an idea about the Trademarks Act																				
CLO-3 :	Familiar with the copyright procedures																				
CLO-4 :	Have an awareness about the concept of Patent Act																				
CLO-5 :	Understand about WIPO and treaty																				

Duration (hour)	24	24	24	24	24
S-1 SLO-1	Intellectual Property – Introduction	Trademark Act, 1999 - Introduction	Copyright Act, 1957 - Introduction	Patent – Introduction	World Intellectual Property Organization (WIPO)
S-2 SLO-1	Concept of Intellectual Property	Historical Perspective	Meaning of Copyright	Concept of Patent	History of WIPO
S-3 SLO-1	Intellectual Property in India	Object of Trade Marks Law	Authorship and Ownership	Patents Act, 1970	Mission of WIPO
S-4 SLO-1	Geographical Indications of Goods (Registration and Protection) Act	Certification Trademark	Copyright Subsists	Salient Features of the Act	Activities of WIPO
S-5 SLO-1	Salient Features	Collective Mark	Copyright Pertaining to Software	Product / Process Patents	Structure of WIPO
S-6 SLO-1	Trade Secrets	Trade Description	Term of Copyright	Duration of Patents	Administration of WIPO
S-7 SLO-1	Utility Models	Permitted Use	Copyright Office	Patentable Objects	Membership of WIPO
S-8 SLO-1	World Intellectual Property Organisation (WIPO)	Registrar of Trademarks	Copyright Board	Elements of Patentability	Constitutional Reform of WIPO
S-9 SLO-1	WIPO and WTO	Registration of Trademarks	Functions of the Copyright Board	Non-Patentable Subject Matter	Paris Convention
S-10 SLO-1	Paris Convention for Protection of Industrial Property	Registration Procedure	Assignment of Copyright	Application for Patent	Berne Convention
S-11 SLO-1	Common Rules	Trademark Search	Mode of Assignment	Form of Application	WIPO Copyright Treaty
S-12 SLO-1	Patent Cooperation Treaty (PCT)	Apply for Trademark	Licenses by Owners of Copyright	Complete Specification	Patent Cooperation Treaty
S-13 SLO-1	Advantages of PCT Filing	Filing and Prosecuting Trade Mark Applications	Statutory License for Broadcasting of Literary and Musical Works	Important Elements of Complete Specification	Budapest Treaty
S-14 SLO-1	Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement	Review by the Trade Marks Office	Termination of License	Types of Patent Applications	Hague Agreement
S-15 SLO-1	Features of TRIPS	Requisites for Registration	Copyright Societies	Procedure for Application	Trademark Law Treaty
S-16 SLO-1	Issues Covered of TRIPS	Duration and Renewal of Trade Mark	Broadcast Reproduction Right	Procedure for Application (continuation)	Patent Law Treaty

			Registration			
S-17	SLO-1	TRIPS – Trademarks	Opposition to Registration	Exclusive Right of Performer	Procedure for Application (continuation)	Strasbourg Agreement
S-18	SLO-1	TRIPS – Geographical indications	Registered Users	Moral Right of Performer	Procedure for Application (continuation)	Nice Agreement
S-19	SLO-1	TRIPS – Industrial Designs	Certification Trade Mark	Copyright Protection to Foreign Works	Opposition to the Patent	Vienna Agreement
S-20	SLO-1	TRIPS – Patents	Madrid Agreement	Registration of Copyright	Grant of Patents	Locarno Agreement
S-21	SLO-1	TRIPS – Rights Conferred	International Registration	Infringement of Copyright	Term of Patent	Protection of Performers
S-22	SLO-1	Term of protection	Madrid Agreement Concerning the International Registration	Statutory Exceptions	Patents of Addition	International Convention for the Protection of New Varieties of Plants
S-23	SLO-1	Conditions on Patent Applicants	Advantages of the Madrid System	Remedies against Infringement of Copyright	Restoration of Lapsed Patents	WIPO-WTO Cooperation
S-24	SLO-1	Process Patents	Effects of an International Registration	Remedies against Infringement of Copyright (continuation)	Revocation of Patents	Progressive Development of International Intellectual Property Law

Learning Resources	1. G.V.G Krishnamurthy: The Law of Trademarks, Copyright, Patents and Design, 2017	4. B.L. Wadehra: Law Relating to Patents, Trademarks, Copyright, Designs and Geographical Indications, 2018
	2. Satyawrat Ponkse: The Management of Intellectual Property, 2018	5. WIPO: The Value of Intellectual Property, Intangible Assets and Goodwill, 2019 (websites references)
	3. WIPO: WIPO Guide to Using Patent Information, 2019 (websites references)	

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Col. Krishna Vijay, Director - Standards & QA, IESC	1. Dr. S. Panneerselvam, Associate Professor, St. Peter's College	Dr. S. Sathiyasellan
Mr. Varun Jain, Managing Director & CEO, Miles Education	2. Dr. M. Ravichandran, Director, IDE, University of Madras, Chennai	Mrs. Y. Esther Reeta

