

ACADEMIC CURRICULAM

UNDERGRADUATE DEGREE PROGRAMMES

Bachelor of Commerce – Honours

International Accounting and Finance

(B.Com Hons IAF)

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

| | |
|----------|--|
| Stmt – 1 | The B.Com programme provides a strong foundation level understanding of the functioning of business organizations, commercial transactions and various specialized operations such as accounting, finance, marketing and human resource by offering a comprehensive curriculum. |
| Stmt – 2 | Institute of Academic Excellence in the field of commerce. |
| Stmt – 3 | Discipline specific electives offered in the fifth and the sixth semesters are in the following streams: Human Resource & Marketing Management, Banking & Insurance and Accounting & Finance. Students are required to undertake a micro project during the final semester. |

2. Department Mission Statement

| | |
|----------|---|
| Stmt – 1 | To provide world class teaching and state of art research environment to highly talented young minds |
| Stmt – 2 | To perform frontier research in pure and applied physics, and to serve the society through technological advances. |
| Stmt – 3 | To provide an outstanding educational and research experience for our students, researchers and technologists |
| Stmt – 4 | To provide students who will make a wide range of career choices with an outstanding learning experience |
| Stmt – 5 | To provide the best scientific methods in teaching the basic principles of physics, both theoretical and experimental |

3. Program Education Objectives (PEO)

| | |
|---------|---|
| PEO – 1 | To provide a strong understanding of the functioning of world business organizations, commercial transactions and business management. |
| PEO – 2 | To develop knowledge and skills in International level Accounting, Finance, Banking and Insurance, Marketing, Human Resources, Taxation, etc. by adopting learner centered pedagogical practices. |
| PEO – 3 | To develop competency in students to succeed in the workplace and career |
| PEO – 4 | To enhance practical knowledge and employability through real-time competitions, projects and internships. |

4. Consistency of PEO's with Mission of the Department

| | Mission Stmt. - 1 | Mission Stmt. - 2 | Mission Stmt. - 3 | Mission Stmt. - 4 | Mission Stmt. – 5 |
|---------|-------------------|-------------------|-------------------|-------------------|-------------------|
| PEO – 1 | H | M | H | H | M |
| PEO – 2 | H | H | H | H | H |
| PEO – 3 | L | M | H | H | H |
| PEO – 4 | H | L | H | M | H |
| PEO – 5 | H | H | M | H | M |

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. |
| | Fundamenta l Knowledge | Application of Concepts | Link with Related Discipline | Procedura l | Skills in Specializatio n | Ability to Utilize Knowledge | Skills in Modelin g | Analyze, Interpret | Investigativ e Skills | Problem Solving | Communicatio n Skill | Analytica l Skills | ICT Skills | Professiona l Behavior | Life Long |
| PEO – 1 | H | H | H | H | H | H | H | H | M | H | H | H | H | H | H |
| PEO – 2 | H | M | H | H | H | H | H | H | H | H | L | H | H | H | H |
| PEO – 3 | H | H | H | L | H | H | H | H | H | H | H | M | H | H | H |
| PEO – 4 | H | H | H | H | H | M | H | H | H | H | H | H | L | H | H |
| PEO – 5 | H | H | H | H | H | H | H | L | H | H | H | H | H | H | H |

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

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

6. PROGRAMME STRUCTURE - B.COM HONS IAF

| 1. Professional Core Courses (C) | | | | | |
|----------------------------------|--|-------------|---|---|----|
| (16 Courses) | | | | | |
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UIA20101T | Accountant in Business | 4 | 0 | 0 | 4 |
| UIA20102J | Financial Accounting for Business | 4 | 0 | 3 | 6 |
| UIA20103T | Fundamentals of Cost Accounting | 4 | 0 | 0 | 4 |
| UIA20201J | Management Accounting | 4 | 0 | 3 | 6 |
| UIA20202T | Financial Reporting | 4 | 0 | 0 | 4 |
| UIA20203T | Audit and Assurance | 4 | 0 | 0 | 4 |
| UIA20301J | Performance Management | 4 | 0 | 3 | 6 |
| UCM20302J | Income Tax Law and Practice | 4 | 0 | 3 | 6 |
| UMS20301T | Statistics for Business | 4 | 0 | 0 | 4 |
| UIA20401J | Financial Management | 4 | 0 | 4 | 6 |
| UIA20402J | Advanced Performance Management | 4 | 0 | 4 | 6 |
| UMS20401T | Quantitative Technique for Business Decision | 4 | 0 | 0 | 4 |
| UIA20501J | Strategic Business Leader | 4 | 0 | 4 | 6 |
| UIA20502J | Strategic Business Reporting | 4 | 0 | 4 | 6 |
| UIA20601J | Advanced Financial Management | 4 | 0 | 4 | 6 |
| UIA20602L | Event Marketing | 0 | 0 | 4 | 2 |
| Total Learning Credits | | | | | 80 |

| 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 | 2 | 0 | 2 | 3 |
| ULH20G02J | Hindi- II | | | | |
| ULF20G02J | French – II | | | | |
| UCM20G03T | Elements of Insurance | 3 | 0 | 0 | 3 |
| UCM20G04T | Technology in Banking | | | | |
| UIA20G01L | Industrial Training | 0 | 0 | 0 | 3 |
| UIA20G02L | Seminar | | | | |
| UIA20G03L | MOOC Course | 0 | 0 | 0 | 3 |
| Total Learning Credits | | | | | 18 |

| 6. Ability Enhancement Courses (AE) | | | | | |
|-------------------------------------|-----------------------|-------------|---|---|---|
| (3 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 |

TOTAL LEARNING CREDITS FOR THE COURSE - 148 CREDITS

DISCIPLINES LA

| 2. Discipline Specific Elective Courses (E) | | | | | |
|---|--|-------------|---|---|----|
| (4 Courses) | | | | | |
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UCM20D01J | Marketing Management | 4 | 0 | 4 | 6 |
| UCM20D02J | Advertising and Brand Management | | | | |
| UCM20D03J | Logistics and Supply Chain Management | | | | |
| UCM20D04J | Entrepreneurial Development | 4 | 0 | 4 | 6 |
| UCM20D05J | Rural Entrepreneurship and Small Business Management | | | | |
| UCM20D06J | Financial Services | | | | |
| UCM20D07J | Human Resource Management | 4 | 0 | 4 | 6 |
| UCM20D08J | Intellectual Property Rights (IPR) | | | | |
| UCM20D09J | E Governance | | | | |
| UIA20D01L | Project Work | 0 | 0 | 0 | 8 |
| UIA20D02L | Dissertation | | | | |
| UIA20D03L | Semester Internship | | | | |
| Total Learning Credits | | | | | 26 |

| 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 Logical Reasoning | 0 | 0 | 2 | 1 |
| Total Learning Credits | | | | | 9 |

| 5. Life Skill Courses (Jeevan Kaushal - JK) | | | | | |
|---|----------------------------------|-------------|---|---|---|
| (4 Courses) | | | | | |
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UJK20201L | Communication Skills | 0 | 0 | 4 | 2 |
| UJK20201T | Universal Human Values | 2 | 0 | 0 | 2 |
| UJK20401T | Professional Skills | 2 | 0 | 0 | 2 |
| UJK20501T | Leadership and Management Skills | 2 | 0 | 0 | 2 |
| Total Learning Credits | | | | | 8 |

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

7. IMPLEMENTATION PLAN - B.COM HONS IAF

| SEMESTER - I | | | | | |
|--------------|-----------------------------------|-------------|---|---|----|
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UIA20101T | Accountant in Business | 4 | 0 | 0 | 4 |
| UIA20102J | Financial Accounting for Business | 4 | 0 | 3 | 6 |
| UIA20103T | Fundamentals of Cost Accounting | 4 | 0 | 0 | 4 |
| 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 | | 23 | 0 | 7 | 27 |

| SEMESTER - II | | | | | |
|---------------|-------------------------------------|-------------|---|----|----|
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UIA20201J | Management Accounting | 4 | 0 | 3 | 6 |
| UIA20202T | Financial Reporting | 4 | 0 | 0 | 4 |
| UIA20203T | Audit and Assurance | 4 | 0 | 0 | 4 |
| 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 | | 19 | 0 | 11 | 25 |

| SEMESTER - III | | | | | |
|----------------|---------------------------------------|-------------|---|----|----|
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UIA20301J | Performance Management | 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 | | | | | |
|---------------|--|-------------|---|----|----|
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UIA20401J | Financial Management | 4 | 0 | 4 | 6 |
| UIA20402J | Advanced Performance Management | 4 | 0 | 4 | 6 |
| UMS20401T | Quantitative Technique for Business Decision | 4 | 0 | 0 | 4 |
| UCM20D04J | Entrepreneurial Development | 4 | 0 | 4 | 6 |
| UCM20D05J | Rural Entrepreneurship and Small Business Management | | | | |
| UCM20D06J | Financial Services | | | | |
| UIA20G01L | Industrial Training | 0 | 0 | 0 | 3 |
| UIA20G02L | Seminar | | | | |
| UIA20G03L | MOOC Course | 0 | 0 | 0 | 3 |
| UJK20401T | Professional Skills | 2 | 0 | 0 | 2 |
| TOTAL | | 18 | 0 | 12 | 30 |

| SEMESTER – V | | | | | |
|--------------|------------------------------|-------------|---|---|---|
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UIA20501J | Strategic Business Leader | 4 | 0 | 4 | 6 |
| UIA20502J | Strategic Business Reporting | 4 | 0 | 4 | 6 |
| UCM20D07J | Human Resource Management | 4 | 0 | 4 | 6 |

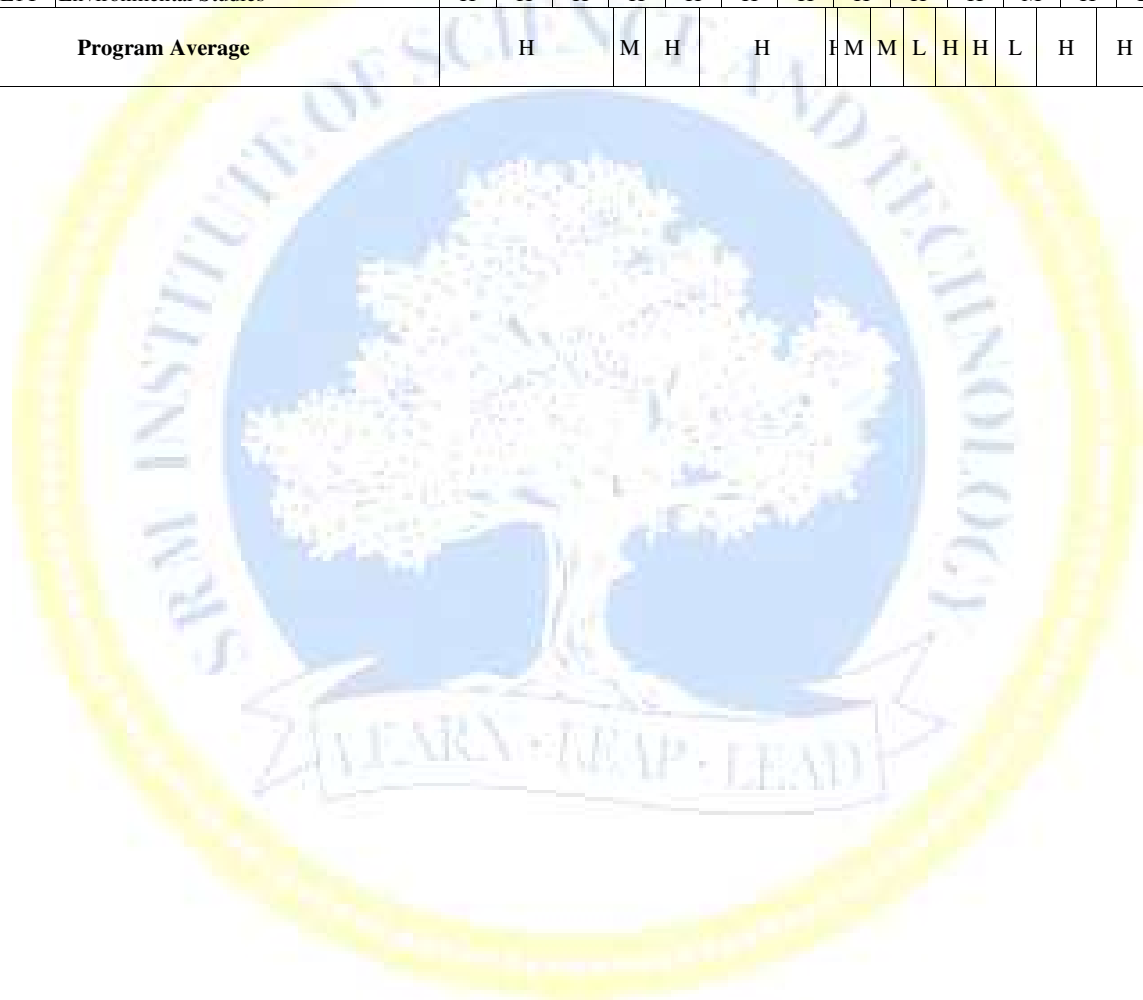
| SEMESTER – VI | | | | | |
|---------------|-------------------------------|-------------|---|---|---|
| Course Code | Course Title | Hours/ Week | | | C |
| | | L | T | P | |
| UIA20601J | Advanced Financial Management | 4 | 0 | 4 | 6 |
| UIA20602L | Event Marketing | 0 | 0 | 4 | 2 |
| UIA20D01L | Project Work | 0 | 0 | 0 | 8 |

| | | | | | |
|--------------|------------------------------------|-----------|----------|-----------|-----------|
| 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 |

| | | | | | |
|--|---------------------|----------|----------|----------|-----------|
| UIA20D02L | Dissertation | | | | |
| UIA20D03L | Semester Internship | | | | |
| TOTAL | | 4 | 0 | 8 | 16 |
| TOTAL LEARNING CREDITS FOR THE COURSE - 148 CREDITS | | | | | |

| 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 | |
| UIA20101T | Accountant in Business | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UIA20102J | Financial Accounting for Business | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UIA20103T | Fundamentals of Cost Accounting | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UIA20201J | Management Accounting | H | H | H | H | H | H | M | H | H | H | M | H | L | H | H | |
| UIA20202T | Financial Reporting | H | H | H | M | H | H | M | H | H | H | M | H | L | H | H | |
| UIA20203T | Audit and Assurance | H | H | H | H | H | H | H | H | H | H | M | H | M | H | H | |
| UIA20301J | Performance Management | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UCM20302J | Income Tax Law and Practice | H | H | H | M | H | H | H | H | H | H | M | H | L | H | H | |
| UMS20301T | Statistics for Business | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UIA20401J | Financial Management | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UIA20402J | Advanced Performance Management | H | H | H | M | H | H | H | H | H | H | M | H | L | H | H | |
| UMS20401T | Quantitative Technique for Business Decision | H | H | H | H | H | H | H | H | H | H | H | H | M | H | H | |
| UIA20501J | Strategic Business Leader | H | H | H | H | H | H | H | H | H | H | M | H | H | H | H | |
| UIA20502J | Strategic Business Reporting | H | H | H | H | H | H | H | H | H | H | M | H | H | H | M | |
| UIA20601J | Advanced Financial Management | H | H | M | M | M | H | H | H | H | H | M | H | M | M | M | |
| UIA20602L | Event Marketing | H | H | H | H | H | H | H | H | H | H | M | H | M | H | H | |
| UCM20D01J | Marketing Management | H | H | H | M | H | H | H | H | H | H | H | H | H | H | H | |
| UCM20D02J | Advertising and Brand Management | H | M | H | L | H | H | H | H | H | H | M | H | H | H | H | |
| UCM20D03J | Logistics and Supply Chain Management | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | |
| UCM20D04J | Entrepreneurial Development | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | |
| UCM20D05J | Rural Entrepreneurship and Small Business Management | H | H | H | H | H | H | H | H | H | H | M | H | M | H | H | |
| UCM20D06J | Financial Services | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UCM20D07J | Human Resource Management | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UCM20D08J | Intellectual Property Rights (IPR) | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | |
| UCM20D09J | E Governance | H | H | H | H | H | H | M | H | H | H | M | H | L | H | H | |
| UIA20D01L | Project Work | H | H | H | M | H | H | M | H | H | H | M | H | L | H | H | |
| UIA20D02L | Dissertation | H | H | H | M | H | H | M | H | H | H | M | H | L | H | H | |
| UIA20D03L | Semester Internship | H | H | H | H | H | H | H | H | M | H | L | M | H | M | H | |
| ULT20G01T | Tamil – I | H | H | H | H | H | H | M | H | H | H | L | H | H | M | H | |
| ULH20G01T | Hindi - I | H | H | H | H | H | H | H | H | H | H | L | H | H | M | H | |
| ULF20G01T | French – I | M | H | H | H | H | H | H | H | H | H | M | H | H | H | H | |
| UCM20G01T | Fundamentals in Stock Market | M | H | H | H | H | H | H | H | H | H | M | H | H | H | H | |
| UCM20G02T | E – Business | H | H | M | M | M | H | H | M | H | H | H | M | M | H | H | |
| ULT20G02T | Tamil – II | H | H | H | H | H | H | M | H | H | M | L | H | L | M | H | |
| ULH20G02T | Hindi- II | H | H | H | H | H | H | M | H | H | H | L | H | M | M | H | |
| ULF20G02T | French – II | H | H | H | H | H | H | H | M | H | H | L | M | H | M | H | |
| UCM20G03T | Elements of Insurance | H | H | H | H | H | H | M | H | H | H | L | H | H | M | H | |
| UCM20G04T | Technology in Banking | H | H | H | H | H | H | H | H | H | H | L | H | H | M | H | |
| UIA20G01L | Industrial Training | M | H | H | H | H | H | H | H | H | H | M | H | H | H | H | |
| UIA20G02L | Seminar | M | H | H | H | H | H | H | H | H | H | M | H | H | H | H | |

| | | | | | | | | | | | | | | | | | | | |
|-----------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UIA20G03L | MOOC Course | M | H | H | H | H | H | H | H | H | H | M | H | H | H | H | | | |
| UCM20S01T | Business Communication | H | H | M | M | M | H | H | M | H | H | H | M | M | H | H | | | |
| UCM20S02T | Office Management | H | H | M | M | M | H | H | M | H | H | H | M | M | H | H | | | |
| UCM20S03T | Company Law | H | H | H | H | H | H | M | H | H | M | L | H | L | M | H | | | |
| UCM20S04T | Retail Marketing | H | H | H | H | H | H | M | H | H | H | L | H | M | M | H | | | |
| UCM20S05T | Business Law | H | H | H | H | H | H | H | H | M | H | L | M | H | M | H | | | |
| UCM20S06T | Customer Relationship Management | H | H | H | H | H | H | M | H | H | H | L | H | H | M | H | | | |
| UMI20S01L | My India Project | H | H | H | H | H | H | H | H | H | H | L | H | H | M | H | | | |
| UCD20S01L | Soft Skills | H | H | H | H | H | H | M | H | H | M | L | H | L | M | H | | | |
| UCD20S02T | Quantitative Aptitude and Logical Reasoning | H | H | H | H | H | H | M | H | H | H | L | H | M | M | H | | | |
| UJK20201L | Communication Skills | H | H | H | M | H | H | H | H | H | H | H | H | H | H | H | | | |
| UJK20301T | Universal Human Skills | H | M | H | L | H | H | H | H | H | H | M | H | H | H | H | | | |
| UJK20401T | Professional Skills | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | | | |
| UJK20501T | Leadership and Management Skills | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | | | |
| ULE20AE1T | English | H | H | H | H | H | H | H | H | H | H | M | H | M | H | H | | | |
| CUES20AE1T | Environmental Studies | H | H | H | H | H | H | H | H | H | H | M | H | L | H | H | | | |
| Program Average | | H | | | M | H | H | | | F | M | M | L | H | H | L | H | H | H |



