

ACADEMIC CURRICULAM

UNDERGRADUATE DEGREE PROGRAMMES

Bachelor of Commerce – Honours

Professional Accounting

(B.Com Hons PA)

Three Years

Learning Outcome Based Education

Choice Based Flexible Credit System

Academic Year

2020 - 2021



SRM

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

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

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

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

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

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

3. Program Education Objectives (PEO)	
PEO - 1	Skills and knowledge in Commerce and Computer
PEO - 2	Communicate effectively within the team to grow into leaders
PEO - 3	Lifelong learning for continuing professional development
PEO - 4	Capability to continue their formal education and successfully complete an advanced degree
PEO - 5	Contribute to the growth of the nation and society by applying acquired knowledge in technical, computing and managerial skills

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

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

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

1. Professional Core Courses (C)						
(16 Courses)						
Course Code	Course Title	Hours/Week			C	
		L	T	P		
UPA20101T	Fundamentals of Accounting	4	0	0	4	
UPA20102J	Management Accounting I	4	0	3	6	
UPA20103T	Fundamentals of Cost Accounting	4	0	0	4	
UPA20201T	Financial Reporting	4	0	0	4	
UPA20202J	Management Accounting II	4	0	3	6	
UPA20203T	Risk Management	4	0	0	4	
UPA20301J	Advanced Financial Reporting	4	0	3	6	
UCM20302J	Income Tax Law and Practice	4	0	3	6	
UMS20301T	Statistics for Business	4	0	0	4	
UPA20401J	Advanced Management Accounting	4	0	4	6	
UCM20402J	Tax Procedure and Practice	4	0	4	6	
UMS20401T	Quantitative Technique for Business Decision	4	0	0	4	
UPA20501J	Strategic Management	4	0	4	6	
UCM20502J	Business Research Methods	4	0	4	6	
UPA20601J	Financial Strategy	4	0	4	6	
UPA20602L	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					

2. Discipline Specific Elective Courses (D)					
(4 Courses)					
Course Code	Course Title	Hours/ Week			C
		L	T	P	
UCM20D01J	Marketing Management	4	0	4	6
UCM20D02J	Advertising 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				
UPA20D01L	Project Work	0	0	0	8
UPA20D02L	Dissertation				
UPA20D03L	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	2	0	0	2	
UCM20S04T	Retail Marketing					
UCM20S05T	Business Law	2	0	0	2	
UCM20S06T	Customer Relationship Management					
UMI20S01L	My India Project	0	0	0	1	
UCD20S01L	Soft Skills	0	0	2	1	
UCD20S02L	Quantitative Aptitude and Reasoning	0	0	2	1	

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				
UPA20G01L	Industrial Training	0	0	0	3
UPA20G02L	Seminar				
UPA20G03L	MOOC Course	0	0	0	3
Total Learning Credits					18

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

TOTAL LEARNING CREDITS FOR THE COURSE - 148 CREDITS

Total Learning Credits	9
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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
UJK20301T	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 PA											
SEMESTER - I						SEMESTER - II					
Course Code	Course Title	Hours/ Week			C	Course Code	Course Title	Hours/ Week			C
		L	T	P				L	T	P	
UPA20101T	Fundamentals of Accounting	4	0	0	4	UPA20201T	Financial Reporting	4	0	0	4
UPA20102J	Management Accounting I	4	0	3	6	UPA20202J	Management Accounting II	4	0	3	6
UPA20103T	Fundamentals of Cost Accounting	4	0	0	4	UPA20203T	Risk Management	4	0	0	4
ULT20G01J	Tamil – I	2	0	2	3	ULT20GO2J	Tamil - II	2	0	2	3
ULH20G01J	Hindi - I					ULH20G02J	Hindi- II				
ULF20G01J	French – I					ULF20G02J	French - II				
UCM20G01T	Fundamentals in Stock Market	3	0	0	3	UCM20G03T	Elements of Insurance	3	0	0	3
UCM20G02T	E – Business					UCM20G04T	Technology in Banking				
UCM20S01T	Business Communication	2	0	0	2	UCM20S03T	Company Law	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 - III

Course Code	Course Title	Hours/Week			C
		L	T	P	
UPA20301J	Advanced Financial Reporting	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 – V

Course Code	Course Title	Hours/Week			C
		L	T	P	
UPA20501J	Strategic Management	4	0	4	6
UCM20502J	Business Research Methods	4	0	4	6
UCM20D07J	Human Resource Management	4	0	4	6
UCM20D08J	Intellectual Property Rights (IPR)				
UCM20D09J	E Governance				
UJK20501T	Leadership and Management Skills	2	0	0	2
UES20AE1T	Environmental Studies	3	0	0	3
TOTAL		17	0	12	23

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 – IV

Course Code	Course Title	Hours/Week			C
		L	T	P	
UPA20401J	Advanced Management Accounting	4	0	4	6
UCM20402J	Tax Procedure and Practice	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				
UPA20G01L	Industrial Training	0	0	0	3
UPA20G02L	Seminar				
UPA20G03L	MOOC Course	0	0	0	3
UJK20401T	Professional Skills	2	0	0	2
TOTAL		18	0	12	30