Course Code	UCM20D09J	Course Name	E - GOVERNANCE	Course Category	E	Discipline Specific Elective Course	L	T	P	C
							4	0	4	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																			
Course Offering Department		Commerce	Data Book / Codes / Standards		Nil																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To familiarizes the students with the concept of e-Governance.		Level of Thinking (Bloom)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :	To provide a basic understanding of e-governance strategies																							
CLR-3 :	To know how an effective strategic plan can be developed through a process.																							
CLR-4 :	To conceptualization of ideas and development of service delivery models for improving the quality of service to citizen																							
CLR-5 :	To know about e-government services																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Identify the concept and need of e-Governance Projects		3	75	70	H	L	L	L	M	L	M	L	M	L	M	L	M	L	M	M			
CLO-2 :	Analyze advantages and disadvantages of e-government programs		3	80	75	M	M	M	H	M	M	L	L	L	M	L	M	M	M	M	M			
CLO-3 :	Identify major issues and strategies behind e-government programs		3	85	80	H	L	H	H	H	M	L	M	L	L	L	L	M	M	M	M			
CLO-4 :	Compare the different e-governance projects and analyze the maturity among models		3	75	70	M	H	M	M	M	M	L	M	L	M	L	M	L	M	H	M			
CLO-5 :	Prioritize types of e-government services		3	80	75	L	H	M	H	M	L	L	M	M	M	L	M	M	M	M	M			

Duration (hour)	24	24	24	24	24
S-1 SLO-1	Introduction to e-Governance	Introduction to E-Governance Architecture	E-Governance Technologies – Introduction and Overview	Introduction to E-Governance Portals around the Globe	Introduction to e-Governance Product and Services in India
S-2 SLO-1	Elements of e-Governance	E-Governance Planning	Virtual Environments	Study of e-Governance models	Introduction to e-Governance supported by National Informatics Centre (NIC) in India
S-3 SLO-1	e-Governance: Policies	E-Governance Implementation	Usability of Virtual Environments	Study of e-Governance models of different countries	Introduction to National e-Governance Plan (NeGP)
S-4 SLO-1	e-Governance: Strategies	Legal Framework of e-Governance	E-Governance - Information Management	e-Governance models of developed countries	Overview to National e-Governance Plan (NeGP)
S-5 SLO-1	e-Governance: Frameworks	Organization structure and flowchart of e-governance	Digital Archiving in E-Governance	e-Governance models of developing countries	Introduction to e-POST
S-6 SLO-1	Overview of e-Governance and discussions	Introduction Enterprise Business Architecture	E-Governance – Design	Finding the gaps in each model	Overview to e-POST
S-7 SLO-1	Information towards Society Concepts	Development of Enterprise Business Architecture	Data Exchange Layer for Government Information Systems (GIS)	E-Governance Maturity Model	Introduction to AGMARKNET
S-8 SLO-1	Information Society Concepts	E-Governance Public Management	Development for Government Information Systems (GIS)	Case Studies of e-Governance in developed countries	Overview to AGMARKNET
S-9 SLO-1	Information Society Principles	E-Governance Administration	Technology and Individual: Ethics of Law and Technology	Case Studies of e-Governance in developed countries	Introduction to Examination Results Portal
S-10 SLO-1	Introduction to ICT	Introduction to E-Governance Business Models	Discussion E-Governance Technology – Ethics (Legal)	Case Studies of e-Governance in developed countries	Overview to Examination Results Portal
S-11 SLO-1	Introduction to e-Governance	E-Governance Planning - Business Models	Discussion E-Governance Technology	Case Studies of e-Governance in	Introduction to Gyandoot e-Governance

				towards individual – Ethics of law	developed countries	Project
S-12	SLO-1	e-Governance Technology	Implementation of E-Governance Business Models	E-Governance Security in a Networked World	Case Studies of e-Governance in developed countries	Overview to Gyandoot e-Governance Project
S-13	SLO-1	e-Governance Society	Feedback and review of business model	E-Governance Privacy in a Networked World	Case Studies of e-Governance in developed countries	Introduction to JUDIS
S-14	SLO-1	e-Governance State and Governance	e-Governance Project - Change Management	Internet of Things - Smart Devices, Processes and Services	Case Studies of e-Governance in developed countries	Overview to JUDIS
S-15	SLO-1	Development Policy	e-Governance Project - Capacity Building	Internet of Things - Processes	Case Studies of e-Governance in developing countries	Introduction to Indian Passport portal
S-16	SLO-1	Globalization	Introduction to Data System	Internet of Things - Services	Case Studies of e-Governance in developing countries	Overview to Indian Passport portal
S-17	SLO-1	Business Information Systems	Data System Infrastructure preparedness	Legal Aspects of Software	Case Studies of e-Governance in developing countries	Introduction to Rural Bazar
S-18	SLO-1	Government Process Re-engineering	Infrastructural preparedness – Legal	Legal Aspects of Database Protection	Case Studies of e-Governance in developing countries	Overview to Rural Bazar
S-19	SLO-1	Good governance through E-governance	Infrastructural preparedness – Human	Introduction to Cloud	Case Studies of e-Governance in developing countries	Introduction to Tax System 2017 –Pre-Value Added Tax and Post GST
S-20	SLO-1	Introduction to e-Democracy	Infrastructural preparedness – Institutional	Cloud management system	Case Studies of e-Governance in developing countries	Introduction to GST
S-21	SLO-1	e-Democracy in India	Infrastructural preparedness – Technological	Discussion Cloud management system and users	Case Studies of e-Governance in developing countries	Discussion Using e-Governance in taxing
S-22	SLO-1	Advantages of e-Democracy	Discussion on Infrastructural preparedness	Development in Cloud	Case Studies of e-Governance in under developing countries	Overview to GST
S-23	SLO-1	Disadvantages of e-Democracy	e-governance Leadership	Technical Change Paradigms	Case Studies of e-Governance in under developing countries	GST implications in economy
S-24	SLO-1	Opportunities and Challenges in Implementing e-Democracy in India	e-governance Strategic Planning	Techno-economic Paradigms	Case Studies of e-Governance in under developing countries	GST implications in economy