SEMESTER – I

| Course Code | UIA20101T | Course Name | Accountant in Business | Course Category | C | Professional Core | | | |
|-------------|-----------|-------------|------------------------|-----------------|---|-------------------|---|---|---|
| | | | | | | L | T | P | C |
| | | | | | | 4 | 0 | 0 | 4 |

| 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 business and its environment | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To understand the framework of ethics & governance and the influence they create on business | 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 learn how different managerial functions are integrated together to provide a sound platform to achieve business objectives | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To learn the principles of management of an organisation and to various management theories | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To understand strategic, managerial & operating levels of management with regard to the principles of authority, responsibility & accountability | | | | | | | | | | | | | | | | | | |

| 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 : | Understand the types of business & the way they are structured | 3 | 95 | 95 | H | M | H | H | H | H | H | H | L | H | L | M | L | H | H |
| CLO-2 : | Understand the role of corporate governance | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | L | H | L | H | H |
| CLO-3 : | Understand the impact of external environment on the organisation | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | L | H | L | H | H |
| CLO-4 : | Understand the role of various functions of management such as R & D, sales, marketing, production, purchase, administration, finance & accounting, support services, and human resources | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | L | H | L | H | H |
| CLO-5 : | Understand management functions such as planning, organising, decision-making, communicating, coordinating and control and the role of leadership with regard to different leadership styles | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | L | H | L | H | H |

| Duration (hour) | 12 | 12 | 12 | 12 | 12 |
|-----------------|-------|---|--|--|--|
| S-1 | SLO-1 | Business Organization – Features, Purpose | Impact of changes in social Structure, Values & demographic changes | Business governance, Principles | Role of various management level |
| S-2 | SLO-1 | Types of Business Organizations | Technological factors | Shared service approach | Information needs of various management level |
| S-3 | SLO-1 | Stakeholders of an Organization | Information technology& Automation | Offshoring, Outsourcing | Communication – Formal, Informal |
| S-4 | SLO-1 | Mendelow matrix | Digitization, Role of Competition | Hierarchical levels of business organization | Various types of function |
| S-5 | SLO-1 | PESTEL framework | Impact of competition on Organization - Competition data to evaluate Performance | Principle of corporate Governance, Stewardship | R&D, Sales, Marketing, Production, Purchase, Administration, Finance&Accounting, Support service, Human Resource |
| S-6 | SLO-1 | Macro economic factors and its effects | Porters five forces model, Competitive position | Function of board, Committees | Relationship between accounting & other business functions |
| S-7 | SLO-1 | Interest rate | Competitive factors, SWOT analysis | Governance & social responsibility | Fundamental functions of management |
| | | | | | Control of business |

| | | | | | | |
|------|-------|-----------------------------|--|--|-------------------------|--|
| S-8 | SLO-1 | Fiscal policy | Porter's Value Chain | Role of ethics in business | Planning | Linkage between financial systems & other function |
| S-9 | SLO-1 | Monetary policy | Organizational Structure, Types | Functions of management | Organizing | Importance of IT system |
| S-10 | SLO-1 | Global economic Environment | Suitability of the types of Organization | Various levels of management | Decision making | Importance of IT in planning |
| S-11 | SLO-1 | Social | Merits of type of organization | Strategic level | Communicating | Importance of IT in monitoring |
| S-12 | SLO-1 | Demographic Factors | Demerits of types of organization | Middle management level, Operational level | Co-ordinating & control | Importance of IT in controlling |

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| Learning Resources | Kalpan Publication |
|--------------------|--------------------|

| Learning Assessment | | | | | | | | | | | |
|---------------------|------------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | *CLA – 4 (10%) | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | 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 |
| Mr. Saravanan, ACCA Regional Head | | Dr. R. Sridharan |
| 2. Mr.Kishan Sathyan Manager - South India Markets CIMA - UK | 2 Dr.V.Muthukumar,Assistant Professor, Madras Christian College, Chennai Dr. M. Hemanathan | |

| Course Code | UIA20102J | Course Name | Financial Accounting for Business | Course Category | C | Professional Core | | | |
|-------------|-----------|-------------|-----------------------------------|-----------------|---|-------------------|---|---|---|
| | | | | | | 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 understand the basic principles of financial accounting | | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | To understand the purpose of financial accounting | | | | | 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 understand the double entry accounting | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To learn preparation of financial statement | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To understand basic consolidation | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | To understand the qualitative characteristics of financial system | | | | | 3 | 95 | 95 | H | M | H | H | H | H | H | H | L | H | L | M | L | H | H | |
| CLO-2 : | To use of double entry system in recording transaction | | | | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | L | H | L | H | H | |
| CLO-3 : | To prepare the financial statements | | | | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | L | H | L | H | H | H | |
| CLO-4 : | To apply various concept of financial accounting | | | | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | L | H | L | H | H | H | |
| CLO-5 : | To understand basic principles of financial 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 | Financial accounting | Source of data for accounting | Balancing of ledgers | Concept of depreciation | Definition of SOFP |
| S-2 SLO-1 | Financial statements | Different business documents | Accounting for discounts | Methods of depreciation | Purpose of SOFP |
| S-3 SLO-1 | Purpose of financial statements | Sales order | Accounting for sales tax | Accounting for depreciation | Preparation of SOFP |
| S-4 SLO-1 | Users of financial statement | Purchase order | Recording cash transaction | Change in depreciation methods | Adjustment in SOFP |
| S-5 SLO-1 | Elements of financial Reports | Goods received note | Accounting for inventories | Definition of intangible assets | Definition of Cash flow statement |
| S-6 SLO-1 | Conceptual framework | Goods dispatched note | Valuation of inventories | Recognition criteria of intangible assets | Purpose of Cash flow statement |
| S-7 SLO-1 | Assets | Quotation | Accruals | Initial measurement of intangible assets | Operating activities |
| S-8 SLO-1 | Liabilities | Invoice | Prepayments | Subsequent measurement of intangible assets | Investing activities |
| S-9 SLO-1 | Equity | Credit note | Definition of trial balance | Concept of amortization | Financing activities |
| S-10 SLO-1 | Income | Debit note | Preparation of trial balance | Accounting for amortization | Preparation of cash flow Statement |
| S-11 SLO-1 | Expenditure | Receipts | Rectification of errors | Concept of receivables | Concept of disclosure notes |
| S-12 SLO-1 | Prudence | Remittance advice | Concept of Control account | Accounting for receivables | Purpose of the disclosure Notes |
| S-13 SLO-1 | Entity concept | Cash voucher | Preparation of control account | Concept of payables | Events after reporting period |
| S-14 SLO-1 | Going concern concept | Double entry accounting | Reconciliations | Accounting for payables | Adjusting events |

| | | | | | | |
|------|-------|--|--|--|---|---|
| S-15 | SLO-1 | Concept of relevance | Duality concept | Concept of bank reconciliation statement | Definition of provision | Non adjusting events |
| S-16 | SLO-1 | Faithful representation | Transaction | Purpose of BRS | Definition of contingent asset & liability | Accounting adjustment for adjusting event |
| S-17 | SLO-1 | Materiality | Sales transaction | Preparation of BRS | Accounting for provision | Accounting adjustment for non-adjusting event |
| S-18 | SLO-1 | Substance over form | Purchase transaction | Definition of suspense account | Accounting for contingent asset & liability | Preparation of financial statements from incomplete Records |
| S-19 | SLO-1 | Accruals | Payments | Purpose of suspense account | Preparation of financial statements | Concept of consolidation |
| S-20 | SLO-1 | Consistency, Comparability | Receipts | Adjustment for suspense account | Presentation of financial statements | Purpose of preparing consolidated financial statements |
| S-21 | SLO-1 | Verifiability, Understandability, Timeliness | Definition of Journal, Ledger, Recording journal, Ledger | Tangible assets – Recognition and criteria, Initial measurement of tangible assets, Subsequent measurement | Practical problems in presentation of financial statements. | Concept of group, parent, subsidiary & associate, Non-controlling interest, Concept & Purpose of interpretation of financial statements |

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| Learning Resources | Kalpan Publication |
|--------------------|--------------------|

| Learning Assessment | | | | | | | | | | | |
|---------------------|------------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | *CLA – 4 (10%) | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | 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 |
| Mr. Saravanan, ACCA Regional Head | | Dr. M. Hemanathan |
| 2. Mr.Kishan Sathyan Manager - South India Markets CIMA - UK | 2 Dr.V.Muthukumar,Assistant Professor, Madras Christian College, Chennai Ms. Niveda MK | |

| Course Code | UIA20103T | Course Name | FUNDAMENTALS OF COST ACCOUNTING | Course Category | C | Professional Core Course | | | | | | | | L | T | P | C |
|-------------|-----------|-------------|---------------------------------|-----------------|---|--------------------------|--|--|--|--|--|--|--|---|---|---|---|
| | | | | | | | | | | | | | | 4 | 0 | 0 | 4 |

| 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 service costing | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | |
| CLO-1 : | | Apply the basic concepts of cost accounting | 3 | 95 | 95 | H | M | H | H | H | H | H | H | L | H | L | 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 service costing | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | L | H | L | H | H |

| Duration (hour) | 12 | 12 | 12 | 12 | 12 |
|-----------------|-------|---|-----------------------------------|---------------------------------------|--------------------------------------|
| S-1 | SLO-1 | Introduction to Cost Accounting | Essentials of good costing system | Inventory Control | Introduction to Labor Cost |
| S-2 | SLO-1 | Costing, Cost Accounting and Cost Accountancy | Installation of costing system | Objectives of Inventory Control | Classification of Labor Cost |
| S-3 | SLO-1 | Concepts of costs | Preparation of Cost Sheet | Techniques of Inventory Control | Accounting and Control of Labor Cost |
| S-4 | SLO-1 | Objectives of Cost Accounting | Elements of cost | Store Keeping | Time Recording |
| S-5 | SLO-1 | Importance of Cost Accounting | Purpose of cost sheet | Functions of Store Keeping | Time Keeping |
| S-6 | SLO-1 | Scope of Cost Accounting | Cost sheet and production account | Method of Pricing of Material Issues | Treatment of Over Time |
| S-7 | SLO-1 | Classification of Costs | Specimen of cost sheet | Accounting of Material Losses | Treatment of Idle Time |
| S-8 | SLO-1 | Cost Centre and Cost Unit | Treatment of stock | Inventory Management | Labor Turnover |
| S-9 | SLO-1 | Methods of Costing | Tender | Material Control - First in First Out | Labor Remuneration System |
| S-10 | SLO-1 | Techniques of Costing | Quotation | Material Control - Last in Last Out | Basic Methods of Remuneration System |
| S-11 | SLO-1 | Installation of a Costing System | Reconciliation | Levels of Stock | Incentive Scheme |
| S-12 | SLO-1 | Difference between financial accounting and cost accounting | Work Sheet | Economic Order Quantity | Treatment of Fringe benefits |

| Learning Resources | T.S. Reddy & Y. Hari Prasad Reddy – Cost Accounting, Margham Publications, Chennai. S.P. Jain and Narang – Cost Accounting, Kalyani Publishers, New Delhi. Dr. P. Suresh – Cost Accounting, Vidya Publications, Chennai |
|--------------------|---|
|--------------------|---|

| Learning Assessment | | | | | | | | | | | |
|---------------------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | *CLA – 4 (10%) | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | 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 |
| CA. V. Jayaprakash, V. Jayaprakash & Associates | | Mr. M. Saravanan, ACCA Regional Head |
| Mr. S. Bhargava, Deputy General Manager – Costing, Apollo Hospitals | | Mr. Aravind, ISDC |
| | | Internal Experts |
| | | Dr. R. Sridharan |
| | | Dr. M. Hemanathan |

| | | | | | | | | | | |
|-------------|-----------|-------------|---------|-----------------|---|-------------------------|---|---|---|---|
| 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:

| | |
|---------|--|
| CLR-1 : | To enable them to learn the nuances of modern poetry in Tamil |
| 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 |

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 : | 2 | 75 | 60 |
| CLO-2 : | 2 | 80 | 70 |
| CLO-3 : | 2 | 70 | 65 |
| CLO-4 : | 2 | 70 | 70 |
| CLO-5 : | 2 | 80 | 70 |
| CLO-6 : | 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 | M | H | H | - | H | H | H | H | H |
| H | H | - | H | - | - | H | - | - | H | H | - | H | H | H |
| H | H | H | M | - | - | H | - | - | H | H | - | H | H | H |
| H | - | H | H | H | - | M | - | - | H | H | - | H | H | H |
| - | H | - | M | - | H | H | - | - | H | H | - | H | H | H |
| 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 | சிற்றிலக்கியத் தோற்றம் | மொழி வரலாறு |
| | SLO-2 இலக்கிய நுட்பங்கள் | நவீன கவிதை வரலாறு | போர் விழுமியங்கள் | சிற்றிலக்கிய வகைமை | மொழிப் பயிற்சி |
| S-2 | SLO-1 தமிழ்க் கவிதை மரபு | நவீன கவிதை செல்நெறிகள் | பரணி அறிமுகம் | சிற்றிலக்கியங்கள் | தமிழும் அகராதியியலும் |
| | SLO-2 காலந்தோறும் கவிதை உள்ளடக்கம் | செல்நெறிகளில் கோட்பாடுகள் | பரணி இலக்கியங்கள் | முதன்மைச் சிற்றிலக்கியங்கள் | அகரவரிசைப்படுத்தல் |
| S-3 | SLO-1 காலந்தோறும் கவிதை வடிவம் - | கவிதை மொழி | கலிங்கத்துப்பரணி (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 உருவாக்கம் | நவீன கவி ஆளுமைகள் | தமிழ் இலக்கிய மரபில் தூது | எழுத்து இதழ் | தமிழில் கலைச்சொற்கள் |
| | 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 வெற்றியின் பாதைகளும் | பெண்மையும் தாய்மையும் | காப்பிய வகைமைகள் | தமிழில் உரைநடை | பெயர்ச்சொற்கள் அறிதல் |
| 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 வாழ்வும் சுற்றுச்சூழலியல் அறிதலும் | தூர் கவிதை முன்வைக்கும் பெண் சமத்துவம் | பெண் வரலாற்றில் சாபங்களின் கதைகள் | கூஜாவின் கோபம் | பெயரடை, வினையடை அறிதல் |

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| Learning Resources | 1. குறிஞ்சித்தேன், தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2020 |
|--------------------|---|

2. வல்லிக்கண்ணன், புதுக்கவிதை தோற்றமும் வளர்ச்சியும், ஆழி பதிப்பகம், சென்னை, 2018
3. கா. சிவத்தம்பி, தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும், என்.சி.பி.எச்., சென்னை, 2013
4. தமிழ் இணையக் கல்விக்கழகம் - <http://www.tamilvu.org/>
5. மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - <https://www.projectmadurai.org/>

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|------------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 30% | 30% | 30% | 30% | 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 |
| | | 3.S.Saraswathy, 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 : | 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 (%) | 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 : | To appreciate the Hindi language in its various forms. | 2 | 75 | 60 | H | H | H | - | - | - | - | - | - | - | - | - | - | - | - |
| CLO-2 : | To understand the philosophy of life and living through stories. | 2 | 80 | 70 | - | H | - | H | - | - | - | - | - | - | - | - | - | - | - |
| CLO-3 : | To help the students learn and develop the fundamentals of life, through One-Act plays. | 2 | 70 | 65 | H | - | - | H | - | - | - | - | - | - | - | - | - | - | - |
| CLO-4 : | To share the richness of thought and content presented in the Hindi language, into other languages so that the readers would stand to gain. | 2 | 70 | 70 | H | - | H | H | H | - | - | - | - | - | H | - | - | - | - |
| CLO-5 : | To guide the students in the learning of the technical aspect of the Hindi language, this would help them in the field of administration. | 2 | 80 | 70 | - | H | - | H | - | - | - | - | - | - | - | - | - | - | - |
| CLO-6 : | To encourage the students to communicate with the public, on a large scale with the medium of Main stream and Documentary films. | 2 | 75 | 70 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| Duration (hour) | 12 | 12 | 12 | 12 | 12 | 12 |
|-----------------|-------|---|---|--|--|---|
| S-1 | SLO-1 | Kahani kya Hai | Ekanki aur Natak kya hai | Patrkari ka arambh | Film Samiksha | Takniki Shabdavali |
| S-2 | SLO-2 | Jivan ka anubhav | Vidhyarthiyon dono ke antar ko smajkar 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-3 | SLO-1 | Kahani ke Tatva | EKANKI KA ARTH | Aazdi aur Patrkari ka daiytava | SAMIKSHA KYA HAI | ARTH |
| S-4 | SLO-2 | Vishleshan karne ki Kshmta | Vidhyarthi ke bhtar vishkleshan ki kshamta jagrit | Vidhyarthiyon ko patrkari ka itihis smajkar samaj nirman ke liye sahyog dena | Tarkik vishleshan kshmta paida karta hai | Vidhyarthi uske arth dwara hi uske mahtav smjhenge |
| S-5 | SLO-1 | Vo Tera Ghar Ye Mera Ghar Parivar me Buzargon ke Mahtav ko Samjhana | PARIBHASHA | PATRKARITA KA MAHTAVA | SAMIKSHA KE PRAKAR | PARIBHASHA |
| S-6 | SLO-2 | Bhartiya Sanskriti Se Vidhyarthiyon ko Jodna | Vidvano ke mat se parichay | Patrkari 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 vidhyarthi |
| S-7 | SLO-1 | Mithaiwala Pyar Bantne se dukh kam hota hai | SWAROOP | PTRAKARITA KA ARTH | SAMIKSHA KA UDDESHYA | SHABDAVALI KI AVSHYAKTA |
| S-8 | SLO-2 | Manavata ka Path | Vidhyarthiyon me iski samajh se lekhan kshmta badege | Vibhinn vidhono ko padhne se vidhyarthiyon ki tarkik kshmta badhti hai , | Vidhyarthi ke andar smaj ke prti 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 vaigyanikon ki jankari |
| S-6 | SLO-1 | Nadi aur Jeevan Paryavaran ke mahtav se awagat karana. | PRASTUTI | PRAMUKH SAMACHAR PATR | FILM KA VISHLESHAN | KARYALYIN 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 | hadd 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 Sakarataamak Bnana. | Natak ka mahtav ko smajhr samaj ke hito ke sath judna. | TV patrkar ke daiytav ko smajkar vidhyarthi ise apne rozgar se jod sakta hai | Vidhyarthi ka drishtikon nirmat 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 kshmat 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 | Vidhyarthi ko smaj upyog hito ki jankari dena | Vidhyarthi apni baat rakhne ki kshmat viksit karta hai | Vidhyarthi ko jivan ke anchue pahloun se bhi sakshaktkar | Vidhyarthiyon ko rozgar 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 kshmat Viksit karna. | Vidhyarthiyon ko bhasha ka mahtav smjhna | Vidhyarthi ise sikh kar ek nyay priya patrkar ban sakta hai | Vidhyarthiyon ko rozgar se jodna | Vidhyarthiyon ko vaighniko dwara tayaar ki gai bhasha ki samaj |
| S-12 | SLO-1 | Path-Punravarti | EKANKI AUR RANGMANCH | PATRKAR KA DAITYVA | 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 daityva sikhkar smaj ke uttar daityva ko nibhana hai | Vidhyarthiyon ko darshak ki ruchiyon se awagat karvana | Rozgar se vidhyarthiyon ko jodna |