SEMESTER – VI

Course Code	Course Title	Hours/Week			C
		L	T	P	
UPA20601J	Financial Strategy	4	0	4	6
UPA20602L	Event Marketing	0	0	4	2
UPA20D01L	Project Work	0	0	0	8
UPA20D02L	Dissertation				
UPA20D03L	Semester Internship				
TOTAL		4	0	8	16

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
UPA20101T	Fundamentals of Accounting	H	H	H	H	H	H	H	H	H	H	M	H	L	H	H
UPA20102J	Management Accounting I	H	H	H	H	H	H	H	H	H	H	M	H	L	H	H
UPA20103T	Fundamentals of Cost Accounting	H	H	H	H	H	H	H	H	H	H	M	H	L	H	H
UPA20201T	Financial Reporting	H	H	H	H	H	H	M	H	H	H	M	H	L	H	H
UPA20202J	Management Accounting II	H	H	H	M	H	H	M	H	H	H	M	H	L	H	H
UPA20203T	Risk Management	H	H	H	H	H	H	H	H	H	H	M	H	M	H	H
UPA20301J	Advanced Financial Reporting	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
UPA20401J	Advanced Management Accounting	H	H	H	H	H	H	H	H	H	H	M	H	L	H	H
UCM20402J	Tax Procedure and Practice	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
UPA20501J	Strategic Management	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
UCM20502J	Business Research Methods	H	H	H	H	H	H	H	H	H	H	M	H	H	H	M
UPA20601J	Financial Strategy	H	H	M	M	M	H	H	H	H	H	M	H	M	M	M
UPA20602L	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
UPA20D01L	Project Work	H	H	H	M	H	H	M	H	H	H	M	H	L	H	H
UPA20D02L	Dissertation	H	H	H	M	H	H	M	H	H	H	M	H	L	H	H
UPA20D03L	Semester Internship	H	H	H	H	H	H	H	H	M	H	L	M	H	M	H
ULT20G01J	Tamil – I	H	H	H	H	H	H	M	H	H	H	L	H	H	M	H
ULH20G01J	Hindi - I	H	H	H	H	H	H	H	H	H	H	L	H	H	M	H
ULF20G01J	French – I	M	H	H	H	H	H	H	H	H	H	M	H	H	M	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
ULT20G02J	Tamil – II	H	H	H	H	H	H	M	H	H	M	L	H	L	M	H
ULH20G02J	Hindi- II	H	H	H	H	H	H	M	H	H	H	L	H	M	M	H
ULF20G02J	French – II	H	H	H	H	H	H	H	H	M	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
UPA20G01L	Industrial Training	M	H	H	H	H	H	H	H	H	H	M	H	H	H	H
UPA20G02L	Seminar	M	H	H	H	H	H	H	H	H	H	M	H	H	H	H
UPA20G03L	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
UCD20S02L	Quantitative Aptitude and Reasoning	H	H	H	H	H	H	M	H	H	H	L	H	M	M	H
UJK20301T	Universal Human Values	H	H	H	M	H	H	H	H	H	H	H	H	H	H	H
UJK20201L	Communication 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
UES20AE1T	Environmental Studies	H	H	H	H	H	H	H	H	H	H	M	H	L	H	H
Program Average		H	M	H	H	H	M	M	L	H	H	L	H	H	H	H

FIRST YEAR -- FIRST SEMESTER

Course Code	UPA20101T	Course Name	Fundamentals of Accounting	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 basic concepts of Financial Accounting					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To practice of the preparation of Journal, Ledger and Trail Balance					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 the preparation of Subsidiary Book, Cash Books, Petty Cash Book and BRS																								
CLR-4 :	To know the preparation of Depreciation and Insurance Claims																								
CLR-5 :	To practice the preparation of final account with adjustments and practical																								
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:				3	95	95	H	M	H	H	H	H	H	L	H	L	M	L	H	L	H	H
CLO-1 :	Apply the basic concepts of financial accounting- book keeping and accounting process																								
CLO-2 :	Efficient implication of concepts and techniques of journal, ledger and trial balance																								
CLO-3 :	ascertain the methods preparation of subsidiary, cash book, petty cash book and BRS																								
CLO-4 :	Ascertain the methods of preparation of depreciation and insurance claims																								
CLO-5 :	Apply the methods and techniques of Final accounts with practical					3	95	95	H	H	H	H	H	H	H	H	H	L	H	L	H	L	H	H	