Learning Resources	<ol style="list-style-type: none"> 1. E-governance for Development: A Focus on India, Shirin Madon, Palgrave Macmillan, 2009 2. E-governance: case studies, Ashok Agarwal, University Press India, 2007 3. IT-e-Governance in India, Kamalesh N. Agarwala, Murli D. Tiwari, Macmillan, 2002 4. E-government: from vision to implementation: a practical guide with case studies, Subhash C. Bhatnagar, SAGE, 2004 5. E-Governance: Concepts and Case Studies, C.S.R. Prabhu, PHI, 2011
	Reference Materials <ol style="list-style-type: none"> 1. Electronic Governance and Cross-Boundary Collaboration: Innovations and Advancing Tools, Yu-Che Chen (Northern Illinois University, USA) and Pin-Yu Chu (National Chengchi University, Taiwan), Publisher: Information Science Reference, 2011 2. Public Information Technology and E-Governance: Managing the Virtual State by G. David Garson, Publisher: Jones & Bartlett Learning, 2006 3. Global e-Governance: Advancing e-Governance Through Innovation and Leadership, by J Tubtimhin, Publisher: IOS Press, 2009 4. Innovations In e-Government: Governors and Mayors Speak-Out, By Erwin Blackstone, Michael Bognanno & Simon Hakim 5. E-governance: A Global Perspective on a New Paradigm, edited by Toshio Obi, Publisher: IOS Press, 2007 6. Governance and Information Technology from Electronic Government to Information Government edited by Viktor Mayer-Schönberger and David Lazer, Publisher: Massachusetts Institute of Technology, 2007

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Varun Jain, Managing Director & CEO, Miles Education	Dr. B. Vijayakumar, Assistant Professor P.G. Department of Commerce, D.G. Vaishnav College vijayakumar_sakthi@yahoo.co.in	Mr. S. Vevek
CA. V. Jayaprakash Chartered Accountant V. Jayaprakash & Associates	2. Dr. V. Muthukumar, Assistant Professor, Madras Christian College, Chennai	Dr. P. Sankar

Course Code	UJK20501T	Course Name	Leadership and Management Skills	Course Category	JK	Life Skill Courses	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Development Centre	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	help students to develop essential skills to influence and motivate others		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Inculcate emotional and social intelligence and integrative thinking for effective leadership		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	create and maintain an effective and motivated team to work for the society																			
CLR-4 :	nurture a creative and entrepreneurial mindset																			
CLR-5 :	make students understand the personal values and apply ethical principles in professional and social contexts																			
CLR-6 :	manage competency-mix at all levels for achieving excellence with ethics																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1 :	examine various leadership models and understand / assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision		3	80	75	L	M	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-2 :	learn and demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership, etc		3	80	75	L	M	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-3 :	understand the basics of entrepreneurship and develop business plan		3	75	70	L	M	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-4 :	apply the design thinking approach for leadership		3	75	70	L	M	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-5 :	appreciate the importance of ethics and moral values for making of a balanced personality		3	75	70	L	H	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-6 :	be an integral human being		3	75	70	L	H	H	-	M	M	-	-	-	M	H	L	-	H	H

Duration (hour)	6	6	6	6	6
S-1	SLO-1 Leadership - definition	Team building	Management – definition	Women in management	Entrepreneurship
	SLO-2 Leadership – qualities	Team dynamics	Manager – traits	Global gender perspective in business. Do women make good managers? - discussion	Entrepreneurship
S-2	SLO-1 Leadership – styles	Work delegation	Scheduling work	Confronting problems faced by women managers – case study	Successful Indian entrepreneurs – case study
	SLO-2 Leadership – styles	Work delegation – activity	Scheduling work – activity	Confronting problems faced by women managers – case study	Successful Indian entrepreneurs – case study
S-3	SLO-1 Difference between leader and boss	Decision making	Strategic planning	Successful women managers – documentary screening	Successful women entrepreneurs – case study

	SLO-2	Case study (based on leadership styles)	Decision making - activity	Strategic planning	Successful women managers – documentary screening	Successful women entrepreneurs – case study
S-4	SLO-1	Case study (based on leadership styles)	Motivation	Change management	Women labour force in work place	Ethics – definition
	SLO-2	Case study (based on leadership styles)	Motivating for results	Change management – activity	Problems faced by women labour force in work place - case study	Corporate ethics
S-5	SLO-1	Leadership in diverse organizational structures, cultures and communications	Argumentation, Persuasion	Energy management	Sexual harassment of women at workplace (prevention, prohibition, and redressal) Act, 2013	Essential elements of business ethics
	SLO-2	Leadership in diverse organizational structures, cultures and communications	Negotiation , Networking	Novel ways to manage energy in work place – activity	Documentary screening - Sexual harassment of women at workplace	Activity (students formulate ethical code of their business organization)
S-6	SLO-1	Leading the organisation through stability and turbulence	Budget planning	Work force management	Transgender persons protection of rights act, 2019	Ethical dilemma
	SLO-2	Case study	Taking risk	Grievance redressal policy in organisations	Documentary screening –based on inclusiveness of the third gender in workplace	Ethical dilemma - case study