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| Learning Resources | <p><i>The Prescribe Text Book Compiled and Edited by Department of Hindi</i></p> <p>www.gadyakosh.com</p> <p>www.shabdkosh.com</p> |
|--------------------|--|

| 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. 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

| 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 |

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 | - | - | - | - | M | - | - | - | - |
| H | - | - | H | - | H | - | - | - | - | M | - | - | - | - |
| 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 : | 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 : | |

| 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 | <i>qu'est – ce que.. ?</i> | 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 féminine (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 | C'est | Les articles contractés |
| | SLO-2 | Les articles indéfinis | Entrer en contact : demander | Les montantes | Il est | Les articles partitifs |
| S-9 | SLO-1 | Bonjour, - Salut ! | Dire comment ça va | Dans mon sac | Les verbes du premier group | Les pronoms personnels toniques |
| | SLO-2 | Ca va | Comment allez-vous ? | Des objets | Les exemples | Les pronoms |
| S-10 | SLO-1 | Je m'appelle Agnès | Se présenter | Les Mots | Les verbes aller | Les adverbess interrogatifs |
| | SLO-2 | Quel est votre nom | Présenter quelqu'un | Les expressions | Le verbe venir | Les interrogatifs |
| S-11 | SLO-1 | Les Mots | Demander | Demander poliment | Demander et répondre poliment | Les verbes du deuxième group |
| | SLO-2 | Les Expressions | Demander le temps | Répondre poliment | Les exemples | Les exemples |
| S-12 | SLO-1 | Entrer en contact | Demander la date | Demander des informations personnelles | Demander des informations personnelles | Décrire l'aspect physique |
| | SLO-2 | Se présenter. | Dire la date | Les exemples | Les activités | 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. |

| 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 | | | | | | | | | | | | | | | | | | | | | | | |
| 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: | | | | 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 | |
| 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 5. Gurusamy S, Capital Markets, Tata McGraw Hill, 2012 6. Punithavathy Pandian, Security Analysis and Portfolio Management, 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) | 2 | Expected Proficiency (%) | 3 | 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 | | | | | | | | | | | | | | | | | | | | | | | |
| 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: | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Gain knowledge about basic concept of Electronic Business | | | | 3 | 95 | 90 | H | H | H | H | H | M | H | M | H | M | H | H | H | H | M | H | |
| CLO-2 : | Application of E-Commerce | | | | 3 | 95 | 90 | H | H | H | H | M | H | M | H | M | H | M | H | H | H | M | H | |
| CLO-3 : | Apply information Technology in Business | | | | 3 | 85 | 80 | H | H | H | H | H | H | M | H | M | H | M | H | H | H | M | H | |
| CLO-4 : | Awareness on recent trends in Business | | | | 3 | 95 | 90 | H | H | H | H | H | H | H | 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 | H | L | H | M | H | H | H | H | H | 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 | <ol style="list-style-type: none"> Digital Business and Ecommerce Management, Strategy implementation and Practices, Dave Chaffey Online Business – Mathew Paulson | <ol style="list-style-type: none"> Introduction to E-Commerce, A beginner's guide with examples and descriptions, Reba Jones |
|--------------------|--|---|

| 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 |
| 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 | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | To understand various Business language and Presentation | | | Bloom) | cy (%) | nt (%) | | cepts | ciplines | dge | munication | nowledge | | Data | omponents | kills | ills | | cation | havior | | |
| 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: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Fundamental of Business Communication | | | 3 | 95 | 90 | H | M | H | M | M | M | L | H | H | H | H | L | L | M | M |
| CLO-2 : | Understand various Business language and Presentation | | | 3 | 95 | 95 | H | M | H | M | M | H | L | H | H | H | H | L | L | H | H |
| CLO-3 : | Theoretical and fundamental concepts of Letter writing | | | 3 | 90 | 90 | H | M | M | H | M | H | L | H | H | H | H | L | L | M | M |
| CLO-4 : | Know with report writing | | | 3 | 85 | 80 | H | M | M | H | M | H | L | H | H | H | H | L | L | M | M |
| CLO-5 : | Learn Modern Forms of Communication | | | 3 | 95 | 90 | H | H | M | M | M | H | L | H | H | H | H | L | M | H | H |

| Duration (hour) | 6 | 6 | 6 | 6 | 6 |
|-----------------|-------|---|---|---|--|
| S-1 | SLO-1 | Introduction of Business Communication | Introduction of Business language | Letter writing | Report Writing |
| S-2 | SLO-1 | Meaning, Nature of business communication | Importance of Business language | Contents of Letter | Types of Reports |
| S-3 | SLO-1 | Importance of Communication | Vocabulary words often confused; Words often misspelt | Kinds of Business Letters: Interview | Steps of Report writing |
| S-4 | SLO-1 | Process and Types of Communication | Oral Presentation Importance | Appointments, Acknowledgement and Promotion | process of writing a report |
| 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 |
| 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. |

| | |
|--------------------|--|
| Learning Resources | <ol style="list-style-type: none"> 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. |
|--------------------|--|

| 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 |
| 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: | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
| CLR-1 : | To understand the importance of office management | | | 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 | | | Basic Knowledge | | | | Application of Concepts | Link with other Disciplines | Procedural Knowledge | application of Communication analysis | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Use of Business components | Problem Solving Skills | Communication Skills | Analytical Skills | Limits of Communication analysis | Communication Behavior | Life Long Learning | | | |
| 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: | | | 3 | 95 | 90 | H | M | H | M | M | M | L | H | H | H | H | L | L | M | M | | |
| CLO-1 : | Fundamental of office management | | | 3 | 95 | 95 | H | M | H | M | M | H | L | H | H | H | H | L | L | H | H | | | |
| CLO-2 : | Theoretical and fundamental concepts of office | | | 3 | 90 | 90 | H | M | M | H | M | H | L | H | H | H | H | L | L | M | M | | | |
| CLO-3 : | Know duties of office manager | | | 3 | 85 | 80 | H | M | M | H | M | H | L | H | H | H | H | L | L | M | M | | | |
| CLO-4 : | Understand various systems of filing | | | 3 | 95 | 90 | H | H | M | M | M | H | L | H | H | H | H | L | M | H | H | | | |
| CLO-5 : | Learn usage of indexing in business organization | | | | | | | | | | | | | | | | | | | | | | | |

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

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| 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 |
|--------------------|--|

| 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 | | |

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

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|---------|--|---------------------------|--------------------------|-------------------------|-----------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| CLR-1 : | Extend and expand the integrity in an individual which shall never allow him/her to compromise upon a noble way of living | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Enable the students to overcome the fear of speaking a foreign language and enable them to think through a foreign language. | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 |
| CLR-3 : | Make them communicate an unbiased way of thinking in a better manner | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Develop strategies of comprehension of texts based on different culture and life styles | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Strengthen spoken and written skills of the student in English | | | | | | | | | | | | | | | | | | |
| CLR-6 : | Help them express their sentiments, emotions and opinions, and reactions to information and situations in a civilized, cultured and humane manner. | | | | | | | | | | | | | | | | | | |

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|---------------------------------|---|---------------------------|--------------------------|-------------------------|-----------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| 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 : | To acquire knowledge of becoming better beings through the tools of Language and Literature | 2 | 75 | 60 | H | H | H | - | - | H | - | H | - | H | H | H | - | - | - |
| CLO-2 : | To acquire a strong knowledge on concept, culture, civilization through English Literature | 2 | 80 | 70 | - | H | - | H | - | H | - | H | - | - | H | H | - | - | - |
| CLO-3 : | To develop own content and to be able to translate using the features in English Language | 2 | 70 | 65 | H | - | - | H | - | H | - | H | - | - | H | H | - | - | - |
| CLO-4 : | To interpret the contents in the texts presented in English Language | 2 | 70 | 70 | H | - | H | H | H | H | - | H | - | - | H | - | - | - | - |
| CLO-5 : | To present an improved and healthier communication and intercultural elements acquired through English Literature | 2 | 80 | 70 | - | H | - | H | - | H | - | H | - | - | H | - | - | - | - |
| CLO-6 : | 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 | 2 | 75 | 70 | 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 | Introduction to the art of poetry writing will be done | Post-colonial impacts in India as observed in their language and culture will be discussed. | Story through images is explained to the students | The definition and purpose of monologue is explained | Homophones and Homonyms are to be explained in the class along with examples of usage. |
| | SLO-2 | The rationale behind this unit will be discussed. | The students will be encouraged to impart their views | The students are asked to create their own stories from those images | the sample monologues are to be provided to the learners | How where and when these as vocabulary can be used is to be explained |
| 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 |

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| S-3 | SLO-1 | The writer Meena Kandasamy is invited to read her poems on women. | Enjoy within limits, says Mr Mathrubootham taught 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 | Every mistake found in the text is analysed | 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 is verified | Autobiography and biography differences are explained | To ask the students to bring newspaper to class and make them select a column and read it loudly. | 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 | Different sentences are given and tested | Certain Classic autobiographies and biographies are presented | No meanings to be explained. Just the flow is to be checked. | The students are made to use as many adjectives as possible for describing their friends |
| S-5 | SLO-1 | Kalki the poet is invited to conduct a guest lecture on her own poem. | Nobel? What Nobel, asks Mr Mathrubootham 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 be used 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 teacher ought to use the board to draw a situation to make one understand each part'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 objects | The comprehensive techniques are taught | The students are asked to create a 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 | Humor and sarcasm is skimmed from the text | The students are asked to create captions | The students are asked to find errors in | Hence all the rules are to be brushed up |

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| | | hard to emote or is insensitive toward the moment | | similar to the ones shown in the class | each others' monologue | |
| S-9 | SLO-1 | Students are to 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 gap | 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 emote the desired emotion in the other is checked | Ask them to rapidly give synonyms and antonyms to those words |

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| Learning Resources | Theory: |
| | 3. Horizon- English Text Book – Compiled and Edited by the Faculty of English Department, FSH, SRMIST, 2020 |
| | 4. 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. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai | 1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST |
| 1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST | 2. Dr K B Geetha, Assistant Professor, 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) | | | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|--|---------------------------|--------------------------|-------------------------|---------------------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|------------|-----------------------|--------------------|----|----|
| CLR-1 : | Expose students to right attitudinal and behavioral aspects and to build the same through activities | | | | 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 : | Develop and nurture interpersonal skills of the students through individual and group activities. | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-3 : | Increase efficiency and leadership skills and to improve team results. | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Acquire time management skills and develop creative skills | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Understand intercultural communication and etiquettes required in a professional environment | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-6 : | Instill confidence in students and develop skills necessary to face the challenges of competitive exams and placements | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | ICT Skills | Professional Behavior | Life Long Learning | | |
| 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 | 4. Carnegie Dale, <i>How to win friends and influence people</i> , Simon and Schuster, New York, 2016 |
| | 2. Dr. K. Alex, <i>Soft Skills</i> , S.Chand Publishing & Company, India, 2014 | 5. Thomas A Harris, <i>I am ok, you are ok</i> , Arrow, London, 2012 |
| | 3. Covey Sean, <i>Seven habits of highly effective teens</i> , Simon & Schuster, New York, 2014 | 6. Daniel Coleman, <i>Emotional Intelligence</i> , Bloomsbury, India, 2016 |

| Learning Assessment | | | | | |
|---------------------|---------------------------|---|-------------|-------------|---------------|
| Level | Bloom's Level of Thinking | Continuous Learning Assessment (100% weightage) | | | |
| | | CLA-1 (20%) | CLA-2 (20%) | CLA-3 (30%) | CLA-4 (30%)## |
| | | 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 – 2

| Course Code | UIA20201J | Course Name | Management Accounting | Course Category | C | Professional Core Course | L | T | P | C |
|-------------|-----------|-------------|-----------------------|-----------------|---|--------------------------|---|---|---|---|
| | | | | | | | 4 | 0 | 3 | 6 |

| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|----------------------------------|---|--|---------------------------|--------------------------|-------------------------|---------------------------------|-------------------------|-----------------------------|----------------------|--------------------------------------|------------------------------|-------------------|-------------------------|----------------------------------|------------------------|----------------------|-------------------|--------------------------------|------------------------|--------------------|
| CLR-1 : | To understand the principles of cost & management accounting | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To understand the concepts of cost | | 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 | Simulations or Cost Accounting | Decision Making Skills | Life Long Learning |
| CLR-3 : | To learn the cost accounting methods | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To understand the concepts of budgeting | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To learn the types of budget | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | |
| CLO-1 : | To apply the cost accounting methods | | 3 | 95 | 95 | H | H | H | M | H | H | H | H | H | H | L | H | L | M | L |
| CLO-2 : | To apply the techniques to various business context cost accounting methods | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L |
| CLO-3 : | Use of budgets for planning & control | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L |
| CLO-4 : | Use of standard cost for variance analysis | | 3 | 95 | 90 | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L |
| CLO-5 : | Use of performance measurement | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L |

| Duration (hour) | 21 | 21 | 21 | 21 | 21 |
|-----------------|-------|---|------------------------------|--|--|
| S-1 | SLO-1 | Information for management | Scatter diagrams | Cost accounting methods | Purpose of budgeting |
| S-2 | SLO-1 | Sources of data | Lines of best fit | Absorption costing | Budget preparation |
| S-3 | SLO-1 | Internal source | Analysis of cost data | Marginal Costing | Flexible budget |
| S-4 | SLO-1 | External source | Regression analysis | Advantages & disadvantages of absorption costing | Capital budgeting |
| S-5 | SLO-1 | Concept of cost | Time series analysis | Advantages & disadvantages of marginal costing | Discounted cash flow |
| S-6 | SLO-1 | Cost classification based on nature of expenses | Spreadsheet | Job Costing | Budgetary control |
| S-7 | SLO-1 | Cost classification based on function | Accounting for material cost | Batch Costing | Reporting |
| S-8 | SLO-1 | Cost classification based on variability | Ordering material | Process Costing | Behavioral aspect of budgeting |
| | | | | | Reconciliation of budgeted & actual profit |

| | | | | | | |
|---------------------------|--------------------|---|--|---|---|--|
| S-9 | SLO-1 | Cost behavior | Receiving & issuing material | Service Costing | Standard Costing | Performance measurement |
| S-10 | SLO-1 | Use of graphs | Methods of valuing purchases | Activity based costing | Purpose of standard costing | Overview of performance measurement |
| S-11 | SLO-1 | Cost objective | Methods of valuing issues | Target costing | Principles of standard costing | Application of performance measurement |
| S-12 | SLO-1 | Cost units | FIFO, Weighted average method | Life cycle costing | Difference between standard, marginal & absorption costing | Measures of financial performance – Profitability, Liquidity, Activity |
| S-13 | SLO-1 | cost centers | EOQ, Inventory levels | Total quality management | standard cost per unit under absorption costing | Gearing |
| S-14 | SLO-1 | Data analysis & statistical techniques | Accounting for labour, Direct cost of labour | Difference between ABC, Target costing & life cycle costing from the traditional costing method | Standard cost per unit under marginal costing | Non financial measures |
| S-15 | SLO-1 | Sampling techniques - Random sampling, Systematic sampling, Stratified sampling | Indirect cost of labour | Accounting for overheads, Allocation of Overheads, Apportionment of overheads to service & production departments | Variance analysis - Sales price variance, Volume variance, Materials total variance | Economy |
| S-16 | SLO-1 | Multistage sampling | Remuneration method of individual | Production absorption rates | Materials price variance | Efficiency |
| S-17 | SLO-1 | Cluster & quota | Remuneration method of group | Entries for accounting of material | Material usage variance | Effectiveness, Cost reduction |
| S-18 | SLO-1 | SLO-1 | Selection of sampling method | Entries for accounting of labour | Labour total variance | Value enhancement |
| S-19 | SLO-1 | Structure of linear Function | Overtime & idle time | Entries for accounting of overhead cost | Labour rate variance | Monitoring performance |
| S-20 | SLO-1 | Linear equation | Labour efficiency | Budgeting | Labour efficiency Variance | Performance reporting |
| S-21 | SLO-1 | High/ low analysis | Labour capacity & volume ratios | | | |
| Learning Resources | Kaplan Publication | | | | | |

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

| Course Designers | | |
|---|---|-------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mr. Saravanan, ACCA Regional Head | Mr. Saravanan, ACCA Regional Head | Dr. M. Hemanathan |
| 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | Ms. Nivedda MK |

| | | | | | | | | | | |
|-------------|-----------|-------------|---------------------|-----------------|---|--------------------------|--------|--------|--------|--------|
| Course Code | UIA20202T | Course Name | Financial Reporting | Course Category | C | Professional Core Course | L 4 | T 0 | P 0 | C 4 |
|-------------|-----------|-------------|---------------------|-----------------|---|--------------------------|--------|--------|--------|--------|

| Pre-requisite Courses | | Nil | Co-requisite Courses | | Nil | | | Progressive Courses | | | | Nil | | | | | | | | | | | | | |
|----------------------------------|---|--|--------------------------|-------------------------------|-----------------------|-------------------------|-------------------------------|---------------------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|------------|-----------------------|--------------------|----|----|----|--|--|--|
| Course Offering Department | | Commerce | | Data Book / Codes / Standards | | | Nil | | | | | | | | | | | | | | | | | | |
| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | |
| CLR-1 : | To understand the various accounting standard | 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 understand the conceptual program | | | | 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 : | To understand the use and application of IFRS | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To learn to prepare financial statement | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To understand the group accounting concept | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | 3 | 95 | 95 | H | H | H | M | H | H | H | H | H | H | L | H | L | M | L | | | |
| CLO-1 : | To apply various IFRS | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | M | L | | | |
| CLO-2 : | To account for transaction using accounting standards | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | |
| CLO-3 : | To analyze and interpret the financial statements | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | |
| CLO-4 : | To prepare group financial statements | 3 | 95 | 90 | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | |
| CLO-5 : | To understand the integrated reporting concept | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | |

| Duration (hour) | | 12 | 12 | 12 | 12 | 12 |
|-----------------|-------|---|---|--|---|---|
| S-1 | SLO-1 | IFRS – Definition, purpose, difference between IFRS & Ind AS | IAS 23 Borrowing Cost | Principle of Inventory valuation | Concept of financial instruments, Financial assets, Financial liabilities, Equity, Debt | Preparation of single entity financial statements, Preparation of SOPL |
| S-2 | SLO-1 | Process of transition to IFRS, Presentation of Financial statements (IAS 1) | Concept of borrowing cost & qualified asset | Concept of Net realizable value and cost to sale | Compound Instrument, Accounting treatment for financial instrument using amortized cost model, Fair value through SOPL, Fair value through OCI | Preparation of SOFP, Preparation of SOCIE, Preparation of Cash flow statement, Operating activity, Investing activity, Financing activity |
| S-3 | SLO-1 | Conceptual Framework – Need, Importance | Period of capitalization | Account for inventory FIFO & Weighted average method | Accounting treatment of issue cost, Disposal of Financial instruments, Factoring of receivables, Concept of current tax, Overprovision and under provision of current tax | Concept of group accounting, parent company & subsidiary company |

| | | | | | | |
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| S-4 | SLO-1 | Qualitative characteristics of financial statements | Weighted average method to calculate borrowing cost | Definition of biological asset, Initial measurement of biological asset, Subsequent measurement of biological asset | Definition of deferred Tax, Accounting treatment of deferred tax, Deferred tax asset & liability, Temporary difference & permanent difference | Computation of net assets, goodwill, NCA as on date of acquisition, fair value adjustment |
| S-5 | SLO-1 | Regulatory framework | IAS 40 Investment property, Recognition criteria of investment property, Initial measurement of IP | Government grant in the context of biological asset, Concept of Fair value measurement, Principles of recognizing revenue of the business | Deferred tax for depreciation & revaluation | Computation of group reserves on date of consolidation |
| S-6 | SLO-1 | Rule based framework and principle based framework | Subsequent measurement of IP and adjustment of Depreciation | Steps to calculate revenue where performance obligations satisfied over the time | Carried forward loss | Effect of intra-group trading on consolidation, Preparation of consolidated SOPL, Preparation of consolidated SOFP, Concept of associate company |
| S-7 | SLO-1 | IASB & Standard setting process, IAS 16 Property, plant & equipment, Recognition criteria of IAS 16 | IFRS 5 Non current asset held for sale and discontinued operation | Criteria to recognize contract cost, Revenue recognition for specific transaction, Measurement of Provision | Foreign currency translation and accounting treatment for foreign currency | Preparation of consolidated SOPL with associate company |
| S-8 | SLO-1 | Initial Measurement of PPE, Subsequent measurement of PPE, Complex asset | Recognition criteria of NCA held for sale, Measurement | Account for specific type of provision such as warranties, onerous contracts, environmental Provision, Accounting treatment for Contingent asset and Liability, Disclosures in the context of Contingency | Functional currency & presentation currency | Preparation of consolidated SOFP with associate company |
| S-9 | SLO-1 | Adjustment of depreciation in case of revaluation | Disclosure regarding NCA held for sale and discontinued operation, Recognition criteria of Intangible assets, Initial measurement of Intangible assets | Events after reporting period, Adjusting event, Non adjusting event | Earnings per share | Group disposal |
| S-10 | SLO-1 | Decommissioning expenditure, Disposal of PPE, Government Grant & Conditions of GG | Subsequent measurement of IA, Concept of amortization in the context of Finite life and infinite life of the Asset, Impairment of Asset | Accounting treatment for adjusting & Non adjusting event | Basic EPS | Calculation of profit or loss on disposal of subsidiary in Parent's individual statement and consolidated financial statements |