Duration (hour)		21	21	21	21	21
S-1	SLO-1	Introduction to Accounting – Meaning and Objectives	Accounting Cycle - Definition	Classification of Subsidiary Books- Introduction and Meaning	Depreciation-Meaning-Definition, Features of Depreciation	Meaning - Final Account-Trading-Profit and Loss-Balance Sheet
S-2	SLO-1	Meaning of Book Keeping	Classification of Accounts and Rule of Debit and Crediting	Preparation of Purchase & Sales Book	Causes and Methods of Depreciation	Preparation of Trading Account
S-3	SLO-1	Distinction Between Book Keeping and Accounting	Concepts of Debit, Credit and Duality	Preparation of Purchase Return Book and Sales Return Book	Straight Line Method Meaning (SLM)- Definition and Meaning	Preparation Profit and Loss Account
S-4	SLO-1	Accounting Process and Various Users of Accounting Information	Nature of Transactions	Preparation of Bills Receivable Book	Problems Related to SLM	Preparation Profit and Loss Account
S-5	SLO-1	Accounting Terminologies & Role of Accountants	Journalizing and Transactions	Preparation of Bills Payable Book, Cash Book-Meaning and Definition	Written Down Value Method (WDVM) – Definition and Meaning	Classification of Assets
S-6	SLO-1	Branches of Accounting and Types	Posting of Transactions in Ledger Accounts and Special Journals	Single Column Cash Book	Problems Related to WDV	Classification of Liabilities
S-7	SLO-1	Objectives and Functions of Financial Accounting	Journals Entries the transactions	Double Column Cash Book	Treatment of Disposal of Asset	Preparation of Balance Sheet

S-8	SLO-1	Limitations of Financial Accounting	Ledger-Meaning	Triple Column Cash Book	Insurance Claim Meaning and Definition	Preparation of Final Accounts Practical Problems
S-9	SLO-1	Accounting Concepts	Methods of Balancing	Preparation of Petty Cash Book	Loss of Profit and Sales & Preparation of Memorandum trading account	Types of Adjustment
S-10	SLO-1	Accounting Conventions & Principles	Preparation of Ledger	Introduction to Bank Reconciliation Statement	Steps to Be Followed to Ascertain Claim	Preparation of Final Accounts Practical Problems with Adjustment
S-11	SLO-1	Accounting Systems – Advantages and Limitations	Preparation of Trail Balance	Steps and Rules to Prepare BRS	Without and With Average Clause	Preparation of Final Accounts Practical Problems with Adjustment
S-12	SLO-1	Golden Rules of Accounting	Preparation of Journal, Ledger and Trial Balance	Preparation Of BRS – Practice Problems	Normal and Abnormal Loss & Calculation of Actual Claim	Preparation of Final Accounts Practical Problems with Adjustment

Learning Resources	<ol style="list-style-type: none"> 1. R.L.Guptha & V.K. Guptha- Advanced Accounting – Sulthan Chand – New Delhi 2. M.C. Shukla, T.S. Grewal and M.P. Gupta – Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi. 	<ol style="list-style-type: none"> 1. S.P. Jain and Narang – Financial Accounting, Kalyani Publishers, New Delhi. 2. T.S. Reddy & Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai. 3. Dr.S.Naresh and Dr. C.Vijay Vishnu Kumar– Financial Accounting. Vidya Publications, Chennai
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	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 %		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	Dr. N. Vasudevan, Assistant Professor, Department of Commerce, RMK Vivekananda College vasuvivekananda@gmail.com	Dr. S.Vijay
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	Dr.M.Ravichandran, Director, IDE, University of Madras, Chennai	Dr. R. Sridharan

Course Code	UPA20102J	Course Name	Management Accounting I	Course Category	C	Professional Core Course	L	T	P	C
							4	0	3	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																
Course Offering Department		COMMERCE	Data Book / Codes / Standards		Account Sheets																
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To understand the basic concepts of management accounting & cost classification		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 prepare cost statement , marginal & absorption costing & Budgeting					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 prepare standard costing & analyse Variances & Integrate Accounting & evaluate performance measures																				
CLR-4 :	To Prepare reports , summarize& analyse data &understand probabilities																				
CLR-5 :	To learn and understand decision making (both long & short term)																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1 :	Apply the basic concepts of management accountant, use the classification of costs & calculate appropriate cost		3	95	95	H	M	H	H	H	H	H	H	L	H	L	M	L	H	H	
CLO-2 :	Must be able to prepare cost statement, prepare marginal and absorption costing & budgeting statement		3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H	
CLO-3 :	Students must be able to prepare standard costing &analyse Variances & Integrate Accounts & evaluate performance measures		3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H	
CLO-4 :	Students must be able to Prepare reports, summarize & analyse data & understand probabilities & use normal distribution		3	95	90	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H	
CLO-5 :	To be able to understand and present different methods used in short term & long term decision making		3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H	

Duration (hour)	21	21	21	21	21
S-1	SLO 1	Meaning of management accounting	Understanding of Overheads	Explain why standard Costs, price & Volumes are useful	Different types of Costing system
S-2	SLO 1	Need of management account	Overhead analysis	Calculate variances material & labour	Job costing process
S-3	SLO 1	Roles of management accountant	Absorption vs allocation/apportionment	Calculate variances- Variable overheads	Practical problems in job costing
S-4	SLO 1	Responsibilities of management accountant	Practical problems on cost allocation	Sale price & Sales Volume Variances	Cost & profit analysis
S-5	SLO 1	Explaining the relationship between management accountant			