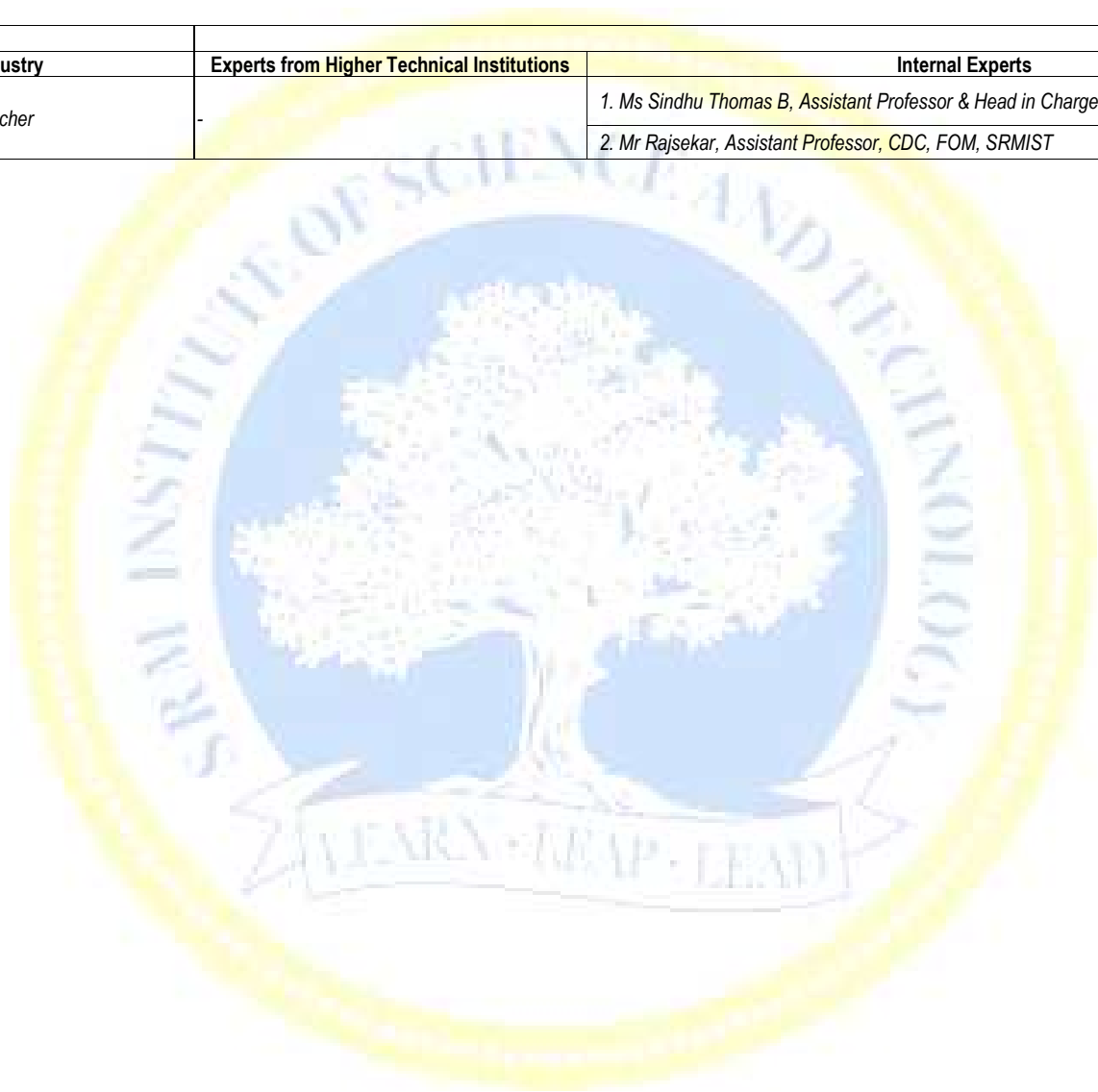
Learning Resources	1. Craig E Johnson, Meeting the ethical challenges of leadership, Sage publications, 2018	4. Alexander Osterwalder, Business Model Generation, Wiley, 2013
	2. Allan R Cohen, David L Bradford, Influence without authority, Wiley, 2018	5. Deborah Tannen, Talking from nine to five: Women and men in the workplace, Harper Collins publishers, 2010
	3. T V Rao, Managers who make a difference: Sharpening your management skill, Random house India, 2016	6. Amish Tandon, Law of sexual harassment at workplace: Practice and procedure, Niyogi books, 2017
		7. Rashmi Bansal, Connect the dots, Westland books, 2012

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

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Ajay Zener, Director, Career Launcher	-	1. Ms Sindhu Thomas B, Assistant Professor & Head in Charge, CDC, FSH, SRMIST
		2. Mr Rajsekar, Assistant Professor, CDC, FOM, SRMIST