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|-------------|-------|---|--|---|---|---|
| S-11 | SLO-1 | Grant for asset & expenditure | Concept of recoverable amount & value in use, Indication impairment of assets, Calculation of Impairment loss, Account for impairment loss | Accounting for lease, Difference between lease & rent | Right issue, bonus share, share split and reverse split | Interpretation of financial statements |
| S-12 | SLO-1 | Two methods for recognizing Government grant- deductive method & deferred method, Repayment of Government grant | Reversal of Impairment loss, Concept of Cash generating unit, Steps to calculate impairment loss for CGU | Recognition and measurement for lease liability and right to use, Account for sale and lease back | Diluted EPS for convertible bonds & shares and share option | Calculation of ratios, Trend analysis, Comparison with competition or industry average, Concept of integrated reporting |

| | |
|---------------------------|--------------------|
| Learning Resources | Kaplan Publication |
|---------------------------|--------------------|

| Learning Assessment | | | | | | | | | | | |
|---------------------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | *CLA – 4 (10%) | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 20% | 20% | 20% | 20% | 15% | 15% | 15% | 15% | 15% | 15% |
| Level 2 | Understand | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Level 3 | Analyze | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| | Evaluate | 10% | 10% | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 15% |
| | Create | 10% | 10% | 10% | 10% | 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. Saravanan, ACCA Regional Head | Mr. Saravanan, ACCA Regional Head | Dr. S. Chitra |
| 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | Dr. R. Sridharan |

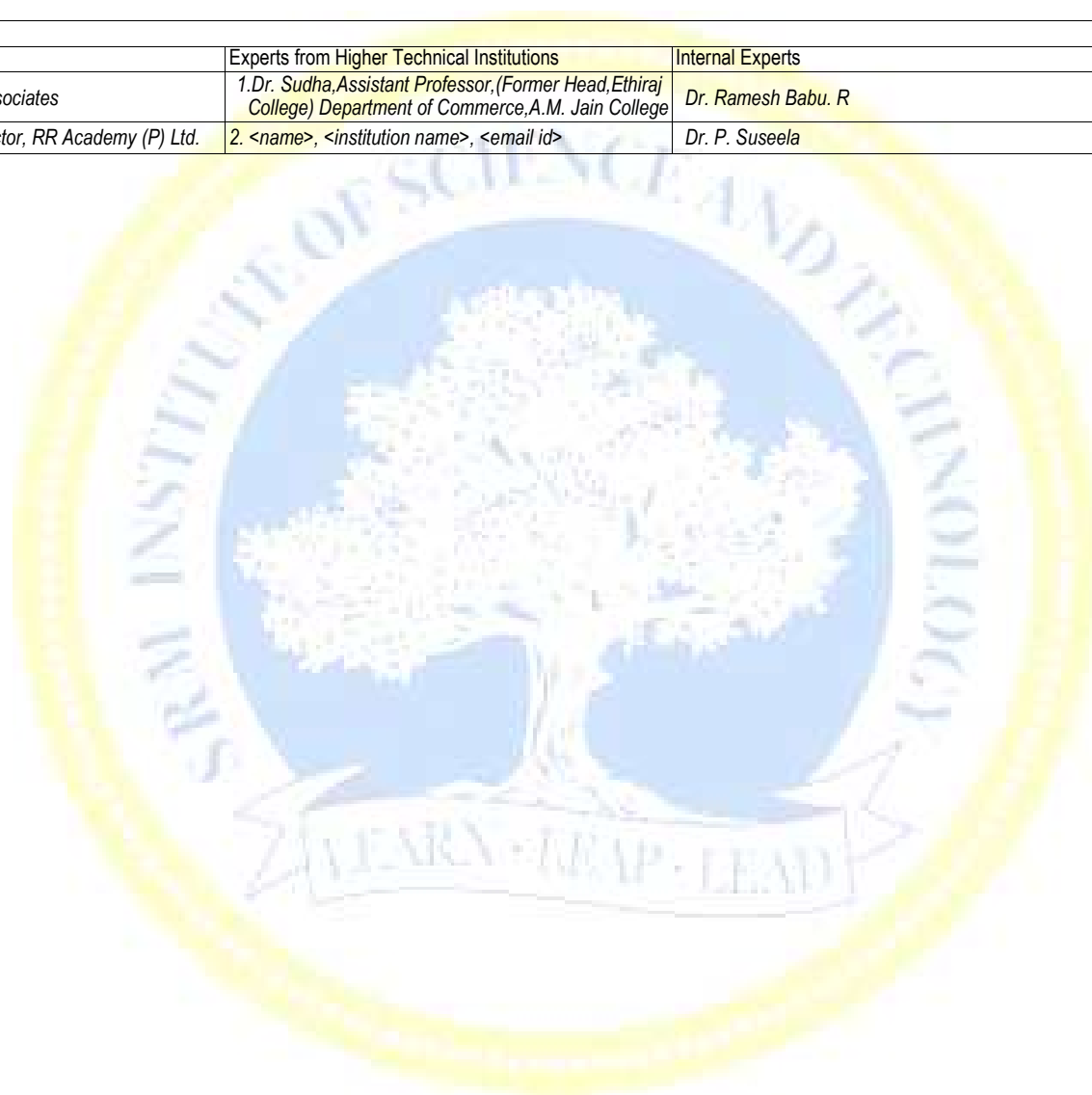
| | | | | | | |
|------|-------|---|--|--|---|-----------------------------------|
| S-3 | SLO-1 | Regulatory Environment, Rights of auditor, Regulations regarding appointment, removal & resignation, Criteria required to act as an auditor | Threats to fundamental principles | Objective and general Principles, Overall objective of the Auditor, Need to plan the audit | Communication on internal Control, Documenting client system, Definition of Internal audit, Need for internal audit | Recalculation |
| S-4 | SLO-1 | International standards on auditing, Purpose & function of ISA, Relationship between ISA & national Standards | Self interest, Self review, Advocacy, Familiarity, Intimidation | Professional skepticism, Audit strategy | Elements of best practice and operation | Analytical procedure |
| S-5 | SLO-1 | Definition Corporate governance | Safeguards to offset the threats | Audit documentation | Scope and limitation of IA | Characteristics of audit evidence |
| S-6 | SLO-1 | Objective, relevance & importance of Corporate governance | Auditor's responsibility with regard to auditor independence & confidentiality | Benefits of audit documentation | Outsourcing internal audit function | Sufficient and appropriate |
| S-7 | SLO-1 | Rule based approach of Corporate governance & principle based approach | Definition of performance materiality | Concept of materiality | Advantages and disadvantages of outsourcing | Audit sampling |
| S-8 | SLO-1 | Requirements of good corporate governance | Calculate materiality level | Internal audit assignments & internal audit report | Nature & purpose of Internal audit | Computer assisted auditing |
| S-9 | SLO-1 | Director's responsibilities and reporting responsibilities of auditors | | Audit evidence | Internal audit assignments & internal audit report | Audit procedures |
| S-10 | SLO-1 | Evaluate corporate governance deficiencies and provide recommendation | Understanding the entity and its environment | Purpose of audit evidence | Audit evidence | Audit of receivable |
| S-11 | SLO-1 | Analyze the structure & role of audit committee | Fraud | Techniques of collecting audit evidence | Purpose of audit evidence | Audit of inventory |
| S-12 | SLO-1 | Importance of internal control & risk management | Laws & regulation | Inspection | Techniques of collecting audit evidence, Inspection | Audit of payables & accruals |

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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. Practical Auditing, Sundar and Paari, Vijay Nicole Publications |
|---------------------------|---|

| Learning Assessment | | | | | | | | | | | |
|---------------------|---------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | *CLA – 4 (10%) | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 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. <name>, <institution name>, <email id> | Dr. P. Suseela |



| | | | | | | | | | | |
|-------------|-----------|-------------|----------|-----------------|---|-------------------------|---|---|---|---|
| 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: | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
| CLO-1: | To acquire knowledge about Tamil Language | 2 | 75 | 60 |
| CLO-2: | To strengthen the knowledge on concept, culture, civilization and translation of Tamil | 2 | 80 | 70 |
| CLO-3: | To develop content using the features in Tamil language | 2 | 70 | 65 |
| CLO-4: | To use Tamil Language and Literature to enhance their creativity | 2 | 70 | 70 |
| CLO-5: | To improve communication and creative expression in Tamil language | 2 | 80 | 70 |
| CLO-6: | To enable the students to speak and write in chaste Tamil | 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 |
| H | - | H | M | 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 |

| Duration (hour) | 12 | 12 | 12 | 12 | 12 |
|-----------------|-------|----------------------------------|---------------------------------|-----------------------------------|--|
| S-1 | SLO-1 | தமிழில் காலந்தோறும் அகமரபு | களப்பிரர் காலம் | பல்லவர் காலம் | சங்ககால வரலாறு |
| | SLO-2 | அக இலக்கியப் போக்குகள் | அறமும் வாழ்வியலும் | பல்லவர் கால இலக்கியம் | சங்ககால மக்களின் வாழ்வியல் |
| S-2 | SLO-1 | எட்டுத்தொகை நூல்களும் பெயர்களும் | திருக்குறள் உலகப்பொதுமறை | பக்தியும் தமிழும் | முச்சங்கம் - அறிமுகம் |
| | SLO-2 | எட்டுத்தொகை யில் அக நூல்கள் | திருக்குறள் கட்டமைப்பு | பக்தி இலக்கியங்கள் | முச்சங்க வரலாறு |
| S-3 | SLO-1 | ஐங்குறுநூறு (203) | தமிழில் வினை | சைவ சமய இலக்கியங்கள் | செம்மொழி இலக்கியங்கள் |
| | SLO-2 | தலைவனின் நாட்டுப் பெருமை | திருக்குறள் -வினைத்திட்டம் (67) | தேவார மூவர் | பாட்டும் தொகையும் |
| S-4 | SLO-1 | குறுந்தொகை (130) | உழவும் தமிழர் வாழ்வும் | தேவாரம் - திருஞான சம்பந்தர் பாடல் | எட்டுத்தொகை உருவாக்கப் பின்புலம் |
| | | | | | தமிழ்ச் சிறுகதைப் போக்குகள் |
| | | | | | தமிழ்ச் சிறுகதையும் தமிழ்ச் சமூக வாழ்வியலும் |
| | | | | | புதுமைப்பித்தன் - அகல்யை |
| | | | | | தொன்மம் - கட்டுடைப்பு |
| | | | | | அகிலன் - ஒருவேளைச் சோறு |
| | | | | | தொழிற்புரட்சியும் விவசாயமும் |
| | | | | | ஆண்டாள் பிரியதர்ஷினி - மாத்திரை |

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|------|-------|----------------------------------|-------------------------------------|---|--|----------------------------------|
| | 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 | ஜம்பெருங்காப்பியங்கள் | நேர்காணல் அறிமுகம் |
| | SLO-2 | புற இலக்கியங்கள் | இனியவை நாற்பதின் தனித்தன்மைகள் | இஸ்லாமிய இலக்கியங்களின் கொடை | ஜம்பெருங்காப்பியங்களின் 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 |

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| 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 | 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 |
| | | 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 |

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

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| Course Learning Rationale (CLR): | The purpose of learning this course is to: |
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| Learning |
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| Program Learning Outcomes (PLO) |
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| CLR-1: | To be able to converse well in the Hindi Language |
| 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. |

| 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 |

| 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 | - | - | - | - | - | - | - | - | - | - | - |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: |
| CLO-1: | To acquire knowledge about Medieval and Modern Poetry. |
| CLO-2: | To consider the relevance of the present trends in Hindi and their contemporary relevance. |
| CLO-3: | To help develop better understanding of the Hindi language by studying the stories with reference to current reality. |
| CLO-4: | To understand the usage of the present Advertising trends and its creative angles with the varied skills of Hindi Language. |
| CLO-5: | To make translation of good literature and any relevant document from the Hindi Language to English and Vice-versa. |
| CLO-6: | To help the learner to tackle Administrative terminologies, help them use Idioms and Phrases in their daily life, with ease. |

| Duration (hour) | 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 kshmatat 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 bhavna jagrit karna | KAHANI KE TATVA | VIGYAPAN KI BHASHA | PARIBHASHA | PARIBHASHA |
| | 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 samgri ke prbhav ki upyogita | Samijik jan-jeevan ke liye anuvad ke mahtav ko smjhana. | Vaignikon ka awiskar kitna mahtavpurn |
| S-5 | SLO-1 Desh prem ki bhavna bharna | LEKHAK PARICHAY | VIGYAPAN AUR BAZAR | UDDESHYA | BHASHA VAIGYANIK |
| | 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 |

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|------|-------|---|---|---|---|--|
| S-6 | SLO-1 | Badal Raag- Desh prem ki bhavna bhrna | KAHANI PATH | VIGYAPAN AUR ROZGAR | HINDI-ENGLISH | KARYALYN SHABD |
| | SLO-2 | Krantikari vicharo se awagat karana | Vidhyarthiyon ko kahani path ke dwara unka vak kausal majbut karna | Vidhyarthi savam ka ad-ajency bhi bna paye | Hindi adhikarai aur anuvadak ke pad ke liye tayaar karna | Shabd kaise tayar kiye jate hain vidhyarthiyon ko jankari |
| S-7 | SLO-1 | Pret ka Byaan -Bhukhmari evam akaal se awagat karana | KAHANI KA SARANSH | VIGYAPAN KI NIYAM | ENGLISH-HINDI | ANGREZI SE HINDI ANUVAD |
| | SLO-2 | Samajik samanta banaye rkhe ki pravarti jagana | Lekhan kshmeta ka vikas hona | Vigyapan ka ek hi niyam bhasha ka kashav jo vidhyarthiyon me viksit kiya jayega | Hindi adhikarai aur anuvadak ke pad ke liye tayaar karna | Hindi adhikarai aur anuvadak 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 anuvadak ke pad ke liye tayaar karna. |
| S-9 | SLO-1 | Javani –rashtr prem ki bhavna jagrit karna | KAHANI KA VISHELESHAN | PRINT VIGYAPAN | ANUVADK KI BHUMIKA | EK DIN EK SHABD |
| | SLO-2 | Vir ras evam virta ki pravati se awagat karana | Vishleshan kshmeta viksit hota | Vidhyarthi iski bhasha sikhenge | Vidhyarthiyon ko anuvadak 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 prena dena. | Vaad-vivad se vidhyarthiyon me apni baat ko rkhe ki yogyata banna | Vidhyarthiyon ko abhyas karvaya jayega | Vibhin bhashaon ke sahitya ka anuvad kaise kiya jane ki chunouti ko samajh payenge | Vidhyarthiyon ko vaighniko 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 | Vibhin kahani andolan se bhi awagat karana | Ad agency aur swarozgaar se jodna | Anuvad ke niyamo ko vidhyarthi smajh payenge | Hindi adhikari pad par karyarat |
| S-12 | SLO-1 | SAMUHIK PARICHARCHA | KAHANI KA BADLTA SWAROOP | VIGYAPAN KA SWARUP | SHABDO KA MAHATAV | VAIGYANIK SHABDAVALI KI AVSHYAKATA |
| | SLO-2 | Vidhyarthiyon ki bolne ki kaushal kshamta ko bdhana | Smay ke sath unke swarup ke bdlav 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 vaighnikta se jodna |

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| Learning Resources | The Prescribe Text Book Compiled and Edited by Department of Hindi 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) |
|----------------------------------|--|----------|---------------------------------|

| CLR-1 : | CLR-2 : | CLR-3 : | CLR-4 : | CLR-5 : | CLR-6 : | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|--|--|--|--|--|--|---------------------------|--------------------------|-------------------------|-----------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| Strengthen the language of the students both in oral and written | Express their sentiments, emotions and opinions, reacting to information, situations | Make them learn the basic rules of French Grammar. | Develop strategies of comprehension of texts of different origin | Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French | Extend and expand their savoir-faire through the acquisition of current scenario | 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 |
| | | | | | | | | | H | H | H | - | - | - | - | - | - | - | - | - | - | - | - |
| | | | | | | | | | - | H | - | H | - | - | - | - | - | M | - | - | - | - | - |
| | | | | | | | | | H | - | H | H | - | - | - | - | - | H | - | - | - | - | - |
| | | | | | | | | | - | H | - | H | - | - | - | - | - | H | - | - | - | - | - |
| | | | | | | | | | H | - | M | H | H | - | - | - | - | - | - | - | - | - | - |

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|---------------------------------|---|---------------------------|--------------------------|-------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| 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 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 [ā] | 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. <i>Cahier d'activités avec deux discs compacts.</i> |

| 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 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 | 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 | | | | | | | | | | | | | | | | | | | | | | |
| 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 | L | L | 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 | H | H | |
| CLO-3 : | | Have knowledge on marine insurance | | | | 2 | 70 | 70 | M | H | M | H | L | H | M | M | M | L | M | L | L | 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 | |
| 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 | |

| 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 |
| | | | | | Insurance Schemes by Government |

| | | |
|--------------------|--|---|
| 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 |
|--------------------|--|---|

| 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 |
| 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 |



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

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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 basics of Banking and IT | 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 understand technologies in 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 understand of banking channels and payments gateways | | | | H | H | M | L | M | L | L | M | M | L | L | M | L | M | H | M | H | |
| CLR-4 : | To understand about new age payment | | | | H | H | H | H | H | M | L | M | L | M | L | L | L | M | M | H | M | H |
| CLR-5 : | To follow precautions in online banking | | | | H | H | M | M | M | M | L | L | L | L | L | M | M | M | H | H | H | H |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| 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 | M | 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 |
| S-2 | SLO-1 | Evolution of Bank Management | ATM | Employee Training | Inter-Bank Payment |
| S-3 | SLO-1 | Analysis of Rangarajan Committee Reports | Cards – Debit & Credit | Customer Services | Electronic Fund Transfer – Introduction |
| S-4 | SLO-1 | Technological Impact in Banking Operations | Internet Banking | Customer Relationship | Electronic Clearing System |
| S-5 | SLO-1 | Total Branch Computerization | Mobile Banking & Apps | Management Control | NEFT, RTGS, IMPS |
| S-6 | SLO-1 | Challenges faced in computerization | e-Statements | Document Handling | e-Cheques |
| S-7 | SLO-1 | Meaning of Centralized Banking | e-PIN Generation | Document Storing | Deposits in ATM |
| S-8 | SLO-1 | Importance of Centralized Banking | Payment Gateways | Document Security | SWIFT |
| S-9 | SLO-1 | Implementation of Centralized Banking | UPI, BHIM, Paytm, Phone pay, Google Pay | Document Retrieval | Forex Management |