		& other managers	Practical problems on cost absorption	Practical problems- material variance	Practical problem	Practical problems
S-6	SLO 1	Classification of cost in relation to output	Calculation of cost of product	Practical problems- Price variance	Batch costing	Break even analysis
S-7	SLO 1	Classification of cost in relation to Activity levels	Practical problem on cost of product	Practical problems- variable overheads	Practical problem in batch costing	Cost- Volume analysis
S-8	SLO 1	Classification of cost in relation to decisions	Calculation of cost of service	Types of standard costing	Cost Reports for organization	Breakeven point & margin of safety
S-9	SLO 1	Practical problems on cost classification	Practical problem on cost of services	Reconciliation of Variances	Product industry/ service industry	Breakeven charts
S-10	SLO 1	Basic discussion on cost behavior	Costing of activities	Meaning of Integrated Accounting System	Practical problems	Testing of understanding
S-11	SLO 1	High low method	Practical problem	Material Control account	Non profitorgainsation	Limiting factor analysis
S-12	SLO 1	Analysis and predicting cost	Marginal costing	Labour / wages control	Risk & uncertainty	Make or buy decisions
S-13	SLO 1	Scatter graph method	Absorption costing	Production Overheads over/under absorption	Tabulating of data	Practical problems
S-14	SLO 1	Regression analysis	Reconciliation of cost statements	Variable overheads expenditure & efficiency	Averaging Data	Long Term decision making
S-15	SLO 1	Practical problems on identification of cost	Cost information & pricing decisions	Practical problems	Practical problems	Discounted Cash Flow techniques
S-16	SLO 1	Practical problems in cost behaviour- high low	Practical problems	Practical Problems	Analysis of data, Charts & Diagrams	NPV & IRR
S-17	SLO 1	Practical problems in cost behaviour- Scattergraph Regression	Budgeting	Discussion on Responsibility accounting	Define & explain Probability	Practical problems
S-18	SLO 1	Practical problems in analysing & predicting cost	Discussion on forecasting & planning	Financial measures, Non Financial Measure	Simple probability, Risk probability	Compounding & discounting, Buy pack
S-19	SLO 1	Project work	Budget statements, Functional Budgeting, Flexible budgeting	Practical Problems	Joint Probability	Practical problems
S-20	SLO 1	Team discussion	Calculation of budget variances	Balance Score Card	Normal Distribution	Appraisal of decisions
S-21	SLO 1	Overall Review	Preparation of budget for college/department events	Practical Problems on balance score card	Practical problems	Project

Learning Resources	1.	A Kaplan publication				
	2.	B				
	3.	C				
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 %		-	

*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
Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Dr.R.Sridharan
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	. Dr. N. Vasudevan, Assistant Professor, Department of Commerce, RMK Vivekananda College vasuvivekananda@gmail.com	Ms.V.Lavanya

Course Code	UPA20103T	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:			3	95	95	H	M	H	H	H	H	H	H	L	H	L	M	L	H	H			
CLO-1:	Apply the basic concepts of cost accounting				3	95	95	H	H	H	H	H	H	H	H	H	H	H	L	H	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	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	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	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	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	<p><i>T.S. Reddy & Y. Hari Prasad Reddy – Cost Accounting, Margham Publications, Chennai.</i> <i>S.P. Jain and Narang – Cost Accounting, Kalyani Publishers, New Delhi.</i> <i>Dr. P. Suresh – Cost Accounting. Vidya Publications, Chennai</i></p>
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)		Final Examination (50% weightage)	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%		30%		30%		30%		30%	
Level 2	Understand										
Level 2	Apply	40%		40%		40%		40%		40%	
Level 2	Analyze										
Level 3	Evaluate	20%		30%		30%		30%		30%	
Level 3	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
<i>CA. V. Jayaprakash, V. Jayaprakash & Associates</i>	<i>Mr. M. Saravanan, ACCA Regional Head</i>	<i>Dr. R. Sridharan</i>
<i>Mr. S. Bhargava, Deputy General Manager – Costing, Apollo Hospitals</i>	<i>Dr.V.Muthukumar, Assistant Professor, Department of Commerce, Madras Christian College</i>	<i>Dr. M. Hemanathan</i>

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

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

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

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Extend and expand their savoir-faire through the acquisition of skills to cater the needs of the modern era.	2	75	60	H	H	H	-	H	H	M	H	H	-	H	H	H	H	H
CLO-2 :	Enable the students to appreciate their mother tongue and to Enhance their thinking capacity	2	80	70	H	H	-	H	-	-	H	-	-	H	H	-	H	H	H
CLO-3 :	Make them learn the basic rules of Language and make them communicate better	2	70	65	H	H	H	M	-	-	H	-	-	H	H	-	H	H	H
CLO-4 :	Develop strategies of comprehension of texts based on different culture and life styles	2	70	70	H	-	H	H	H	-	M	-	-	H	H	-	H	H	H
CLO-5 :	Strengthen spoken and written skills of the student	2	80	70	-	H	-	M	-	H	H	-	-	H	H	-	H	H	H
CLO-6 :	Will be able to clear government examinations	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Duration (hour)	12	12	12	12	12
S-1	SLO-1 தமிழ் இலக்கியப் போக்குகள்	நவீன கவிதை தோற்றம்	தமிழரின் வீரமரபு	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	தமிழில் பெயரடை, வினையடை

					வாழ்வியலும்	
	SLO-2	நவீன வாழ்வும் சுற்றுச்சூழலியல் அறிதலும்	தூர் கவிதை முன்வைக்கும் பெண் சமத்துவம்	பெண் வரலாற்றில் சாபங்களின் கதைகள்	கூஜாவின் கோபம்	பெயரடை, வினையடை அறிதல்

Learning Resources	<ol style="list-style-type: none"> 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/
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	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	30%	30%	30%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	30%	20%	20%	20%	20%	20%	20%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

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

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

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	To appreciate the Hindi language in its various forms.
CLO-2 :	To understand the philosophy of life and living through stories.
CLO-3 :	To help the students learn and develop the fundamentals of life, through One-Act plays.
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.
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.
CLO-6 :	To encourage the students to communicate with the public, on a large scale with the medium of Main stream and Documentary films.