Course Code	UES20AE1T	Course Name	ENVIRONMENTAL STUDIES		Course Category	A	Ability Enhancement Courses										L	T	P	C			
							3	0	0	3													
Pre-requisite Courses		Nil	Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department		Commerce		Data Book / Codes/Standards		Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning		Program Learning Outcomes (PLO)															
CLR-1 :	To teach the importance of environment				1 Level of Thinking (Bloom)	2 Expected Proficiency (%)	3 Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To impart the knowledge about ecosystem							Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3	
CLR-3 :	To teach about Biodiversity							H	H	H	-	-	-	-	-	-	-	-	-	-	-	-	-
CLR-4 :	To create awareness about environmental pollution							-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	-
CLR-5 :	To understand about Environment Protection							H	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1 :	To gain knowledge on the importance of natural resources and energy				2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-	
CLO-2 :	To understand the structure and function of an ecosystem				2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	
CLO-3 :	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence				2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CLO-4 :	To understand the causes of types of pollution and disaster management				2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-	
CLO-5 :	To observe and discover the surrounding environment through field work				2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	
Duration (hour)		9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	
S-1	SLO-1	Environmental Studies- Concept	Concept of an ecosystem	Biodiversity at Global, National And Local Levels	Causes, Effects and Control	Need for equitable utilization																	
	SLO-2	Scope and Importance of Environmental Studies	Ecosystem degradation and Resource utilization	India as a Mega Diversity Nation	Measures of Nuclear hazards	Equity – Disparity																	
S-2	SLO-1	Need for public awareness.	Structure and Functions of an ecosystem	Threats to biodiversity: habitat loss, poaching of wildlife	Solid Waste Management	Urban – rural equity issues																	
	SLO-2	Institutions in Environment	Producers, consumers and decomposers	man-wildlife conflicts	Causes, Effects and Control Measures of Urban and Industrial Waste	The need for Gender Equity																	
S-3	SLO-1	People in Environment	Energy flow in the ecosystem	Endangered species of India		Preserving resources for future generations																	
	SLO-2	Awareness about Environmental Studies	The water cycle , The Carbon cycle , The Oxygen cycle , The Nitrogen cycle , The energy cycle and, Integration of cycles in nature	Endemic species of India	Role of Individuals In Pollution Prevention	The rights of animals																	

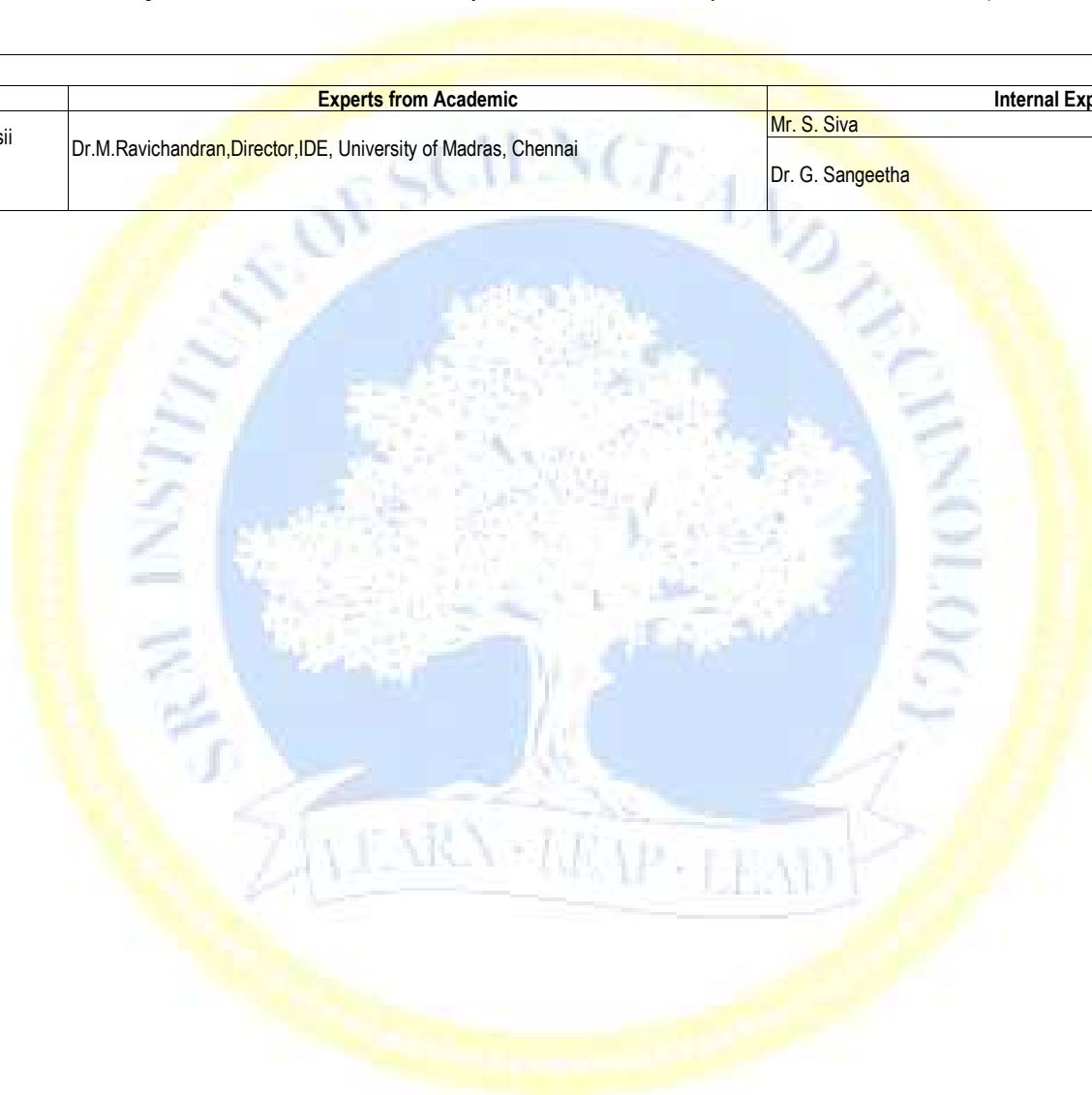
S-4	SLO-1	Introduction to natural resources- Associated Problems	Ecological succession	Environmental Pollution- Definition	Disaster management- Nature Floods, Earthquakes	The ethical basis of environment education and awareness
	SLO-2	Renewable and Nonrenewable resources	Food chains, Food webs and Ecological pyramids			
S-5	SLO-1	Forest resources	Ecosystem, Introduction, Types, Characteristic features, Structure and functions	Causes, Effects and Control Measures of Air Pollution	Cyclones Landslides	The conservation ethic and traditional value systems of India
	SLO-2	Water Resources	Forest ecosystem			
S-6	SLO-1	Mineral Resources	Grassland ecosystem	Causes, Effects and Control Measures of Water Pollution	Social Issues and the Environment From Unsustainable to Sustainable Development	Wasteland Reclamation
	SLO-2	Food Resources	Desert ecosystem			
S-7	SLO-1	Energy Resources	Aquatic ecosystems (ponds, lakes, streams)	Causes, Effects and Control Measures of Soil Pollution	Water Conservation	Climate change & Global warming
	SLO-2	Land Resources	Aquatic ecosystems (rivers, estuaries, oceans)			
S-8	SLO-1	Renewable and non-renewable resources- Wind	Value Of Biodiversity	Causes, Effects and Control Measures of Marine pollution	Rain Water Harvesting Watershed	Acid rain & Ozone layer depletion
	SLO-2	Renewable and non-renewable resources- geothermal	Consumptive Value And Productive Value			
S-9	SLO-1	Renewable and non-renewable resources- Solar	Social Value and Ethical Value	Causes, Effects and Control Measures of Noise Pollution	Environmental Ethics: Issues and Possible Solutions	Nuclear Accidents and Nuclear Holocaust
	SLO-2	Renewable and non-renewable resources- Biomass	Aesthetic Value and Option Value	Causes, Effects and Control Measures of Thermal Pollution	Resource consumption patterns	