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| 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 Kaptan 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. |
|--------------------|--|

| 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 | 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 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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: | | | | 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 | | | |
| CLO-1 : | Know fundamental concepts of company law | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-2 : | Theoretical and fundamental concepts of memorandum of association | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-3 : | Knowledge about share capital, prospectus and meeting | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-4 : | Assess company directors | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-5 : | Meetings and Dissolution of company | | | | | | | | | | | | | | | | | | | | | | | | | |

| 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 |
|--------------------|--|

| 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% | 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 | 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 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: | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | | Realize the significance of retailing | | | 3 | 80 | 70 | L | H | L | H | H | L | M | H | L | L | M | H | L | H | H | | | |
| CLO-2 : | | Distinguish between organized and unorganized retailing | | | 3 | 85 | 75 | M | H | L | M | H | M | M | H | M | L | M | H | L | H | H | | | |
| CLO-3 : | | Ascertain the importance of retail location, supply chain, merchandising and pricing | | | 3 | 75 | 70 | M | H | M | H | H | H | M | H | M | L | M | H | L | H | H | | | |
| CLO-4 : | | Understand the retail store promotion | | | 3 | 85 | 80 | M | H | M | H | H | M | H | M | H | M | L | M | H | L | H | H | | |
| CLO-5 : | | Know the retail consumer | | | 3 | 85 | 75 | H | H | M | H | H | M | H | M | L | M | H | L | H | 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 |
|--------------------|--|---|
|--------------------|--|---|

| 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: | Learning | Program Learning Outcomes (PLO) |
|----------------------------------|--|----------|---------------------------------|
|----------------------------------|--|----------|---------------------------------|

| CLR-1 : | To make the students learn the native speakers' accent. | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|---------|--|---------------------------|--------------------------|-------------------------|-----------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|--------|--------|-------|
| CLR-2 : | To educate them about word stress of English | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | PSO -1 | PSO -2 | PSO-3 |
| CLR-3 : | 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 | | | | | | | | | | | | | | | | | | |

| 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 : | Understand the native speakers' exact pronunciation | 2 | 75 | 60 | H | H | H | H | - | - | - | H | H | H | H | H | - | - | - |
| CLO-2 : | Master the sound systems of English | 2 | 80 | 70 | H | H | H | - | - | - | - | H | H | H | H | H | - | - | - |
| CLO-3 : | Have a better Word stress, Rhythm and Intonation | 2 | 70 | 65 | H | H | H | - | H | H | - | - | H | H | H | H | - | - | - |
| CLO-4 : | Develop Neutral Accent | 2 | 70 | 70 | H | H | H | - | H | - | - | - | - | - | H | H | - | - | - |
| CLO-5 : | Participate in any conversation with any native speaker | 2 | 80 | 70 | H | H | - | H | - | H | - | H | H | H | H | H | - | - | - |
| CLO-6 : | Clear any standardized tests conducted to measure the English language ability like IELTS and TOEFL | 2 | 75 | 70 | 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 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 | Students are enabled to learn and pronounce stressed and unstressed words |
| S-1 | 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 | The practice will lead them to acquire neutral accent and understand foreign accent |
| 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 | Common topics in IELTS speaking test and TOFEL will be provided to assess the students. |
| S-2 | 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 | Assessments will be provided for self scrutiny |
| 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 letter requesting information or explaining the situation | Lab 7 Introduction to the conversation of a native speaker/ interview of a native speaker | Lab 10 learners are asked to describe some visual information(table/charts/nature) in their own word | Lab 13students will listen to a passage and they need to give a suitable title |
| S-3 – S-4 | SLO- 2 The students will be able to understand the isolation of a wall. It helps them to | 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 | Assessment on their language competency and vocabulary |

| | | | | | | |
|-----------|-------|--|---|--|---|---|
| | | enhance their pronunciation | | | a academic style. | |
| 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 enabled 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 enabled 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 LUNA 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 question. | 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 played for the students | Lab 12 students will listen to the writers note on publishing a novel/ short story | Lab 15 they will listen to grammar usage in the form of visual image and song |
| S-12 | SLO-2 | This will help them to identify the key information in listening text. | Learner 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 help them to enhance their creativity also the language competence | They will the foreign language easily and it enhances their competency of it |

| | |
|--------------------|--|
| Learning Resources | Theory: |
| | <ol style="list-style-type: none"> 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 3. Raymond Murphy, <i>Intermediate English Grammar</i>, Cambridge University Press, 2007 4. R.P. Bhatnagar, <i>English for Competitive Examinations</i>, Trinity Press, 3rd Edition, 2016 5. http://www.aptitudetests.org/verbal-reasoning-test 6. https://www.assessmentday.co.uk/aptitudetests_verbal.htm |

| 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. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai | 1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST |
| 1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST | 2. Dr K B Geetha, Assistant Professor, 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: | | |
|----------------------------------|--|--|--|--|
| CLR-1 : | Demonstrate various principles involved in solving mathematical concepts | | | |
| 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: | | | | |
|---------------------------------|--|--|--|---|----|----|
| CLO-1 : | Understand, analyze and solve questions based on numbers, logarithms. | | | 3 | 80 | 70 |
| CLO-2 : | Create, solve, interpret and apply basic mathematical models which are applicable in our day to day life | | | 3 | 80 | 75 |
| 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 |
| CLO-4 : | Understand the concept in time ,speed and distance | | | 3 | 85 | 80 |
| CLO-5 : | Ability to solve the problems on reasoning | | | 3 | 85 | 75 |
| CLO-6 : | Able to face different competitive exams | | | 3 | 80 | 70 |

| Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|--------------------------|-------------------------------|---------------------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|------------|-----------------------|--------------------|----|----|----|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | | | | | | | | | |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Application of Concepts | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Link with Related Disciplines | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Procedural Knowledge | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Skills in Specialization | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Ability to Utilize Knowledge | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | H | H | M | H | L | M | - | H | - | H | - | H | M | - | H |
| | | | | | | | | | | | | | | | M | H | M | H | - | M | - | H | - | H | - | H | M | - | H |
| | | | | | | | | | | | | | | | M | H | M | H | - | M | - | H | - | H | - | H | M | - | H |
| | | | | | | | | | | | | | | | M | H | M | H | - | M | - | H | - | H | - | H | M | - | H |
| | | | | | | | | | | | | | | | M | H | M | H | - | M | - | H | - | H | - | 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 |
| | SLO-2 | Test of divisibility | Profit and Loss- Basic Problems | Mixtures and Alligations-Problems | Time, Speed and Distance-Boats & Streams |
| S-2 | SLO-1 | Unit digit | Statistics-Introduction | Permutation –Introduction& Basics | Data Interpretation – Bar chart |
| | SLO-2 | Tailed zeroes | Statistics-Mean, Median, Mode | Combination-Introduction& Basics | Data Interpretation – Pie chart |
| S-3 | SLO-1 | HCF, LCM | Simple Interest-Introduction,Formulas &Problems | Probability-Introduction &Basics | Data Interpretation – Table |
| | SLO-2 | HCF, LCM - Solving problems | Compound Interest-Introduction ,Formulas | Probability-Problems | Data Interpretation – Line graph |
| | | | | | Seating Arrangements - Linear |
| | | | | | Seating Arrangements - Circular |

| | | | | | | |
|-----|-------|--|---|---|--|---|
| | | | &Problems | | | |
| 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 |
| | SLO-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 2. Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition 3. Archana Ram, PlaceMentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018 4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 6 th Edition 5. Dinesh Khattar, The Pearson Guide to Quantitative Aptitude for competitive examinations, Pearson, 3 rd Edition 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 |

THIRD SEMESTER

| Course Code | U1A20301J | Course Name | Performance Management | 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 | Program Learning Outcomes (PLO) | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | Learning | | | |
| CLR-1 : | To understand the modern techniques of management accounting | 1 | 2 | 3 | |
| CLR-2 : | To understand the decision making techniques | | | | |
| CLR-3 : | To understand the techniques of performance evaluation | | | | |
| CLR-4 : | To understand the tools for performance management & control | | | | |
| CLR-5 : | To understand the concept of divisional performance & transfer pricing | | | | |
| 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 apply the modern techniques of management accounting | 3 | 95 | 95 | |
| CLO-2 : | To apply the decision making techniques in the context of resource optimization, risk mitigation & promote efficiency | 3 | 95 | 95 | |
| CLO-3 : | To apply budgetary control system | 3 | 95 | 95 | |
| CLO-4 : | To apply & calculate transfer price | 3 | 95 | 90 | |
| CLO-5 : | To learn behavioral consideration in performance management | 3 | 95 | 95 | |

| Duration (hour) | 21 | 21 | 21 | 21 | 21 |
|-----------------|-------|--|---|----------------------------------|-------------------------------------|
| S-1 | SLO-1 | Advance management accounting techniques | Interpretation of TPAR | Pricing & decision | Advanced budgetary control |
| S-2 | SLO-1 | Concept of activity based costing | Application of TPAR in a multi product entity | Price elasticity of demand | Budgetary system in an organization |
| S-3 | SLO-1 | Definition of cost drivers | Environmental accounting | Demand equation | Top-bottom budget |
| S-4 | SLO-1 | Use of appropriate cost driver | Management of environmental cost | Concept of optimum selling price | Bottom-up budget |

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|------|-------|---|---|---|--|--|
| S-5 | SLO-1 | Calculation of cost per driver | Purpose of environmental accounting | Calculate optimum selling price | Rolling budget | Value for money approach for NFP |
| S-6 | SLO-1 | Calculation of cost per unit under ABC method | Accounting for environmental cost | Concept of MR & MC | Zero based budget | Concept of divisional performance |
| S-7 | SLO-1 | Comparing the ABC and traditional absorption costing | Decision making techniques | MR=MC equation | Activity based budget | Techniques of analyzing divisional performance |
| S-8 | SLO-1 | Decision making under ABC & traditional absorption costing | Concept of relevant cost | Pricing strategy | Preparation of flexed budget | Return on Investment |
| S-9 | SLO-1 | Target costing | Calculation of relevant cost | Skimming | Participative budget | Residual Income |
| S-10 | SLO-1 | Steps to calculate target cost | Determination of relevance | Penetration | Quantitative analysis | Transfer pricing |
| S-11 | SLO-1 | Target cost for manufacturing industry | Opportunity cost | Differential | High-low method | Methods of setting transfer pricing |
| S-12 | SLO-1 | Target cost for service industry | Cost volume profit relationship | Cost plus pricing | Concept of learning Curve | Variable cost method |
| S-13 | SLO-1 | Concept of Target cost gap | Concept of contribution | Risk analysis | Application of learning curve model | Full cost method |
| S-14 | SLO-1 | Possible ways to reduce the target cost gap | P/V ratio | Concept of risk | Standard costing | Principles behind allowing for intermediate markets |
| S-15 | SLO-1 | Life cycle costing, Different stages of life cycle costing | Breakeven point, Margin of safety | Concept of uncertainty, Impact of risk & uncertainty on business decision | Advanced variance analysis | Transfer price in the context of performance assessment of division and decision made |
| S-16 | SLO-1 | Cost involved at different stages of life Cycle, Benefits of life cycle costing | Estimation of target profit in single product, Estimation of target profit in multi product | Risk analysis techniques | Material mix, Sales quantity variances, Sales mix | Compare divisional performance, Behavioral consideration, Need to factor external considerations in PM |
| S-17 | SLO-1 | Application of life cycle costing | Estimation of sale for target profit | Sensitivity to decision making problem | Planning variance | Environment condition |
| S-18 | SLO-1 | Calculation of cost under life cycle costing | Limiting factors, Resource optimization | Maximax, Maximin, Minimax | Operational variance | Market condition, Stakeholder impact |
| S-19 | | Throughput Accounting, Theory of constraints | Single or multiple factors | Expected value | Performance analysis | Behavioral aspect affect the performance |
| S-20 | SLO-3 | Steps to calculate cost under throughput accounting | Make or buy decision | Decision tree | Application of variance analysis in performance analysis | Information for organizational performance |

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| S-21 | SLO-4 | <i>Calculation of TPAR</i> | <i>Relevant cost in the context of make or buy decision</i> | <i>Value of perfect & imperfect information</i> | <i>Assigning the variances to the managers</i> | <i>Technologies for organizational performance</i> |
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|---------------------------|---------------------------|
| Learning Resources | <i>Kaplan Publication</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 | 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 % | | - | |

| Course Designers | | |
|---|--|-------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| <i>Mr. Saravanan, ACCA Regional Head</i> | <i>Mr. Saravanan, ACCA Regional Head</i> | <i>Dr. R. Sridharan</i> |
| <i>Prof. Dr. K. N. Ramasamy, Managing Director, RR Academy (P) Ltd.</i> | <i>2. Dr.V.Muthukumar, Assistant Professor, Department of Commerce, Madras Christian College</i> | <i>Ms. Nivedda MK</i> |

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

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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 basic concepts of taxation law | | | | 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 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: | | | | | | | | | | | | | | | | | | | | | | |
| 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 | L | M | L | L | H | 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 |

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| 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 |

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| 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 (15%) | | CLA – 3 (15%) | | 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 |

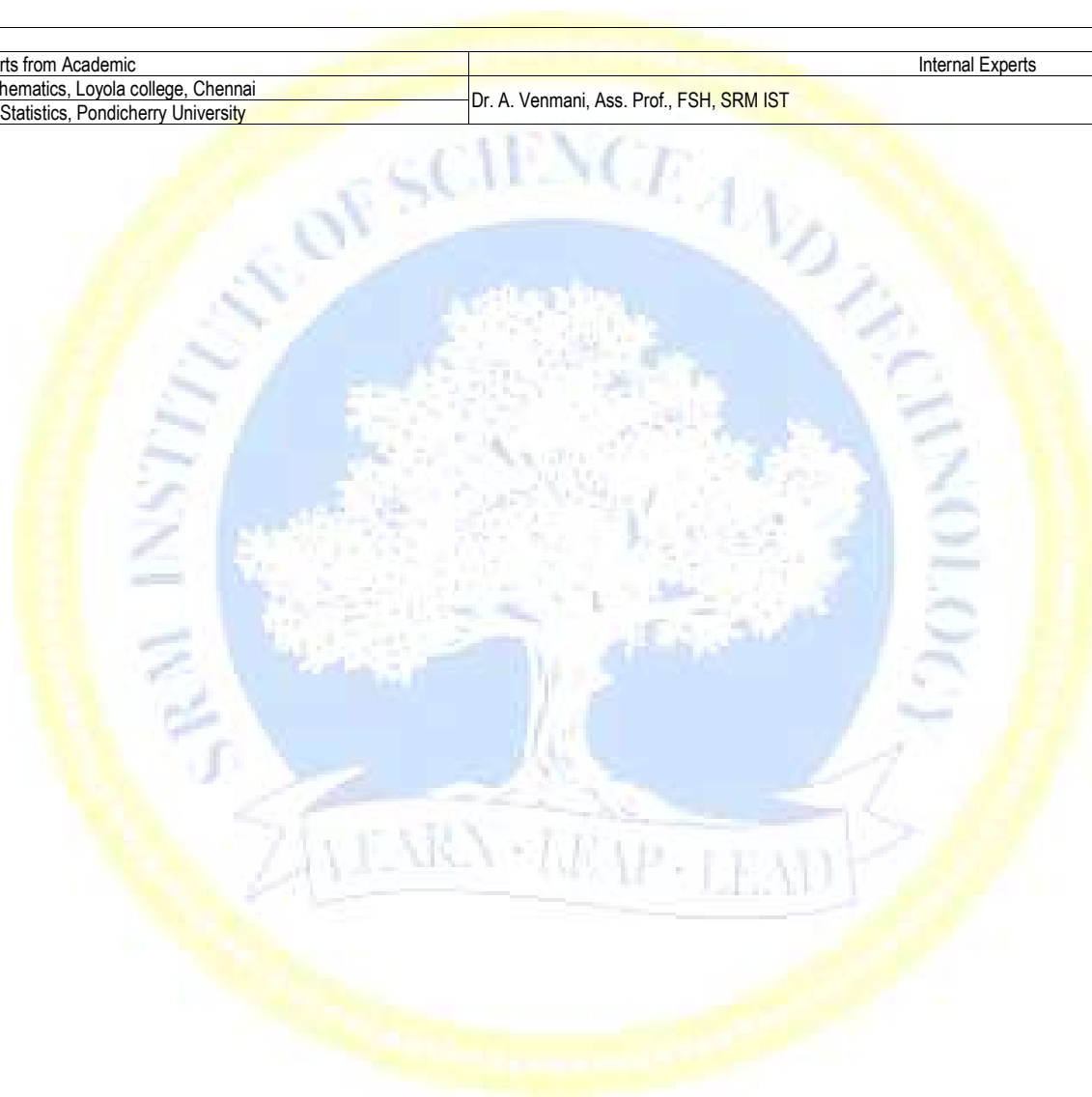
| Course Code | UMS20301T | Course Name | STATISTICS FOR BUSINESS | | | Course Category | C | Professional Core Course | | | | | | | | | | L | T | P | C | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|---|--|-------------------------|---|-----------------------------|--|---------------------|--|---------------------------------|---|---|---|---|---|---|--------|---|---|----|----|----|----|----|----|--------------------------|-------------------------|------------------|----------------------|----------------------------|-------------------|-------------------|------------------------------|--------|------------------------|---------------|------------------------|--------------------|---------|---------|---------|--|--|--|--|
| | | | | | | | 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 | | | | Level of Thinking (Bloom) | 1 | 2 | 3 | Scientific Knowledge | 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 | | | | | | | | | | | | | | | | | | | | | | | | Expected Proficiency (%) | Expected Attainment (%) | 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 : | Employ appropriate methods towards the various situations | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To apply statistical techniques to various business applications | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To enable the use of statistical, graphical and algebraic techniques wherever relevant. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-6 : | To have a proper understanding of Statistical applications in Economics and Management. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | To recognize the importance and value of statistical thinking and approach to problem solving | | | | 3 | 80 | 70 | H | H | M | H | M | - | - | - | Ethics | 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 | 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 | 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 | 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 | 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 | H | - | - | - | - | - | - | | | | | | | | | | | | | | | | | | |
| Duration (hour) | | Learning Unit / Module 1 | | Learning Unit / Module 2 | | Learning Unit / Module 3 | | Learning Unit / Module 4 | | Learning Unit / Module 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 15 | | 15 | | 15 | | 15 | | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S-1 | SLO-1 | Introduction of Statistics, Definitions Background of statistics, Origin and growth of statistics | | Introduction of 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, manipulation and interpretations, Fallacies of statistics, Criticism of statistics | | Setting of administrative team, selection and training of field investigators | | Arithmetic mean -problems-discrete method-direct method | | Mean deviations –problems-raw data | | Karl Pearson's Correlation Co-efficient | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 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 Co-efficient |
| 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, semiofficial 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 | Bowley's 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 | Bowley's 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 Kurtosis-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 | | | | | | | | | |
|-----------------------------------|---------------------------|---|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | 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 | | | | | Level of Thinking (Bloom) | 1 | 2 | 3 | Fundamental Knowledge | 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) | Expected Proficiency (%) | Expected Attainment (%) | H | L | L | L | M | L | L | M | M | L | L | L | L | L | L | M |
| CLO-1 : | To understand basic marketing concepts and marketing environmental factors | | | | | 3 | 75 | 70 | M | M | M | H | M | M | L | L | L | M | L | M | L | M | M | M |
| CLO-2 : | To analyze the buying behaviour patterns and factors affecting competition | | | | | 3 | 80 | 75 | H | L | H | H | H | M | L | M | L | L | L | L | L | L | M | M |
| CLO-3 : | To understand product development and complexities of various pricing strategies | | | | | 3 | 85 | 80 | M | H | M | M | M | M | L | L | L | L | M | L | L | L | H | M |
| CLO-4 : | To familiarize with various distribution channels and promotion mix strategies | | | | | 3 | 75 | 70 | L | H | M | H | M | L | L | L | M | M | L | M | L | M | M | M |
| CLO-5 : | To have awareness on developing marketing trends | | | | | 3 | 80 | 75 | | | | | | | | | | | | | | | | |

| 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 |
| S-2 | SLO-1 | Importance of Marketing | Model of Consumer Behaviour | Levels of Products | Marketing Channel Levels |
| S-3 | SLO-1 | Core Marketing Concepts | Factors Influencing Buyer Behaviour | Product Types | Vertical and Horizontal Marketing Systems |
| S-4 | SLO-1 | Marketing Process | Consumer Buying Decision Process | Product Life Cycle | Channel Design Decisions |
| S-5 | SLO-1 | Marketing Process (continuation) | Consumer Buying Decision Process (continuation) | Product Life Cycle (continuation) | Channel Management Decisions |
| S-6 | SLO-1 | Evolution of Marketing Ideas | Types of Buying Decision Behaviour | New Product Development | Functions of Channels |
| S-7 | SLO-1 | Marketing Mix - 7P's | Case Study – Harley Davidson Buying Strategy | New Product Development Process | Channel Behaviour |
| 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 |
| S-9 | SLO-1 | Market Planning – SWOT Analysis | Levels of Segmentation | Branding | Promotion – Meaning, Purpose |
| S-10 | SLO-1 | Case Study – Tide Detergent | Segmenting Consumer Markets | Brand Equity | Process of Communication |
| S-11 | SLO-1 | Marketing Environment – Meaning and Importance | Segmenting Business Markets | Building Strong Brands | Barriers of Communication |
| S-12 | SLO-1 | Micro Environmental Factors | Case Study – Dilmah Tea Segmentation Strategy | Packaging | Communication Mix – Advertising |
| S-13 | SLO-1 | Macro Environmental Factors – Demographic | Targeting – Meaning and Importance | Labelling | Communication Mix – Sales Promotion |
| S-14 | SLO-1 | Macro Environmental Factors – Cultural | Selecting Target Market | Case Study – Bisleri as a product | Communication Mix – Personal Selling |
| | | | | | Case Study of Wal-Mart |

| | | | | | | |
|------|-------|--|---|--|---|---|
| | | and Political | | | | |
| 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 | <ol style="list-style-type: none"> 1. Philip Kotler, Kevin Lane Keller. <i>Marketing Management</i> (15th edition), Pearson, (2016). 2. Philip Kotler, Gary Armstrong and Prafulla Agnihotri. <i>Principles of Marketing</i> (17th edition), Pearson, (2018). |
|---------------------------|---|