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

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

Learning Resources	The Prescribe Text Book Compiled and Edited by Department of Hindi www.gadyakosh.com www.shabdkosh.com
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:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Extend and expand their savoir-faire through the acquisition of current scenario	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 take position as a foreigner speaking French	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 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																		

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	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French	2	80	70	-	H	-	H	-	H	-	-	-	-	M	-	-	-	-
CLO-3 :	To develop content using the features in French language	2	85	75	H	-	-	H	-	H	-	-	-	-	M	-	-	-	-
CLO-4 :	To interpret the French language into other language	2	70	80	H	-	H	H	H	-	-	-	-	-	H	-	-	-	-
CLO-5 :	To improve the communication, intercultural elements in French language	2	80	70	-	H	-	H	-	-	-	-	-	-	H	-	-	-	-
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	qu'est – ce que.. ?	Les prépositions de lieu (1)
	SLO-2 Les mois de l'année	Les exemples	La carte d'identité	Les exemples	Dans, sur, sous etc.,

S-5	SLO-1	Les nombres de 0 à 69	La formation du féminin (1)	La liaison	<i>Qu'est – ce que C'est</i>	Les nombre à partir de 70
	SLO-2	Les nombres	Les féminins	Les activités	<i>Les objets</i>	Les exemples
S-6	SLO-1	La famille (1)	La formation du pluriel (1)	L'élision	<i>Qui est – ce ?</i>	Allo ?
	SLO-2	Ses parents	Les exemples	Les activités	<i>Les personnes</i>	Portable
S-7	SLO-1	L'accent	Les adjectifs possessifs	Intonation descendre	<i>la phrase négative</i>	La formation du féminin(3)
	SLO-2	L'accent tonique	Les exemples	Les descendre	<i>La négation</i>	Les exemples
S-8	SLO-1	Les articles définis	Entrer en contact : salut	Intonation montante	<i>C'est</i>	Les articles contractés
	SLO-2	Les articles indéfinis	Entrer en contact : demander	Les montantes	<i>Il est</i>	Les articles partitifs
S-9	SLO-1	Bonjour, - Salut !	Dire comment ça va	Dans mon sac	<i>Les verbes du premier group</i>	Les pronoms personnels toniques
	SLO-2	Ca va	Comment allez-vous ?	Des objets	<i>Les exemples</i>	Les pronoms
S-10	SLO-1	Je m'appelle Agnès	Se présenter	Les Mots	Les verbes <i>aller</i>	Les adverbes interrogatifs
	SLO-2	Quel est votre nom	Présenter quelqu'un	Les expressions	Le verbe <i>venir</i>	Les interrogatifs
S-11	SLO-1	Les Mots	<i>Demander</i>	Demander poliment	Demander et répondre poliment	Les verbes du deuxième group
	SLO-2	Les Expressions	<i>Demander le temps</i>	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:
	<ol style="list-style-type: none"> 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	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

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

	1. Dr. C.Thirumurugan Associate Professor, Department of French, Pondicherry University	1. Kumaravel K. Assistant Professor & Head, SRMIST
		2. Ponrajadurai M Assistant Professor, SRMIST



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

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

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

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

* Assignments includes Seminars, Market Surveys, Case Study

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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			1 2 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			Level of Thinking (Bloom)	Basic Knowledge
CLR-3 :	To study about the advent of Information Technology in Business			Expected Proficiency (%)	Application of Concepts
CLR-4 :	To study the recent trends in Business			Expected Attainment (%)	Link with other Disciplines
CLR-5 :	To study Government's Role in E-Business				Procedural Knowledge
					Application of advance Technological
					Ability to make Business Decision
					Skills in Modeling
					Analyze, Interpret Data
					Advent of Information Technology
					Problem Solving Skills
					Communication Skills
					Analytical Skills
					Limits in Business Implementation
					Business Behavior
					Life Long Learning
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 H
CLO-2 :	Application of E-Commerce			3 95 90	H H H H H M H M H M H H H H H
CLO-3 :	Apply information Technology in Business			3 85 80	H H H H H H H M H M H H H H 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 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