Learning Resources	Theory:	1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.
		2. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press
		3. Dr.R.Jeyalakshmi.2014., Text book of Environmental Studies, Devi publications, Chennai
		4. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)

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

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

Course Designers		
Experts from Industry	Experts from Academic	Internal Experts
Mr. Bhaskar K, Research Head, Aksam Advisory Services Pvt Ltd	Dr.M.Ravichandran,Director,IDE, University of Madras, Chennai	Mr. S. Siva
		Dr. G. Sangeetha



SEMESTER - VI

Course Code	UCM20601L	Course Name	AUDITING THEORY AND PRACTICES	Course Category	C	Professional Core Course	L	T	P	C
							0	0	4	2

Pre-requisite Courses		Nil	Co-requisite Courses	Nil	Progressive Courses			Nil																
Course Offering Department		Commerce		Data Book / Codes / Standards	Nil																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To know fundamental concepts of Auditing				Level of Thinking (Bloom)	1	2	3	Basic Knowledge	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To study the concepts of internal check and control																							
CLR-3 :	To study the Vouching, valuation and verification of Assets and Liabilities																							
CLR-4 :	To understand various procedures for Appointment of Auditors																							
CLR-5 :	To study about the preparation of Audit Report																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Understand the concepts of Auditing				3	95	90	H	M	L	M	L	H	L	L	L	L	L	L	L	L	H	H	
CLO-2 :	Know the internal control and check systems				3	85	80	H	M	L	M	L	H	L	H	L	L	L	L	L	L	H	H	
CLO-3 :	Know the Vouching, valuation and verification of Assets and Liabilities				3	95	90	H	H	L	M	H	M	L	M	H	M	L	H	L	H	H	H	
CLO-4 :	Acquire the knowledge of Appointment of Auditors				3	95	85	H	H	L	M	H	H	L	L	H	H	L	H	L	H	H	H	
CLO-5 :	Learn the preparation of Audit Report				3	85	80	H	H	L	M	H	H	M	H	H	M	L	H	L	H	H	H	

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Definition of Auditing	Audit Programme	Introduction of Vouching	Appointment of auditor	EDP Audit
S-2	SLO-1	Difference between auditing and accounting	Audit Note Books	Meaning of Vouching	Appointment of first auditor	EDP Audit features
S-3	SLO-1	Scope of auditing	Audit Working Papers	Objectives of Vouching	Appointment of auditor for limited companies	EDP Audit limitation
S-4	SLO-1	Objectives of auditing	Audit Files	Characteristics of Vouching	Appointment of auditor for government companies	General approach to EDP Audit
S-5	SLO-1	Importance of auditing	Audit Report	Procedure of Vouching	Qualification of Auditor	Special Techniques for Auditing in EDP environment
S-6	SLO-1	Kinds of audit	Essentials of Effective Reporting	Importance of vouching	Disqualification of Auditor	Computer Assisted Auditing Techniques (CAAT)
S-7	SLO-1	Kinds of audit (continuation)	Internal control	Vouching of cash transactions	Remuneration of Auditor	Need for CAAT
S-8	SLO-1	Pros and cons of audit	Internal check	Valuation of Assets and Liabilities	Removal of Auditor	Types of CAAT
S-9	SLO-1	Qualities of an Auditor	Difference between Internal control and internal check	Verification of Assets and Liabilities	Duties of Auditor	Uses of CAAT
S-10	SLO-1	Appointment of an Auditor	Objectives of Internal control	Verification of depreciation	Powers and liabilities of Auditor	Green Audit Meaning
S-11	SLO-1	Rights and Duties of an Auditor	Duties of an auditor in connection with Internal check	Verification of reserves	Ceiling on number of audits	Objectives of Green Audit
S-12	SLO-1	Standards of Auditing	Duties of an auditor in connection	Verification of wasting assets	Professional ethics and misconduct	Stages of Green Audit