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

| 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 | | | 1 | 2 | 3 | 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: | | | 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 | | | |
| 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 | 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 | M | | | | |
| CLO-4 : | Attain the knowledge to position the brand | | | 3 | 85 | 80 | M | H | M | H | H | H | L | M | M | L | M | L | M | L | M | | | | |
| CLO-5 : | Have an awareness about various brand elements | | | 3 | 85 | 75 | H | H | M | H | H | H | L | M | M | L | M | M | L | L | M | | | | |

| Duration (hour) | 24 | 24 | 24 | 24 | 24 |
|-----------------|-------|--|--|--|------------------------------------|
| S-1 | SLO-1 | Introduction to advertising | Introduction to IMC | Communication Process | Brand - Introduction |
| S-2 | SLO-1 | Concept and Definition of Advertising | Definition and Importance | Nature of Communication | Concept of Brand |
| S-3 | SLO-1 | Overview of Marketing | Tools for IMC | Basic Model of Communication | Characteristics of Brand |
| S-4 | SLO-1 | Difference between advertising and Marketing | Advertising | Creative Strategy | Brand Evolution |
| S-5 | SLO-1 | Importance of Advertising in Marketing | Advertising Budget | Importance of Creativity in Advertising | Functions of brand |
| S-6 | SLO-1 | Classification of Advertisements | Modes of Advertising | Creative Process | Significance of brand |
| S-7 | SLO-1 | Classification of Advertisements | Internet Marketing | Advertising Appeal | Types of brand |
| S-8 | SLO-1 | Functions of Advertising | Advantages and Disadvantages of Internet Marketing | Types of Advertising Appeal | Selecting a Brand |
| S-9 | SLO-1 | Functions of Advertising | Measuring the effectiveness of Internet | Emotional Appeal | Branding Concept |
| S-10 | SLO-1 | Benefits of Advertising | Public Relations | Rational Appeal | Brand Challenges |
| S-11 | SLO-1 | Benefits to manufacturers | Impact of Public Relations | Media Planning | Brand Opportunities |
| S-12 | SLO-1 | Benefits to Customers | Process of Public Relations | Media Planning Process | Brand Equity - Meaning |
| S-13 | SLO-1 | Benefits to Society | Personal Selling | Problems in Media Planning | Building Strong Brands |
| S-14 | SLO-1 | Social Implication of Advertisements | Role and Scope of Personal Selling | Media Characteristics | Brand Positioning |
| S-15 | SLO-1 | Economic Implication of Advertisements | Process of Personal Selling | Key factors influencing media selection | Brand Name Selection |
| S-16 | SLO-1 | Legal Implications of Advertisements | Managing Sales Force | Key factors influencing media selection (continuation) | Brand Sponsorship |
| S-17 | SLO-1 | Advertising Objectives | Motivating Salespeople | Media Class | Brand Development |
| S-18 | SLO-1 | Overview of Marketing Communication Model | Advantages and Disadvantages of Personal Selling | Media Vehicle | Brand Awareness |
| S-19 | SLO-1 | AIDA | Sales Promotion | Media Scheduling | Brand Image |
| S-20 | SLO-1 | Development of Modern Advertising | Scope and Role of Sales Promotion | Types of Scheduling | Strategic Brand Management Process |
| S-21 | SLO-1 | Ethical issues in Advertising | Growth of Sales Promotion | Macro Scheduling | Strategic Brand Management Process |
| S-22 | SLO-1 | Deceptive Advertising | Types of Sales Promotion | Micro Scheduling | Co – branding |

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|------|-------|-----------------------------|-----------------------------------|-----------------------------------|------------------------|------------|
| 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. 4. Keller, K.L., Parameswaran, A.M.G. and Jacob, I (2015). Strategic Brand Management: Building, Measuring and Managing Brand Equity (4 th Edition). Pearson Education India | | |

| Learning Assessment | | | | | | | | | | | |
|---------------------|---------------------------|--|----------|---------------|----------|---------------|----------|-----------------|----------|-----------------------------------|----------|
| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (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 |
| 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 | | |
|----------------------------------|--|--|---------------------------------------|-------------------------------|---|---------------------------|--------------------------|-------------------------------------|---------------------------------|-------------------------|-----------------------------|----------------------|----------------------------------|------------------------------|--------------------|-------------------------|------------------------------|------------------------|----------------------|-------------------|-----------------------------|-------------------|--------------------|
| | | | | | | | | | | | | | | | | | | 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 of Logistics | | | | 1 | 2 | 3 | 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: | | | | 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 : | Have an awareness about Logistics and Market Channels | | | | 3 | 80 | 70 | L | H | L | H | L | L | M | H | L | L | M | H | L | H | H | |
| CLO-2 : | Get an idea about handling the products | | | | 3 | 85 | 75 | M | H | L | M | L | M | M | H | M | L | M | H | L | H | H | |
| CLO-3 : | Familiar with the design of supply chain management | | | | 3 | 75 | 70 | M | H | M | H | L | H | M | H | M | L | M | H | L | H | H | |
| CLO-4 : | Get a knowledge on ERP | | | | 3 | 85 | 80 | M | H | M | H | L | H | M | H | M | L | M | H | L | H | H | |
| CLO-5 : | Familiar with developments in logistics and supply chain management | | | | 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 | 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. 4. 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. | |

| 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 |
| 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 | | |
| CLR-3 : | To study about types of agreements | | |
| CLR-4 : | To study performance of contract | | |
| CLR-5 : | To study sale of goods | | |

| 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 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 |
|---------------------------------|--|---------------------------|--------------------------|-------------------------|-----------------|-------------------------|-----------------------------|----------------------|----------------------------------|-----------------------------------|--------------------|-------------------------|--------------|------------------------|----------------------|-------------------|-----------------------------------|-------------------|--------------------|
| 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 | H | M | M | M | M | H | L | M | H | H | H | H |
| CLO-5 : | Know various acts sale of goods | 3 | 85 | 80 | H | H | M | H | M | M | M | L | M | L | M | H | H | H | H |

| Duration (hour) | 6 | 6 | 6 | 6 | 6 |
|-----------------|-------|---------------------------------|------------------------------|---------------------|---------------------------------|
| S-1 | SLO-1 | Contract meaning | Offer | Capacity | Performance of Contract |
| S-2 | SLO-1 | Nature of Contract | Acceptance | Free Consent | Tender |
| S-3 | SLO-1 | Essentials of valid contract | Communication of Offer | Void Agreements | Quasi Contract |
| S-4 | SLO-1 | Forms of Contract - Validity | Offer and Acceptance by post | Voidable Agreements | Discharge of Contracts |
| S-5 | SLO-1 | Forms of Contract - Formation | Consideration | Illegal Agreements | Breach of contract |
| S-6 | SLO-1 | Forms of Contract - Performance | Essentials of Consideration | Minors | Remedies for breach of contract |

| 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. |
|--------------------|---|---|
|--------------------|---|---|

| 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 |
| 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 Program Director Sadhana Learning Academy | 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 | | | | 1 | 2 | 3 | 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 | | | | 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 |
| 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: | | | | 3 | 95 | 90 | H | H | H | H | L | H | H | M | L | L | H | H | L | H | H |
| CLO-1 : | | Apply the various models of CRM | | | | 3 | 95 | 90 | H | H | H | M | H | H | H | M | M | L | H | H | L | H | H |
| CLO-2 : | | Manage customer relationship portfolio | | | | 3 | 95 | 90 | M | H | M | L | M | H | H | M | M | M | L | H | H | L | 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 | H | 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 | | 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 |
|--------------------|---|---|

| 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 Head - Strategy (Key Markets) 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) |
|----------------------------------|--|----------|---------------------------------|
|----------------------------------|--|----------|---------------------------------|

| 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 | SLO-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 |
| S-1 | 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 |
| S-2 | 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. |
|---------------------------|--|

| 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 |



FOURTH SEMESTER

| | | | | | | | | | | |
|-------------|-----------|-------------|----------------------|-----------------|---|--------------------------|--------|--------|--------|--------|
| Course Code | UTA20401J | Course Name | Financial Management | Course Category | C | Professional Core 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): | The purpose of learning this course is to: | Learning | Program Learning Outcomes (PLO) |
| CLR-1 : | To understand the function of financial management | 1 2 3 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 |
| CLR-2 : | To understand the purpose of financial management | | |
| CLR-3 : | To understand the concept of working capital management | | |
| CLR-4 : | To understand the source of business finance | | |
| CLR-5 : | To learn financial risk management | | |

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|---------------------------|--------------------------|-------------------------|-----------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|---------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|------------|-----------------------|--------------------|
| 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 and apply the concept of investment decision | 3 | 95 | 95 | H | H | H | M | H | H | H | H | H | H | L | H | L | M | L |
| CLO-2 : | To apply the knowledge of capital structure & cost of capital | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L |
| CLO-3 : | To manage the working capital properly | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L |
| CLO-4 : | To value the business and dividend decision | 3 | 95 | 90 | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L |
| CLO-5 : | To manage the financial risk | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L |

| Duration (hour) | 24 | 24 | 24 | 24 | 24 |
|-----------------|---|------------------------------|--|---|-----------------------------------|
| S-1 | SLO-1 Financial objective | Inventory level | Return on capital employed | Murabaha, Musharaka, Mudaraba, Sukuk, Ijara | Net asset model |
| S-2 | SLO-1 Shareholder value maximization v/s profit maximization | Bulk discounts | Net present value | Sources of finance for SME sector | Cash flow approach |
| S-3 | SLO-1 Growth in EPS & total shareholder return | Early payment discount | Internal rate of return | Venture capital | Earning method |
| S-4 | SLO-1 Possible conflict between shareholder objectives and balancing them | Just in time | Decision making through NPV, Payback & IRR | Crowd funding | Earning yield & Valuation of debt |
| S-5 | SLO-1 Linkage of financial objective with corporate strategy | Management of receivables | Merits of these methods | Angel financing | Foreign currency risks |
| S-6 | SLO-1 Financial & other objectives of a not for profit organization | Credit policy | Demerits of these methods | Capital structure theories | Transaction risk |
| S-7 | SLO-1 Macroeconomic environment of the business | Early settlement of discount | Project risk assessment | Cost of capital | Translation risk |

| | | | | | | |
|-------------|-------|--|--|--|---|---|
| S-8 | SLO-1 | Role of fiscal policies | Extending credit period | Sensitivity analysis | Dividend growth model | Economic risk |
| S-9 | SLO-1 | Role of monetary policies | Factoring | Special investment decision | Capital asset pricing model | Purchasing power parity |
| S-10 | SLO-1 | Interest rate policies | Purpose and objective of Factoring | Lease v/s buy decision | Systematic risk | Interest rate parity |
| S-11 | SLO-1 | Exchange rate policies | Invoice discounting | Replacement cycle decision | Unsystematic risk | Fischer equation |
| S-12 | SLO-1 | Competition policies | Managing accounts payables | Use of equivalent annual cost technique | Cost of debt | Centralized & Decentralized treasury Function |
| S-13 | SLO-1 | Capital market | Early payment discount | Single period capital rationing | Cost of convertible debt | Tools of hedging |
| S-14 | SLO-1 | Money market | Managing cash using baulmol's model | Capital rationing for divisible & non divisible projects | Weighted average cost of capital | Currency of invoice |
| S-15 | SLO-1 | Currency market | Millar-Orr model | Profitability index | WACC using book value | Netting |
| S-16 | SLO-1 | Derivatives | Working capital financing strategies | Trial & error method | WACC using market value | Leading & lagging |
| S-17 | SLO-1 | Concept of working capital | Investment appraisal | Risk adjusted rates | Traditional view of capital structure | Forwards & futures |
| S-18 | SLO-1 | Elements of working capital | Types of investment | Business finance & source of finance | Modigliani-Millar view | options & swaps |
| S-19 | SLO-1 | Objective of working capital | Mutually exclusive projects | Short term finance | Pecking order theory | Money market hedging |
| S-20 | SLO-1 | Cash operating cycle | Independent projects | Long term finance | Business valuation | Interest rate fluctuations |
| S-21 | SLO-1 | Factors influencing cash operating cycle | Discounted cash flow | Methods of raising equity | Purpose of business valuation | Managing interest rate risks |
| S-22 | SLO-1 | Computation of cash operating cycle | Non DCF tools for investment appraisal | Rights issue | Situation which demand business valuation | Matching and smoothing |
| S-23 | SLO-1 | Management of inventory | Payback period | Initial public offer | Models for valuation of Equity | Asset & liability Management |
| S-24 | SLO-1 | EOQ | Discounted payback period | Islamic financing | Dividend model | Forward rate agreements |

| | |
|---------------------------|--------------------|
| Learning Resources | Kaplan Publication |
|---------------------------|--------------------|

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

| Course Designers | | |
|---|---|-------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mr. Saravanan, ACCA Regional Head | Mr. Saravanan, ACCA Regional Head | Dr. M. Hemanathan |
| 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | Ms. Nivedda MK |

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|-------------|-----------|-------------|--------------------------------------|-----------------|---|--------------------------|--------|--------|--------|--------|
| Course Code | UIA20402J | Course Name | Advanced Performance Management(APM) | Course Category | C | Professional Core Course | L 4 | T 0 | P 4 | C 6 |
|-------------|-----------|-------------|--------------------------------------|-----------------|---|--------------------------|--------|--------|--------|--------|

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|----------------------------------|--|-------------------------------|-----|---------------------|-----|
| Pre-requisite Courses | Nil | Co-requisite Courses | Nil | Progressive Courses | Nil |
| Course Offering Department | Commerce | Data Book / Codes / Standards | | | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | | | | |
| CLR-1 : | To understand the function of performance management | 1 | 2 | 3 | |
| CLR-2 : | To understand the purpose of performance management | | | | |
| CLR-3 : | To understand the concept of performance management | | | | |
| CLR-4 : | To understand the role of performance management | | | | |
| CLR-5 : | To learn management skills | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | |
| CLO-1 : | Use of strategic planning and control models in planning and monitoring business performance | 3 | 95 | 95 | |
| CLO-2 : | Assessing key external influences on an organisation | 3 | 95 | 95 | |
| CLO-3 : | Changes in business structure and performance management | 3 | 95 | 95 | |
| CLO-4 : | Designing management information systems | 3 | 95 | 90 | |
| CLO-5 : | Applying strategic performance measurement in private sector organizations | 3 | 95 | 95 | |

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|-----------------|-------|--|---|---|--|
| Duration (hour) | 24 | 24 | 24 | 24 | 24 |
| S-1 | SLO-1 | Role of strategic management | strategic planning & control | measuring progress towards achieving strategic objectives | planning & control at strategic & operational levels |
| S-2 | SLO-1 | between strategic long-term objectives | Impact of risk | Role of information system in performance management | Primary performance objectives |
| S-3 | SLO-1 | short term decisions | uncertainty on performance by applying different risk assessment techniques | integration of management accounting | measuring financial KPIs |
| S-4 | SLO-1 | use of models such as SWOT | use of expected value | use of Enterprise Resource Planning Systems | ROCE |
| S-5 | SLO-1 | BCG matrix | decision tree | lean information systems | ROI |
| S-6 | SLO-1 | Porter's generic strategies | tools like maximax | internal sources of management information | EPS |

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|------|-------|--|--|--|--|--|
| S-7 | SLO-1 | Porter's five forces in strategic planning | maximin | external sources of management information | EBIDTA | Use of management accounting techniques such as Kaizen Costing |
| S-8 | SLO-1 | Porter's generic strategies | Minimax regret | impact of big data analysis | Residual income | JIT |
| S-9 | SLO-1 | Purpose, structure | use of PESTEL | use of technology in recording | Economic value added (EVA) | TQM |
| S-10 | SLO-1 | content of mission statement, vision statement | assess impact of external influences | processing information | Liquidity ratios | six sigma approach |
| S-11 | SLO-1 | corporate objectives | Information needs at different hierarchical levels in a manufacturing | RFID | gearing ratios | performance measurement models |
| S-12 | SLO-1 | Critical Success Factors (CSF) | Information needs at different hierarchical levels in a service industry | unified databases | Non-financial performance indicators | balanced scorecard |
| S-13 | SLO-1 | Key Performance Indicators | influence of business process reengineering | access controls | Evaluation of performance in divisional organisation | building blocks |
| S-14 | SLO-1 | linkage with mission/vision | influence of business process reengineering in business development | data security | use of ROI, RI and EVA tools | value based |
| S-15 | SLO-1 | objectives | role of performance management | use of various management reports | divisional performance | activity based performance measurement |
| S-16 | SLO-1 | development of Key Performance Indicators | Mckinsey's 7-S structure | evaluating performance | manager's performance assessment | performance issues in complex structures |
| S-17 | SLO-1 | identify Critical Success Factors | value chain | contents | effect of transfer pricing | joint ventures |
| S-18 | SLO-1 | development of performance hierarchy | impact of organisation structure | structure of management reports | transfer pricing in international environment | alliances –predicting |
| S-19 | SLO-1 | assessment of performance hierarchy | impact of organisation culture | Application | Components of a PMS | preventing corporate failures |
| S-20 | SLO-1 | control mechanism | Mckinsey's Case Study | Analysis | Developing PMS in context of an organisation | Z-score model |
| S-21 | SLO-1 | Case Study | Case Study | Case Study | use of technology in the PMS | A-score model |
| S-22 | SLO-1 | Case Study | Case Study | Case Study | Knowledge management | Case Study |
| S-23 | SLO-1 | Case Study | Case Study | Case Study | customer relationship management systems | Case Study |
| S-24 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |

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| Learning Resources | Kaplan Publication |
|---------------------------|--------------------|

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

| Course Designers | | |
|---|---|-------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mr. Saravanan, ACCA Regional Head | Mr. Saravanan, ACCA Regional Head | Dr. M. Hemanathan |
| 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | Ms. Nivedda MK |

| Course Code | UMS20401T | Course Name | QUANTITATIVE TECHNIQUE FOR BUSINESS DECISION | Course Category | C | Professional Core Course | | | |
|-------------|-----------|-------------|--|-----------------|---|--------------------------|---|---|---|
| | | | | | | L | T | P | C |
| | | | | | | 4 | 0 | 0 | 4 |

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|-----------------------|-----|----------------------|-----|---------------------|-----|
| 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 | | | ing (Bloom) | iciency (%) | inment (%) | nowledge | ysis | elopment | gn, Research | Usage | ture | & Sustainability | | eam Work | in | Finance | ining | | | | |
| 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 | H | 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) | | Learning Unit / Module 1 | Learning Unit / Module 2 | Learning Unit / Module 3 | Learning Unit / Module 4 | Learning Unit / Module 5 |
|-----------------|-------|--|--|--|--|--|
| | | 12 | 12 | 12 | 12 | 12 |
| S-1 | SLO-1 | Introduction 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 method | Problems on Projects and number of events |
| | 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 |

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| 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 | calculations |
| | SLO-2 | Moving average method | Quantity index numbers-problems | Role of O.R. in Various fields | Maximization of TP | Critical path calculations-backward path calculations |
| S 9 | SLO-1 | Method of least square method-procedure | Test of consistency Time reversal | O.R and decision making | Introduction of Assignment Problem | Float of an activity event |
| | 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 | Total float, free float, Independent float |
| S-10 | SLO-1 | Methods of least square problems -odd | Test of consistency Factor reversal test-problems | Introduction to Linear Programming Problem (LPP) | Mathematical model of Assignment problem | Problem on Total float, free float, Independent float |
| | 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 | Introduction of PERT |
| S-11 | SLO-1 | Seasonal indices-procedure | Consumer price index number, definition, uses | Basic assumptions to formulate LPP | Minimization case assignment problem-Hungarian method | Definitions Of PERT, Optimistic time, Pessimistic time and most likely time |
| | SLO-2 | Methods of seasonal averages | Construction 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 | Problems on Optimistic time, Pessimistic time and most likely time |
| | SLO-2 | Methods of seasonal averages-problems | Aggregate average | Graphic method Special Cases | Travelling salesman problem | Statistical consideration in PERT |

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|------------------------------------|---------------------------|---|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| 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 | | | | | | | | | |
| | 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.,

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|---|--|
| 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 | |

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|-------------|-----------|-------------|-----------------------------|-----------------|---|-------------------------------------|--------|--------|--------|--------|
| Course Code | UCM20D04J | Course Name | ENTREPRENEURIAL DEVELOPMENT | Course Category | E | Discipline Specific Elective Course | L 4 | T 0 | P 4 | C 6 |
|-------------|-----------|-------------|-----------------------------|-----------------|---|-------------------------------------|--------|--------|--------|--------|

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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 comprehend the basic concepts of Entrepreneur | | | 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 | | | 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 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: | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Apply the various concepts in Entrepreneurial Development | | | 3 | 80 | 70 | L | H | L | H | L | L | M | H | L | L | M | H | L | H | H | | | | |
| CLO-2 : | Determine them how to start business | | | 3 | 85 | 75 | M | H | L | M | L | M | M | H | M | L | M | H | L | 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 Societies- Features, Advantages and disadvantages | IFCI – Establishment, Objectives, Functions and its benefits | Market Feasibility – Product Development | Features and Characteristics of MSE |
| 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 |

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| 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 |

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|---------------------------|--|--|
| Learning Resources | 1. Srinivasan N.P. – Entrepreneurial Development 2. Saravanel - 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 |
|---------------------------|--|--|

Learning Assessment

| | | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|------------------------|--|----------|--------------|----------|---------------|----------|-------------|----------|-----------------------------------|----------|
| | | CT – 1 (10%) | | CT – 2 (10%) | | CLA-3 - (20%) | | CLA - (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 |

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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 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 | | | | | | | | | | | | | | | | | | | | | | | | |
| 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: | | | 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 Entrepreneurial concepts and rural sector dimensions | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-2 : | | To understand about different institutions in support of EDP | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-3 : | | To familiarize with Small business, start up and its proceedings | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-4 : | | To familiarize with SSI | | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-5 : | | To have awareness on global opportunities for start ups | | | | | | | | | | | | | | | | | | | | | | | | |

| 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 | Dyeing 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 |

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|------|-------|--|---------------------------------|--|------------------------------------|---|
| 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 |
|---------------------------|---|

| 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 % | | - | |

| 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 | | | | 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 | | | | 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 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: | | | | 3 | 75 | 70 | H | L | L | L | M | L | H | H | M | L | L | L | L | M | M |
| CLO-1 : | | | To understand basic concepts of financial services | | | | 3 | 80 | 75 | M | M | M | H | M | M | M | H | L | M | L | M | L | M | M |
| CLO-2 : | | | To understand about functioning of merchant banking | | | | 3 | 85 | 80 | H | L | H | H | H | M | H | H | L | L | L | L | M | M | M |
| CLO-3 : | | | To understand the leasing activity in India | | | | 3 | 75 | 70 | M | H | M | M | M | M | M | H | L | L | M | L | L | H | M |
| CLO-4 : | | | To familiarize with factoring service | | | | 3 | 80 | 75 | L | H | M | H | M | L | H | H | M | M | L | M | L | M | M |
| CLO-5 : | | | To have awareness on venture capital | | | | | | | | | | | | | | | | | | | | | |
| Duration (Hour) | 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 | | | | | | |

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|------|-------|---|---|---|--|---|
| 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 |

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|---------------------------|--|
| 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. |
|---------------------------|--|

| 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 % | | - | |

| 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 |

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|-------------|-----------|-------------|---------------------|-----------------|---|-------------------------|---|---|---|---|
| Course Code | UIA20G01L | Course Name | INDUSTRIAL TRAINING | Course Category | G | Generic Elective Course | L | T | P | C |
| | | | | | | | 0 | 0 | 0 | 3 |

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

Guidelines for Industrial Training:

- 1) Students must undergo industrial training after completing third semester examination (Semester Vacation) for 15 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) Students have to present about work place experience which includes organization culture, performance appraisal and organization's expectation from the trainee.
- 8) The above presentation can help students to understand the industry requirements and develop skill sets accordingly.
- 9) Report should have the following
 - a. Industry Profile
 - b. Company Profile
 - c. Job Profile
 - d. Internship Training Details
 - e. Feedback of the Training
- 10) 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
- 11) Report should be submitted within 30 days of Commencement of Fourth Semester Classes
- 12) Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
- 13) Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
- 14) 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
- 15) 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 | | | |
|---------------------------|---|------------|-------------------------------------|
| | Continuous Learning Assessment (50% weightage) | | Final Evaluation (50% weightage) |
| | Review – 1 | Review – 2 | Project Report Viva-Voce |
| Project Work / Internship | 20% | 30 % | 30 % 20 % |

| | | | | | | | | | | |
|-------------|-----------|-------------|---------|-----------------|---|-------------------------|---|---|---|---|
| Course Code | UIA20G02L | 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 | | | |
|---------------------------|---|------------|-------------------------------------|
| | Continuous Learning Assessment (50% weightage) | | Final Evaluation (50% weightage) |
| | Review – 1 | Review – 2 | Project Report Viva-Voce |
| Project Work / Internship | 20% | 30 % | 30 % 20 % |

| Course Code | UIA20G03L | 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 as their major area is Strategic finance**
- 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 | Barnali Nag | IIT-KGP NPTEL |
| 24 | Foundation Course in Managerial Economics | Dr. Girija Shankar | Savitribai Phule Pune University, Pune CEC |
| 25 | Fundamentals in Banking and Insurance | Dr. Pradeep P. Prajapati | Department of Economics, Gujarat University, Ahmedabad CEC |
| 26 | Fundamentals of Business and Accounting for Managers | Dr. Rupali Sheth | Savitribai Phule Pune University, Pune CEC |
| 27 | Fundamentals of Financial Management | Prof. Zillur Rahman | IIT-R NPTEL |
| 28 | Global Marketing Management | Ashwin Mahalingam | IIT-M NPTEL |
| 29 | Infrastructure Planning and Managements | Rahul K. Mishra | IILM Institute for Higher Education IIM-B |
| 30 | Innovation and Start-up Policy | R Srinivasan | IISc-B NPTEL |
| 31 | Integrated Marketing Management | Damodaran A | IIM-B |
| 32 | Intellectual Property Rights: A Management Perspective | P C Narayan | IIM-B |
| 33 | Introduction to Banking and Financial Markets | | |

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|----|--|---|---|
| 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, Rejie 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 |

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



| 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: | | |
|----------------------------------|--|--|--|--|
| CLR-1 : | expose students to the requirements of job market | | | |
| CLR-2 : | develop resume building practice | | | |
| CLR-3 : | increase efficiency in speaking during group discussions | | | |
| CLR-4 : | prepare students for job interviews | | | |
| CLR-5 : | instill confidence in students and develop skills necessary to face audience | | | |
| CLR-6 : | develop speaking and presentation skills in students | | | |

| 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 | | | |
| CLO-2 : | acquire group discussion skills | | | |
| CLO-3 : | face interviews confidently | | | |
| CLO-4 : | Ask appropriate questions during an interview | | | |
| CLO-5 : | understand various types of presentation and use presentation skills in projects | | | |
| CLO-6 : | build confidence during any presentation | | | |

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

| Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|---------------------------------|-------------------------|-------------------------------|----------------------|--------------------------|------------------------------|--------------------|-------------------------|----------------------|------------------------|----------------------|-------------------|------------|-----------------------|--------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Fundamental Knowledge | 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 |
| M | M | L | L | M | H | - | - | - | M | H | L | H | H | H |
| M | M | L | L | M | H | - | - | - | M | H | L | H | H | H |
| M | M | L | L | M | H | - | - | - | M | H | L | H | H | H |
| M | M | L | L | M | H | - | - | - | M | H | L | H | H | H |
| M | M | L | L | M | H | - | - | - | M | H | L | H | H | H |

| 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 |
| | 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 |
| 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' |
| | 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, |
| 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 |
| | 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 |
| 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 | |
| | 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 | <ol style="list-style-type: none"> 1. Scott Bennett, <i>The Elements of Resume Style: Essential Rules for Writing Resumes and Cover Letters That Work</i>, AMACOM, 2014 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 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 |
|---------------------------|--|

| 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 Understand | 10% | 10% | 30% | 15% |
| Level 2 | Apply Analyze | 50% | 50% | 40% | 50% |
| Level 3 | Evaluate Create | 40% | 40% | 30% | 35% |
| | 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 |

FIFTH SEMESTER

| | | | | | | | | | | |
|-------------|-----------|-------------|--------------------------------|-----------------|---|--------------------------|---|---|---|---|
| Course Code | UIA20501J | Course Name | Strategic Business Leader(SBL) | 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 function of leadership | | 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 understand the purpose of strategic business leader | | | | | 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 understand the concept of SBL | | | | | H | H | H | M | H | H | H | H | H | H | H | L | H | L | M | L | | | | | |
| CLR-4 : | To understand the role of business leaders | | | | | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | | |
| CLR-5 : | To learn leadership skills | | | | | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | |
| Course Learning Outcomes (CLO): | | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Apply excellent leadership and ethical skills to set the 'tone from the top' and promote a positive culture within the organization, adopting a whole organization perspective in managing performance and value creation. | | 3 | 95 | 95 | H | H | H | M | H | H | H | H | H | H | H | H | L | H | L | M | L | | | | |
| CLO-2 : | Evaluate the effectiveness of the governance and agency system of an organization and recognize the responsibility of the board or other agents towards their stakeholders | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | L | | | | |
| CLO-3 : | Evaluate the strategic position of the organization against the external environment and the availability of internal resources, to identify feasible strategic options. | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | | |
| CLO-4 : | Analyze the risk profile of the organization and of any strategic options identified, within a culture of responsible risk management. | | 3 | 95 | 90 | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | | |
| CLO-5 : | Enable success through innovative thinking, applying best in class strategies and disruptive technologies in the management of change; initiating, leading and organizing projects, while effectively managing talent and other business resources. | | 3 | 95 | 95 | H | H | H | H | H | H | H | H | H | H | H | H | H | H | L | H | L | | | | |
| Duration (hour) | | 24 | 24 | 24 | 24 | 24 | | | 24 | | | 24 | | | 24 | | | 24 | | | 24 | | | | | |
| S-1 | SLO-1 | Leadership | Qualities of leadership | Leadership culture | Organizational culture | Role of leaders | | | | | | | | | | | | | | | | | | | | |
| S-1 | SLO-1 | Leadership skills | Professionalism | Ethical codes | Ethics in business | Role of ethics | | | | | | | | | | | | | | | | | | | | |
| S-2 | SLO-1 | Importance of ethics | Public interest | Ethics in business | Leaders in business | Ethical leaders | | | | | | | | | | | | | | | | | | | | |
| S-3 | SLO-1 | Governance | Strategy | Risks | Agency | Stakeholder analysis | | | | | | | | | | | | | | | | | | | | |
| S-4 | SLO-1 | organizational social responsibility | Importance of social responsibility | Role of social responsibility | Agency relationship | Corporate governance | | | | | | | | | | | | | | | | | | | | |

| | | | | | | |
|-------------|-------|--------------------------------|------------------------------------|----------------------------|---------------------------|-------------------------------|
| S-5 | SLO-1 | Role of corporate governance | Importance of corporate governance | Reporting to stakeholders | Board of directors | Public sector governance |
| S-6 | SLO-1 | Concepts of strategy | Environmental issues | Competitive forces | The internal resources | Sources of internal resources |
| S-7 | SLO-1 | Capabilities | Competencies of an organization | Strategic choices | Identification | Assessment |
| S-8 | SLO-1 | Measurement of risks | Managing | Monitoring | Mitigation of risk | Strategic choices |
| S-9 | SLO-1 | Technology | Data Analytics | Cloud technology | Mobile technology | Big data |
| S-10 | SLO-1 | Data analytics | E-business | Importance | Role of e business | Application |
| S-11 | SLO-1 | Analysis | Case Study | Case Study | Case Study | Case Study |
| S-12 | SLO-1 | Value Chain | Information Technology | System security | Security control | Control of an organization |
| S-13 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-14 | SLO-1 | Organization control | Organization audit | Management control system | Internal control system | Audit |
| S-15 | SLO-1 | Compliance | Internal control | Management reporting | Finance function | Financial analysis |
| S-16 | SLO-1 | Financial analysis | Decision making | Decision making techniques | Cost accounting | Management accounting |
| S-17 | SLO-1 | Cost and Management accounting | Case Study | Case Study | Case Study | Case Study |
| S-18 | SLO-1 | Innovation | Performance excellence | Change management | Professional skills | Enabling success |
| S-19 | SLO-1 | disruptive technologies | disruptive technologies | talent management | Managing strategic change | Innovation |
| S-21 | SLO-1 | Change Management | Leading | Managing projects | Communication | Commercial acumen |
| S-22 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-23 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-24 | SLO-1 | Analysis | Scepticism | Importance | Evaluation | Evaluation process |

| | |
|---------------------------|--------------------|
| Learning Resources | Kaplan Publication |
|---------------------------|--------------------|

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

| Course Designers | | |
|---|---|------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mr. Saravanan, ACCA Regional Head | Mr. Saravanan, ACCA Regional Head | Dr. R. Sridharan |
| 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | 1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy | Ms. V. Lavanya |

| | | | | | | | | | | |
|-------------|-----------|-------------|------------------------------------|-----------------|---|--------------------------|---|---|---|---|
| Course Code | UIA20502J | Course Name | Strategic Business Reporting (SBR) | Course Category | C | Professional Core Course | L | T | P | C |
| | | | | | | | 4 | 0 | 4 | 6 |

[illegible]

| Duration (hour) | | 24 | 24 | 24 | 24 | 24 |
|-----------------|-------|-------------------------------------|----------------------------------|------------------------------------|---------------------------------------|--------------------------------------|
| S-1 | SLO-1 | Fundamental principles | Ethical principles | Professional principles | Professional behaviors | Compliance with accounting standards |
| S-2 | SLO-1 | Corporate reporting | Ethics in corporate reporting | Unethical behavior | Consequences of unethical behavior | Accounting framework |
| S-3 | SLO-1 | Application of accounting framework | Strength of accounting framework | Weakness of accounting framework | Opportunities of accounting framework | Threats of accounting framework |
| S-4 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-5 | SLO-1 | Group entities | Financial system | Financial system of group entities | Group accounting | Statement of cash flows |
| S-6 | SLO-1 | Associates | Joint entities | Group structure | Application | Changes in group structure |
| S-7 | SLO-1 | Foreign transaction | Entities | Forex rates | Analysis | Interpretation |
| S-8 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |

| | | | | | | |
|------|-------|----------------------------------|--|---|---|-----------------------------------|
| S-9 | SLO-1 | Financial performance | Reporting the financial performance | Analyzing the financial performance | Range of entities | Revenue |
| S-10 | SLO-1 | Non Current Assets | Financial instruments | Leases | Employee benefits | Income Taxes |
| S-11 | SLO-1 | Provisions | Contingencies | Events after reporting | Share based payments | Fair value measurement |
| S-12 | SLO-1 | Reporting requirements | Reporting requirements of small entities | Reporting requirements of medium entities | Reporting issues | Other reporting issues |
| S-13 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-14 | SLO-1 | Analysis of financial statements | Interpretation | Stakeholders | Financial information | Analysis of financial information |
| S-15 | SLO-1 | Interpretation | Comments | Measuring performance | Measuring position | Stakeholders |
| S-16 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-17 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-18 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-19 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-20 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-21 | SLO-1 | Organizational change | Impact of change | Process of change | Potential change in accounting regulation | Current in reporting issues |
| S-22 | SLO-1 | Reporting issues | Solution for issues | Application of solution | Case Study | Case Study |
| S-23 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-24 | SLO-4 | Case Study | Case Study | Case Study | Case Study | Case Study |

| | |
|--------------------|--------------------|
| Learning Resources | Kaplan Publication |
|--------------------|--------------------|

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

| Course Designers | | |
|--|--|--------------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| <i>Mr. Saravanan, ACCA Regional Head</i> | <i>Mr. Saravanan, ACCA Regional Head</i> | <i>Dr. S. Chutra</i> |
| <i>1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy</i> | <i>1.Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy</i> | <i>Dr. M. Hemanathan</i> |



| | | | | | | | | | | |
|-------------|-----------|-------------|---------------------------|-----------------|---|-------------------------------------|---|---|---|---|
| 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 | | | | 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 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 | M | 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 | H | M | M | M | 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 & Demerits for Employees | Social security measures in India | Collective Bargaining – Objectives | Recent trends in HRM |
| 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 % | | - | |

| 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 IKYA | 2. Mr.C.Senthilnathan Director V-Link Systems | Dr. S. Tamarilasi |

| 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. | | | 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 trademark | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 (%) | 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 : | 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 Registration | Broadcast Reproduction Right | Procedure for Application (continuation) | Patent Law Treaty |
| 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 |