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

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

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

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

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

Pre-requisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses			Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To understand the Importance of Business Communication				Level of Thinking (Bloom)	1	2	3	Basic Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To understand various Business language and Presentation																								
CLR-3 :	To understand the basic concepts of Letter writing																								
CLR-4 :	To familiarizes with report writing																								
CLR-5 :	To know various Modern Forms of Communication																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Expected Proficiency (%)	95	90	Expected Attainment (%)	Application of Concepts	H	M	H	M	M	M	L	H	H	H	H	L	L	M	M	
CLO-1 :	Fundamental of Business Communication																								
CLO-2 :	Understand various Business language and Presentation																								
CLO-3 :	Theoretical and fundamental concepts of Letter writing																								
CLO-4 :	Know with report writing																								
CLO-5 :	Learn Modern Forms of Communication				95	90	80	H	H	M	M	M	H	L	H	H	H	H	L	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	Introduction to Modern Forms of Communication
S-2 SLO-1	Meaning, Nature of business communication	Importance of Business language	Contents of Letter	Types of Reports	Modern Forms of Communication
S-3 SLO-1	Importance of Communication	Vocabulary words often confused; Words often misspelt	Kinds of Business Letters: Interview	Steps of Report writing	Fax- e-mail- Video conferencing
S-4 SLO-1	Process and Types of Communication	Oral Presentation Importance	Appointments, Acknowledgement and Promotion	process of writing a report	Social Networking
S-5 SLO-1	Barriers to communication	Presentation Plan,	Enquires, Replies and Orders	use of visuals such as tables, diagrams and charts in writing a report	Internet Websites and their uses in business
S-6 SLO-1	Principles of effective communication	Power point Presentation, Visual aids.	Sales letter, Circulars and Complaints	apply citation rules (APA style documentation) in reports.	Strategic importance in e-communication

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

* Assignments includes Seminars, Market Surveys, Case Study

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

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

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

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

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

Learning Resources	<ol style="list-style-type: none"> 1) Dr. T.S., Devanarayan & N.S. Raghunathan, Office Management, Margham Publications 2) K.N. Sharma & Sharma Rahul, Office Management, Kalyani Publications 3) R.K. Sharma, Office Management, Kalyani Publications 4) R.S.N. Pillai, Office Management 5) R.K. Chopra, Office Management 6) Dr. R.G. Bhatia, Principles of Office Management
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA (10%) *	
		Theory	Theory	Theory	Theory	
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	30%	30%	30%	40%	40%
	Analyze					
Level 3	Evaluate	30%	30%	30%	30%	30%
	Create					
	Total	100%	100%	100%	100%	-
* Assignments includes Seminars, Market Surveys, Case Study						

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

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

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

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

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

Learning

Program Learning Outcomes (PLO)

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

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

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

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

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

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

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

Learning Resources	Theory:
	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. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST

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

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Expose students to right attitudinal and behavioral aspects and to build the same through activities				1	2	3	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.				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	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:																				
CLO-1 :	Re-engineer their attitude and understand its influence on behavior				3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-2 :	Acquire inter personal skills and be an effective goal oriented team player				3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-3 :	Understand the importance of time management and creativity				3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-4 :	Build confidence during any presentation				3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-5 :	Develop interpretation skills and intercultural communication				3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-6 :	Help the students succeed in competitive exams and placements				3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H

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

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

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

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

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

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

FIRST YEAR -- SECOND SEMESTER

Course Code	UPA20201T	Course Name	Financial Reporting	Course Category	C	<i>Professional Core Course</i>	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 :	Distinguish between taxes, calculate taxes for corporates and explain some relevant issues that can affect taxation	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				
CLR-2 :	Identify regulators and describe their role	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 :	Apply corporate governance principles and financial reporting and identify the main elements of financial statements																						
CLR-4 :	Explain the specific IFRS financial reporting standards and apply financial reporting standards to prepare basic financial statements along with distinguishing between types and sources of short term finance																						
CLR-5 :	Apply different techniques used to manage working capital and explain operating and cash cycles																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1 :	Distinguish between Direct versus indirect and corporate vs personal and explain the basis of taxation and the difference between accounting profit and taxable profit along with explaining the ethics of tax	3	95	95	H	M	H	H	H	H	H	H	L	H	L	M	L	H	H				
CLO-2 :	Identify , describe and explain the major regulators and explain why they regulate financial reporting	3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H				
CLO-3 :	Describe the role of the board in corporate governance and apply corporate governance and financial stewardship principles in financial reporting along with identifying the main elements of financial statements contained in the IFRS conceptual framework and apply financial reporting standards to prepare statement of financial position, statement of profit or loss and statement of changes in equity	3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H				
CLO-4 :	Explain the specific financial reporting standards related to non current assets, impairment and explain the specific financial reporting standards related to non current assets ,leases, inventory ,events after the reporting period, period, statement of cash flows and distinguish between types of short term finance and financial institutions	3	95	90	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H				
CLO-5 :	Explain and calculate operating cycle, cash flow cycle and applies its policies along with explaining risks	3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H				

: related to working capital and apply policies relating to elements of operating and cash cycle