		with Internal check			
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Learning Resources	1. Principles and Practice of Auditing, Pradeep Kumar Baldev Sachena, Jagwant Singh; Kalyani Publications.										
	2. Principles and Practice of Auditing, Dinkar Pagare; Sultan Chand & Sons.										
	3. <i>Practical Auditing, Sundar and Paari, Vijay Nicole Publications</i>										
Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember		40%		30%		30%		30%		30%
	Understand										
Level 2	Apply		40%		40%		40%		40%		40%
	Analyze										
Level 3	Evaluate		20%		30%		30%		30%		30%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. Sudha, Assistant Professor, (Former Head, Ethiraj College) Department of Commerce, A.M. Jain College	Dr. Ramesh Babu. R
Prof. Dr. K. N. Ramasamy, Managing Director, RR Academy (P) Ltd.	2. Dr. V. Muthukumar, Assistant Professor, Madras Christian College, Chennai	Dr. P. Suseela

Course Code	UCM20602L	Course Name	EVENT MARKETING	Course Category	C	Professional Core Course			
						L	T	P	C
						0	0	4	2

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

Guidelines for Event Marketing –

- Student will be assigned a Faculty for doing Event Marketing
- The Activity will be both individual and Group
- Student will be involved in organizing the following events
 - Seminar/Conference
 - Guest Lectures
 - Workshops
 - Business Events
 - Bazar
- Students should Visit the Following and submit the report on how the event is organized
 - Trade fairs
 - Exhibitions
 - Festive Events
 - Cultural Events
- Students should collect details about Funding Agency/Sponsoring Agencies and submit a report with dummy values
- Report should contain the following
 - Event Schedule
 - Events Organised
 - Event Organizers, their role and responsibilities.
 - Events Visited
 - Budget
 - Funding Agencies
- Reporting Format – Minimum of 25 Pages and Maximum of 30 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5
- At the end of the semester Viva Voce Examination will be conducted to evaluate the performance of the student
- Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
- Failure to submit the report will treated as failure in that course and the students has to redo as arrear after completion of the course in the forthcoming semester examination
- Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of End Semester Examination

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

Create						
Total	100 %	100 %	100 %	100 %	-	

UCM20D10L		PROJECT WORK		L	T	P	C
				0	0	0	8

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

Guidelines for Summer Internship:

- Students must either undergo industrial training during sixth semester for 45 Days in any industry or Should Choose a Topic to do a research on a particular Industry Performance
- Students can do projects in the fields of Taxation, Corporate Finance, Micro Finance, Financial Services and Financial Markets and Institutions
- Industries can be Micro, Small, Medium or Large Scale
- Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
- Students should submit a acceptance letter from the industry for his/her Internship
- Students must submit a Training Report along with training certificate. Issued by the industry
- Report should have the following if Industrial training
 - Industry Profile
 - Company Profile
 - Job Profile
 - Internship Training Details
 - Feedback of the Training
- Report should have the following if Research on a Industry is done
 - Introduction of the Topic
 - Literature Review
 - Research Methodology
 - Data Analysis
 - Findings, Suggestions and Conclusion
- Reporting Format – Minimum of 50 Pages and Maximum of 75 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5
- Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
- Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of End Semester Examination
- Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
- If the Student has chosen this Industrial Training/Research as Elective and Failure to undergo the training or submit the report will treated as failure in that course and the students has to redo in the forthcoming semesters

14. An Article related to the Topic should be Published in a Conference/SRM Research Day and in an Indexed Journal

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

UCM20D11L	DISSERTATION	L	T	P	C
		0	0	0	6

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

Guidelines:

- Student will be doing Full Time Research on Specific Topic of their Interest
- Topic should be relevant to Commerce – Human Resource, marketing, Finance, Administration, IPR etc
- Student should submit a periodical report to the faculty assigned to them
- Students can do projects in the fields of Taxation, Corporate Finance, Micro Finance, Financial Services and Financial Markets and Institutions
- Review I – introduction and Literature Review – Within 25 days of commencement of Sixth Semester Classes
- Review II – Research Methodology and Data Analysis – Within 50 days of commencement of Sixth Semester Classes
- Review III – Draft Report – Within 60 days of commencement of Sixth Semester Classes
- Report should have the following if Research on a Industry is done
 - Introduction of the Topic
 - Literature Review
 - Research Methodology
 - Data Analysis
 - Findings, Suggestions and Conclusion
 - Reference
 - Annexures
 - Conference and Journal Certificates
- Reporting Format – Minimum of 50 Pages and Maximum of 75 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5

10. Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
11. Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of End Semester Examination
12. Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
13. If the Student has chosen this Industrial Training/Research as Elective and Failure to undergo the training or submit the report will treated as failure in that course and the students has to redo in the forthcoming semesters
14. An Article related to the Topic should be Published in a Conference/SRM Research Day and in an Indexed Journal

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

UCM20D12L	SEMESTER INTERNSHIP			
	L	T	P	C
	0	0	0	6

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

Guidelines for Summer Internship:

1. Students must undergo industrial training after completing Fifth semester examination for 60 days
2. Industries can be Micro, Small, Medium or Large Scale
3. Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
4. Students should submit a acceptance letter from the industry for his/her Internship
5. Students must adhere to the rules and regulation of the place of work.
6. Students must submit a Training Report along with training certificate. Issued by the industry
7. Report should have the following
 - f. Industry Profile
 - g. Company Profile
 - h. Job Profile
 - i. Internship Training Details

- j. Feedback of the Training
8. Reporting Format – Minimum of 50 Pages and Maximum of 60 Pages – Times New Roman Font – Font Size – Heading 14 and Content 12 – Line Spacing – 1.5
9. Report should be submitted within 70 days of Commencement of Sixth Semester Classes
10. Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
11. Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
12. If the Student has chosen this Industrial Training as Elective and Failure to undergo the training or submit the report will treated as failure in that course and the students has to redo in the forthcoming semesters
13. Report Submission - One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of End Semester Examination
14. An Article related to the Topic should be Published in a Conference/SRM Research Day and in an Indexed Journal

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

B.COM GENERAL/ISM/HONS IAF/HONS PA

PRACTICAL CONTENTS FOR JOINT COURSES (THEORY AND PRACTICALS) *PROBLEM ORIENTED COURSES*

Course Code	UCM20101J	Course Name	FINANCIAL ACCOUNTING			Course Category	C	Professional Core Course				L	T	P	C
											4	0	3	6	

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

Practical Contents

- Introduction to Accounting with Tally
- Creating a Company
- Ledger Creation
- Group Creation
- Inventory Master Creation
- Voucher Entry
- Inventory Entries in Vouchers
- Creating Item Invoice and Account Invoice
- Basic Features of Accounting Reports
- Preparation of Financial Statements

Course Code	UCM20201J	Course Name	CORPORATE ACCOUNTING	Course Category	C	<i>Professional Core Course</i>	L	T	P	C
							4	0	3	6

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

Practical Contents

- Schedule VI Profit and Loss A/c
- Schedule VI Balance Sheet
- Significant Accounting Policies
- Inserting and Renaming Heads
- Classification of Groups/Ledgers using Move and To in Balance Sheet and Profit and Loss A/c (India)
- Schedule VI Configuration - Balance Sheet (India)
- Configure Schedule VI Rule (India)
- Current and Non-Current Classification (India)
- Age-wise Bifurcation of Sundry Debtors (India)
- Balance Sheet - Note Summary (India)

Course Code	UCM20301J	Course Name	COST ACCOUNTING	Course Category	C	Professional Core Course	L	T	P	C
							4	0	3	6
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil					
Course Offering Department	Commerce	Data Book / Codes / Standards			Nil					

Practical Contents

- Cost Categories
- Using Cost Category and Cost Centre in Transactions
- Cost Centre Classes
- Cost Centre Reports
- Purchase Order Processing
- Sales Order Processing
- Viewing Order Details
- Display Column Orders and Stock Details
- Data backup
- Restoring Data from a Backup File

Course Code	UCM20401J	Course Name	MANAGEMENT ACCOUNTING	Course Category	C	Professional Core Course	L	T	P	C
							4	0	4	6
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil					
Course Offering Department	Commerce	Data Book / Codes / Standards			Nil					

Practical Contents

- Introduction
- E-mailing in Tally ERP9
- E-mailing a Report
- Benefits
- Exporting Data
- Importing Data
- Benefits of Exporting and Importing Data
- Understanding different MIS reports available in Tally"
- Analysis of MIS reports "
- Ratios used in decision making"

Course Code	UCM20302J	Course Name	INCOME TAX LAW AND PRACTICE	Course Category	C	Professional Core Course	L	T	P	C
							4	0	3	6

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

Practical Contents

- Introduction to TDS
- Basic Concepts of TDS
- Set up of TDS
- Activation of TDS
- TDS Statutory Masters
- Configuring TDS at Group Level
- Configuring TDS at Ledger Level
- Making payment to Government
- TDS Reports
- E-Filing of TDS and tax Returns

Course Code	UCM20402J	Course Name	TAX PROCEDURE AND PRACTICE	Course Category	C	Professional Core Course	L	T	P	C
							4	0	4	6

Practical Contents

- Introduction
- Enabling GST and Defining Tax Details
- Transferring Input Tax credit
- Intra State Supply
- Inter State Supply
- Return of Goods
- Outward Supply of Services
- GST Reports
- ITC Set off

- GST Tax payment

Course Code	UCM20501J	Course Name	FINANCIAL MANAGEMENT	Course Category	C	Professional Core Course	L	T	P	C
							4	0	4	6
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil					
Course Offering Department	Commerce	Data Book / Codes / Standards	Nil							

Practical Contents

- Payback Period Method
- Accounting rate of return
- Net Present Value
- Internal Rate of Return
- Profitability Index
- DCF techniques
- cost of capital
- Financial Leverage
- Operational Leverage
- Combined Leverage

Course Code	UCM20502J	Course Name	BUSINESS RESEARCH METHODS	Course Category	C	Professional Core Course	L	T	P	C
							4	0	4	6

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

Practical Contents

- Sources of Research Problem
- Case Study Research
- Pilot Study
- Questionnaire Formulation using online tools
- Determining Sample Size
- Sources of Secondary Data
- Coding of data
- Finding outliers
- Data Analysis using SPSS
- Online Citation Tools