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|------|-------|---------------------------------|--|---|-------------------------------|--|
| 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: <i>The Law of Trademarks, Copyright, Patents and Design</i> , 2017 2. Satyawrat Ponkse: <i>The Management of Intellectual Property</i> , 2018 3. WIPO: <i>WIPO Guide to Using Patent Information</i> , 2019 (websites references) | 4. B L Wadehra: <i>Law Relating to Patents, Trademarks, Copyright, Designs and Geographical Indications</i> , 2018 5. WIPO: <i>The Value of Intellectual Property, Intangible Assets and Goodwill</i> , 2019 (websites references) |
|---------------------------|---|---|

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 |
| Col. Krishna Vijay, Director - Standards & QA, IESC | 1. Dr. S. Panneerselvam, Associate Professor, St. Peter's College | Dr. S. Sathiasellam |
| 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. | | | 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: | | | 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 |
| CLO-1 : | Identify the concept and need of e-Governance Projects | | | 3 75 70 | H L L L M L M L M L L L M L 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 |
| 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 |
| 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 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 |

| 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 towards individual – Ethics of law | Case Studies of e-Governance in developed countries | Introduction to Gyandoot e-Governance Project |
| S-12 SLO-1 | e-Governance Technology | Implementation of E-Governance Business | E-Governance Security in a Networked | Case Studies of e-Governance in developed | Overview to Gyandoot e-Governance Project |

| | | | Models | World | countries | |
|------|-------|---|--|--|--|---|
| 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 |

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|--------------------|--|
| 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, Muri 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 % | | - | |

| Course Designers | | |
|---|--|--|
| Experts from Industry | | Experts from Higher Technical Institutions |
| 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 |
| CA. V. Jayaprakash Chartered Accountant V. Jayaprakash & Associates | | 2. Dr.V.Muthukumar, Assistant Professor, Madras Christian College, Chennai |
| | | Mr. S. Vevek. |
| | | 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 | | | | 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 : | Inculcate emotional and social intelligence and integrative thinking for effective leadership | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| CLR-2 : | To impart the knowledge about ecosystem | | | | | | | | | | | | | | | | | | |
| CLR-3 : | To teach about Biodiversity | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To create awareness about environmental pollution | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To understand about Environment Protection | | | | | | | | | | | | | | | | | | |

| 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 : | 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 |
|-----------------|-------|--|--|---|--|
| S-1 | SLO-1 | Environmental Studies- Concept | Concept of an ecosystem | Biodiversity at Global, National And Local Levels | Causes, Effects and Control Measures of Nuclear hazards |
| S-1 | SLO-2 | Scope and Importance of Environmental Studies | Ecosystem degradation and Resource utilization | India as a Mega Diversity Nation | Need for equitable utilization |
| S-2 | SLO-1 | Need for public awareness. | Structure and Functions of an ecosystem | Threats to biodiversity: habitat loss, poaching of wildlife | Equity – Disparity |
| S-2 | SLO-2 | Institutions in Environment | Producers, consumers and decomposers | man-wildlife conflicts | Urban – rural equity issues |
| S-3 | SLO-1 | People in Environment | Energy flow in the ecosystem | Endangered species of India | The need for Gender Equity |
| S-3 | 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 | Preserving resources for future generations |
| S-4 | SLO-1 | Introduction to natural resources- Associated Problems | Ecological succession | Environmental Pollution- Definition | The rights of animals |
| S-4 | SLO-2 | Renewable and Nonrenewable resources | Food chains, Food webs and Ecological pyramids | | The ethical basis of environment education and awareness |

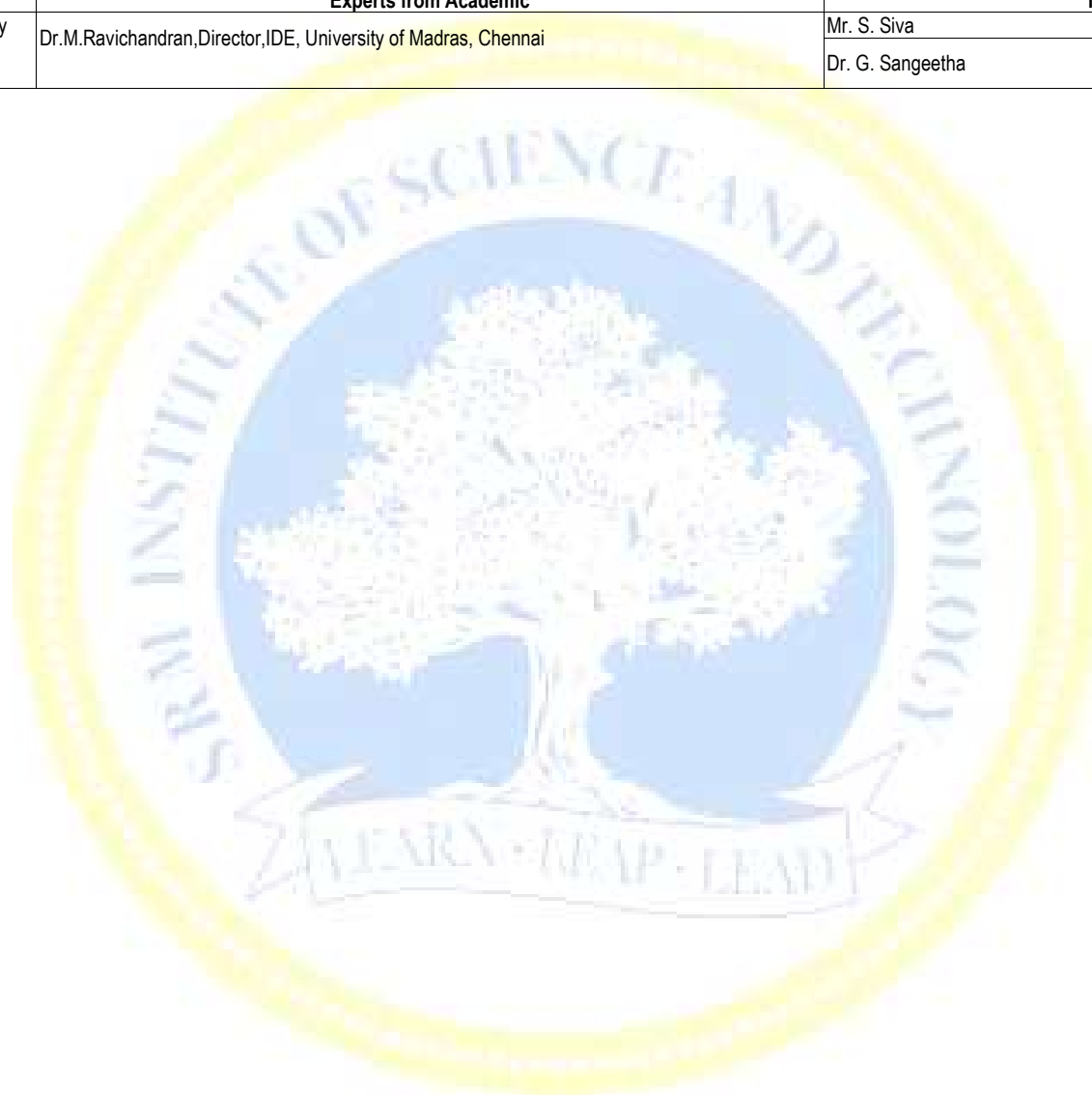
| | | | | | | |
|-----|-------|---|--|---|---|---|
| S-5 | SLO-1 | Forest resources | Ecosystem, Introduction, Types, Characteristic features, Structure and functions | Causes, Effects and Control Measures of Air Pollution | Cyclones Landslides | The conservation ethic and traditional value systems of 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, Aktsii Advisory Services Pvt Ltd | Dr.M.Ravichandran, Director, IDE, University of Madras, Chennai | Mr. S. Siva |
| | | Dr. G. Sangeetha |



SIXTH SEMESTER

| | | | | | | | | | | |
|-------------|-----------|-------------|------------------------------------|-----------------|---|--------------------------|---|---|---|---|
| Course Code | UIA20601J | Course Name | Advanced Financial Management(AFM) | 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 | Program Learning Outcomes (PLO) | |
| Course Learning Rationale (CLR): | The purpose of learning this course is to: | Learning | | | |
| CLR-1 : | To understand the function of financial management | 1 | 2 | 3 | |
| CLR-2 : | To understand the purpose of financial management | | | | |
| CLR-3 : | To understand the concept of financial management | | | | |
| CLR-4 : | To understand the role of financial management | | | | |
| CLR-5 : | To learn management skills | | | | |
| 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 the role of a senior financial advisor in global environment against the backdrop of ethical framework and governance | 3 | 95 | 95 | |
| CLO-2 : | Finance function in a multi-national organisation | 3 | 95 | 95 | |
| CLO-3 : | Financial evaluation of mergers & acquisitions for the stakeholders, particularly the shareholders | 3 | 95 | 95 | |
| CLO-4 : | Financial evaluation of business reorganisation and financial reconstruction | 3 | 95 | 90 | |
| CLO-5 : | Using advanced investment appraisal techniques & estimating cost of capital | 3 | 95 | 95 | |

| | | | | | |
|-----------------|-------|---|---|---|-------------------------------------|
| Duration (hour) | 24 | 24 | 24 | 24 | 24 |
| S-1 | SLO-1 | Organizational Goals | Management of Financial Resources | Assessment of Organizational Performance and Financial Risk | Framework for Risk Management |
| S-2 | SLO-1 | Advising Board of Directors | Best Practice in Financial Management | Inter-connectedness of Functional Areas | Resolution of Stakeholder Conflicts |
| S-3 | SLO-1 | Ethical Financial Policy | Ethical Financial Policy for Financial Management | Sustainability | Environment Issues |
| S-4 | SLO-1 | Governance | Theory and Practice of Free Trade | Role of International Financial Institutions | Markets |
| S-5 | SLO-1 | New Developments in Macroeconomic Environment | Financial Planning Framework | Financial Planning Framework for a Multinational Organization | Multinational Organization |
| S-6 | SLO-1 | Transfer Pricing | Transfer Pricing of Goods and Services | Transfer Pricing of Goods and Services across International Borders | Case Study |
| S-7 | SLO-1 | Case Study | Case Study | Case Study | Case Study |

| | | | | | | |
|-------------|-------|---|---|---|--|--|
| S-8 | SLO-1 | Case Study | Case Study | Case Study | Case Study | Case Study |
| S-9 | SLO-1 | Corporate Finance | Mergers | Acquisitions | International Finance | Sources of international finance |
| S-10 | SLO-1 | Euro bonds | Euro Dollar | Foreign currency | Foreign currency bond markets | concept of Islamic financing |
| S-11 | SLO-1 | products thereof such as Murabaha, Mudaraba, Musharaka, Ijara and Sukuk bonds | IMF | role of IMF | WTO | role of WTO |
| S-12 | SLO-1 | initial coin offering | Use of Mergers and Acquisitions for Corporate Expansion | Evaluation of Acquisition Proposals | Developing an Acquisition Strategy | Choosing Appropriate Target |
| S-13 | SLO-1 | Creating Synergies | Reasons for Failure | Reverse Takeovers | Global Regulatory Framework | Key Aspects of Takeover Regulation |
| S-14 | SLO-1 | Defensive Tactics for Hostile Takeover | Principles of Business Valuation | Asset-Based Models | Market-Based Models | Cash-Based Models |
| S-15 | SLO-1 | Valuation of High Growth Start-Ups | firms with Product Options | Methods of Financing Mergers | Assessing a Given Offer | Effect of an offer on Financial Position and performance |
| S-16 | SLO-1 | Business Re-Organisation | Divestments, Demergers and Spin- | Management Buy-Outs | Buy-Ins, Firm Value | Reconstruction Schemes |
| S-17 | SLO-1 | Types of Financial Reconstruction | Financial Reconstruction | Market Response to Financial Reconstruction | Merits & demerits of traditional techniques like NPV and IRR | concept of duration and modified duration |
| S-18 | SLO-1 | adjusted present value method (APV) | use of options theory in evaluating investment projects having embedded real option (using Black-Scholes model) | Assessing Value at risk (VaR model) | multi-period capital rationing (linear programming) | estimating project specific cost of capital using MM model and process Beta and CAPM |
| S-19 | SLO-1 | Approaches to capital structure | capital structure theories and their impact on cost of capital | company valuation | use of MM prepositions in financial management | Financial evaluation of international projects |
| S-20 | SLO-1 | estimating exchange rates using purchasing power parity (PPP) | IRP | applying Fischer equation | estimating cash flows | estimating relevant cost of capital |
| S-21 | SLO-1 | effect of double taxation avoidance agreements | exchange controls & withholding taxes | Role of treasury in financial risk management | organising treasury function | transaction, translation & economic risks |
| S-22 | SLO-1 | currency hedging tools | managing interest rate risk through different techniques | interest rate collars | Case Study | Case Study |
| 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 | Kaplan Publication | |
|---------------------------|--------------------|--|

| Learning Assessment | | | | | | | | | | | | |
|---------------------|------------------------|------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | Bloom's Level Thinking | of | 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% | 20% | 20% | 15% | | 15% | 15% | 15% | 15% |
| Level 2 | Apply | | 20% | 20% | 20% | 20% | 20% | | 20% | 20% | 20% | 20% |
| Level 3 | Analyze | Evaluate | 20% | 20% | 20% | 20% | 20% | | 20% | 20% | 20% | 20% |
| Level 3 | Create | | 10% | 10% | 10% | 10% | 15% | | 15% | 15% | 15% | 15% |
| | Total | | 100 % | | 100 % | | 100 % | | 100 % | | - | |

| Course Designers | | |
|-----------------------------------|--|-------------------|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| Mr. Saravanan, ACCA Regional Head | Mr. Saravanan, ACCA Regional Head | Dr. M. Hemanathan |
| | | Ms. Nivedda MK |

| | | | | | | | | | | |
|----------------------------|-----------|----------------------|-------------------------------|---------------------|-----|--------------------------|---|---|---|---|
| Course Code | UIA20602L | 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 be treated as failure in that course and the student has to redo as arrears 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 | | | | | | | | | | |
| | Understand | | 40% | | 40% | | 30% | | 40% | | 30% |
| Level 2 | Apply | | | | | | | | | | |
| | Analyze | | 30% | | 30% | | 40% | | 30% | | 40% |
| Level 3 | Evaluate | | | | | | | | | | |
| | Create | | 30% | | 30% | | 30% | | 30% | | 30% |
| | Total | 100 % | | 100 % | | 100 % | | 100 % | | - | |

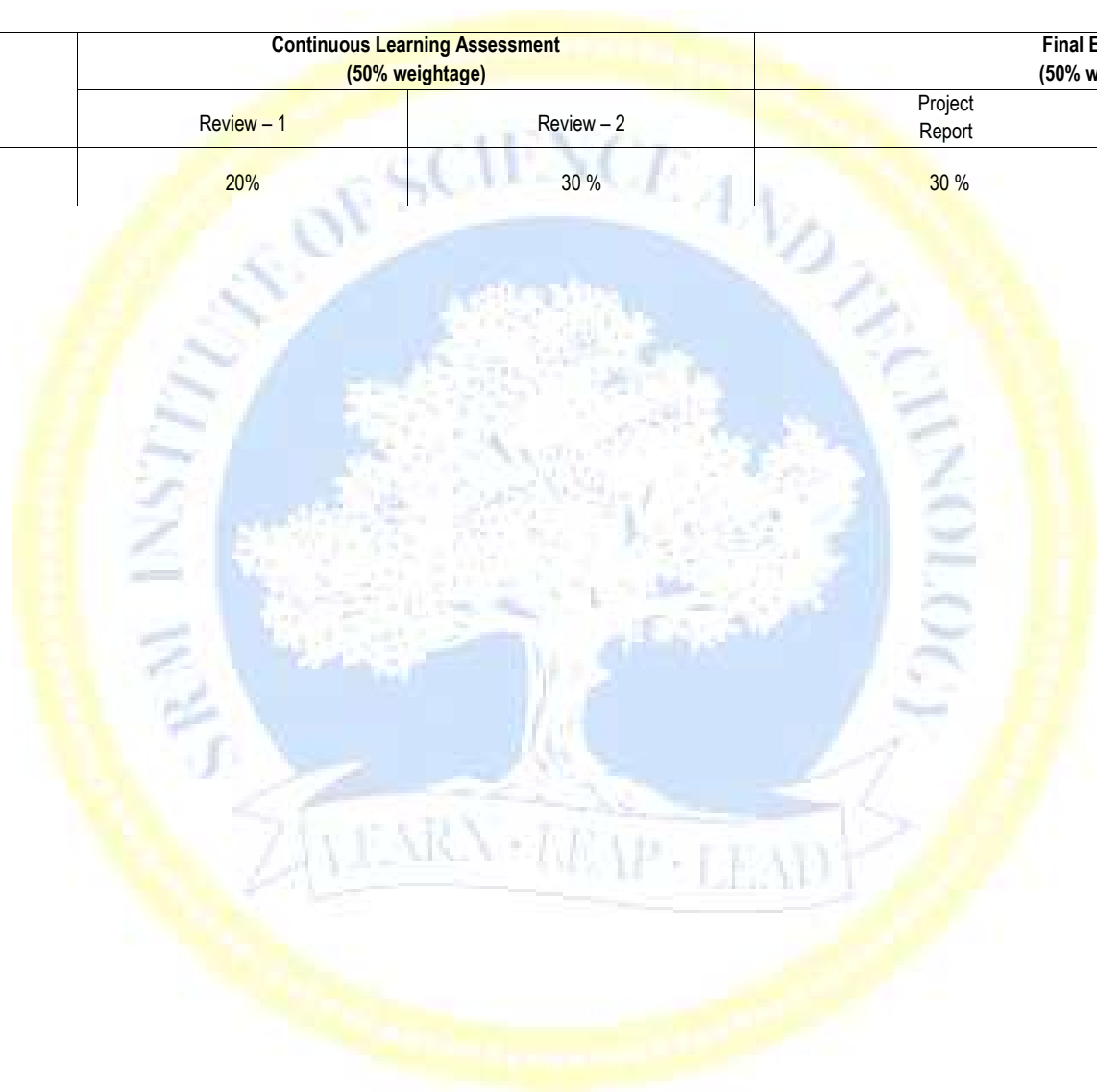
| | | | | | |
|-----------|--------------|---|---|---|---|
| UIA20D01L | PROJECT WORK | L | T | P | C |
| | | 0 | 0 | 0 | 8 |

| | | | | | |
|----------------------------|----------|-------------------------------|-----|---------------------|-----|
| 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
- 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 % |



| UIA20D02L | DISSERTATION | L | T | P | C |
|-----------|--------------|---|---|---|---|
| | | 0 | 0 | 0 | 8 |

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

Guidelines for Summer Internship:

1. Student will be doing Full Time Research on Specific Topic of their Interest
2. Topic should be relevant to Commerce – Human Resource, marketing, Finance, Administration, IPR etc
3. Student should submit a periodical report to the faculty assigned to them
4. Students can do projects in the fields of Taxation, Corporate Finance, Micro Finance, Financial Services and Financial Markets and Institutions
5. Review I – introduction and Literature Review – Within 25 days of commencement of Sixth Semester Classes
6. Review II – Research Methodology and Data Analysis – Within 50 days of commencement of Sixth Semester Classes
7. Review III – Draft Report – Within 60 days of commencement of Sixth Semester Classes
8. Report should have the following if Research on a Industry is done
 - a. Introduction of the Topic
 - b. Literature Review
 - c. Research Methodology
 - d. Data Analysis
 - e. Findings, Suggestions and Conclusion
 - f. Reference
 - g. Annexures
 - h. Conference and Journal Certificates
9. 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 % |

| | | | | | | | |
|-----------|--|---------------------|--|---|---|---|---|
| UIA20D03L | | SEMESTER INTERNSHIP | | 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 undergo industrial training after completing Fifth semester examination for 60 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
- Report should have the following
 - Industry Profile
 - Company Profile
 - Job Profile
 - Internship Training Details
 - Feedback of the Training
- 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
- Report should be submitted within 70 days of Commencement of Sixth 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
- 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 | 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