Duration (hour)		12	12	12	12	12
S-1	SLO 1	Direct taxes, Indirect taxes	Regulatory environment, Elements of a regulatory environment	Approaches to corporate governance, Rules based approach to corporate governance	IAS 16-Property, plan and equipment, revaluations	The elements of working capital capital, Objectives of working capital management
S-2	SLO 1	Impact of employee taxation, Administration	International financial reporting standards, Standard setting process	Principles based approach to corporate Governance, Corporate governance in action	Initial recognition, IAS 35 Impairment of assets	Working capital cycle, The investment in working capital
S-3	SLO 1	Tax on trading income	Interaction with local frameworks	Purpose and status of the framework	Non current assets held for sale	Working capital management policies
S-4	SLO 1	Balancing allowances and charges	Why are ethics important?	What does the framework cover, Qualitative characteristics of useful financial Information	Lessee accounting	Overtrading, Working capital ratios, Accounts receivable, Assessing credit worthiness
S-5	SLO 1	Capital taxes	CIMA's code at a glance	Objectives of general purpose financial reporting	IAS 2 Inventories, IAS 10 -Events after the reporting period	Setting credit limits, Invoicing and collecting overdue debts, Monitoring the system, Factoring -accounts receivable
S-6	SLO 1	Group issues	Resolving an ethical dilemma	Financial statements and the reporting entity, The elements of financial statements, Recognition and derecognition	The importance of statement of cashflows, Cash flows from investing activities, Cash flow from financing activities	Accounts receivable -invoice discounting
S-7	SLO 1	International taxation	Test your understanding	Measurement of the elements of the financial Statements, Presentation and disclosure, Concepts of capital and capital maintenance	Definitions in IAS 7, Short term finance and financial institutions, Types of short term financing	Accounts payable managing trade credit
S-8	SLO 1	Example	Test your understanding	The framework and the standard setting process	Short term investments	Objectives of inventory management, Economic order quantity
S-9	SLO 1	Example	Test your understanding	IAS 1- presenting of financial statements	Test your understanding	Inventory management systems, Inventory control systems
S-10	SLO 1	Test your understanding	practical problems with solution	Concepts and other considerations affecting financial statements	Test your understanding	Calculating the reorder levels
S-11	SLO 1	Test your understanding	practical problems with solution	Statement of changes in equity	Test your understanding	Reasons for holding cash
S-12	SLO 1	Test your understanding	practical problems with solution	Statement of profit and loss, Test your understanding	Test your understanding	Efficient cash management, Cash forecasts

Learning Resources	<ol style="list-style-type: none"> 1. A S.P. Jain and Narang – Financial Accounting, Kalyani Publishers, New Delhi. 2. B T.S. Reddy & Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai 3. C Dr.S.Naresh and Dr. C.Vijay Vishnu Kumar – Financial Accounting, Vidya Publications, Chennai 4. D R.L.Guptha& V.K. Guptha- Advanced Accounting – Sulthan Chand – New Delhi 5. E M.C. Shukla, T.S. Grewal and M.P. Gupta – Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi.
Learning Assessment	

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	40%		30%		30%		30%		30%	
Level 2	Apply Analyze	40%		40%		40%		40%		40%	
Level 3	Evaluate Create	20%		30%		30%		30%		30%	
	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
Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Dr.R.Sridharan
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	Dr.V.Muthukumar, Assistant Professor, Department of Commerce, Madras Christian College	Dr.G.Sangeetha

Course Code	UPA20202J	Course Name	Management Accounting II	Course Category	C	Professional Core Course	L	T	P	C
							4	0	3	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	COMMERCE	Data Book / Codes / Standards	Account Sheets		
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning	Program Learning Outcomes (PLO)
CLR-1 :	Distinguish between the different rationales for costing, apply the main costing concepts to organisations and cost objects , apply costing methods to determine the costs for different purposes and describe the main types of short term decisions made by organisations			1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Apply costing methods to determine the costs for different purposes				
CLR-3 :	Distinguish between the different rationales for budgeting and prepare budgets , applying basic risk management tools in the short term and discuss budgetary control				
CLR-4 :	Describe the main types of short term decisions made by organisations and explain the underlying concepts used for short term decision making applying appropriate techniques to support short term decisions				
CLR-5 :	Apply basic risk management tools in the short term				
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 :	Define costing and distinguish between the rationales for costing and explain its main costing elements elements along with describing pricing and revenue maximisation decisions, cost accumulation, allocation, apportionment, absorption and ABC			3 95 95	H M H H H H H H L H L M L H H
CLO-2 :	Standard costing and variance analysis			3 95 95	H H H H H H H H H H L H L H H
CLO-3 :	Explain the role of budgets and distinguish between the different rationales for budgeting along with preparing master budgets and applying basic sensitivity analysis to budgeting and short term decision making while explaining forecasting and its relationship with budgeting			3 95 95	H H H H H H H H H H L H L H H
CLO-4 :	Product mix decisions with constraints , data and technology and breakeven analysis			3 95 90	H H H H H H H H H H L H L H H
CLO-5 :	Explain nature of risk and uncertainty in the short term and apply basic sensitivity analysis to budgeting and short term decision making			3 95 95	H H H H H H H H H H L H L H H

Duration (hour)	21	21	21	21	21
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S-1	SLO 1	Management and cost accounting	Standard costing and variance analysis	Purpose of budgeting	Introduction to relevant costs and revenues	Probabilities and expected values
S-2	SLO 1	Purpose of management accounting	Sales variance	Functional budgets and master budgets	Decision making based on relevant costing principles	Pay off tables
S-3	SLO 1	Importance of understanding costs	Sales price variance	Principal budget factor	Limiting factor decisions	Maximax
S-4	SLO 1	Classification of costs	Sales volume variance	Budget preparation	Accept or reject decisions	Maximin
S-5	SLO 1	Absorption costing	Direct material cost variance	Cash budgets	Shut down decisions	Minimax regret
S-6	SLO 1	Marginal costing	Direct labour cost variance	Sensitivity analysis	Minimum pricing decisions	Decision trees and multi stage decision problems
S-7	SLO 1	Reconciling the profits	Variable overhead variances	Stress testing budgets	Joint products and further processing decisions	Sensitivity analysis
S-8	SLO 1	Pricing strategies based on cost	Interdependence between variances	Budget data	Conflicts with financial accounting	Test your understanding
S-9	SLO 1	ABC and when it is relevant	Operating statement	Periodic vs rolling budget	Margin of safety	Example
S-10	SLO 1	Joint product costing	Variance analysis using ABC costing	Alternative approaches to budgeting	Breakeven	example
S-11	SLO 1	Throughput accounting	Sales ix and quantity variance	The high low method	C/S ratio	example
S-12	SLO 1	Inventory valuation	The individual units method	Regression analysis	Break even charts	Example
S-13	SLO 1	Multi product decision making in throughput accounting	Weighted average contribution method	Adjusting forecasts for inflation	Profit volume chart	Test your understanding
S-14	SLO 1	Costing digital products	The weighted average method	Time series analysis	Establishing a target profit for multiple products	Test your understanding
S-15	SLO 1	Digital costing	Planning and operational variance	Fixed and flexible budgets	Linear programming	Test your understanding
S-16	SLO 1	example	Causes of planning variance	Responsibility accounting	Shadow pricing	Test your understanding
S-17	SLO 1	Example	Working backwards	Test your understanding	Slack	Test your understanding
S-18	SLO 1	example	Test your understanding	Test your understanding	Test your understanding	Test your understanding
S-19	SLO 1	Example	Test your understanding	Test your understanding	Example	Test your understanding
S-20	SLO 1	Example	Test your understanding	Example	Example	Test your understanding
S-21	SLO 1	Example	Example	Example	Example	Test your understanding

Learning	1. A S.P. Jain and Narang – Financial Accounting, Kalyani Publishers, New Delhi.
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Resources	2. B T.S. Reddy & Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai 3. C Dr.S.Naresh and Dr. C.Vijay Vishnu Kumar – Financial Accounting. Vidya Publications, Chennai 4. D R.L.Guptha & V.K. Guptha- Advanced Accounting – Sulthan Chand – New Delhi 5. E M.C. Shukla, T.S. Grewal and M.P. Gupta – Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Dr.R.Sridharan
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	Dr. N. Vasudevan, Assistant Professor, Department of Commerce, RMK Vivekananda College vasuvivekananda@gmail.com	Ms.MK.Nivedda

Course Code	UPA20203T	Course Name	Risk Management	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	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 Risk & risk management & related elements of Risk			1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	To analyse Risk associated with formulating strategy & Risk exposure & management				
CLR-3 :	To understand corporate governance & impact of failure of governance & internal control & coso framework				
CLR-4 :	To understand about internal audit and cyber security threats.				
CLR-5 :	To be to analyse cyber security process and to evaluate cyber risk reporting				
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 :	Should be able to understand & identify different types & sources of risk			3 95 95	H H H H H H H H L H L M L H H
CLO-2 :	Students should be able to discuss about strategy, approaches to strategy & Reputation risk factor			3 95 95	H H H H H H H H L H L H L H H
CLO-3 :	Students should be able to explain corporate governance , Internal Control & Coso Framework			3 95 95	H H H H H H H H L H L H L H H
CLO-4 :	Should be able to understand about importance of internal audit and to analyse cyber security threats.			3 95 90	H H H H H H H H L H L H L H H
CLO-5 :	Should be able to analyse about cyber security processes and cyber risk reporting			3 95 95	H H H H H H H H L H L H L H H

Duration (hour)	12	12	12	12	12
S-1	SLO 1	Define RISK, Why to take Risk, Categories of Risk and Types & Sources of Risk	Define Strategy, Levels of Strategy, Strategic Planning Process	Define Corporate Governance, Principles of Good Governance	Meaning of internal audit
S-2	SLO 1	Risk Management Cycle Impact of different types Risks	Approaches for strategy planning, 3E's, Strategic analysis & choices	Directors Remuneration, Corporate Governance & Internal Control	Risk management vs internal audit
		Risk Evaluation and Risk Management Cycle	Competitive strategy	Audit Committee, Governance & Strategy	External audit vs internal audit
					Characteristics of cyber security organizational
					Cyber security information and communication
					Protection, Certification, Detection and Response

S-3	SLO 1	Impact of different types Risks	Product Market strategy	International Provisions relating to Governance	Scope of internal audit	Defending against the cyber security risks
S-4	SLO 1	Risk Evaluation and Practical Problems	Acquisitions, Joint methods of expansion and International growth	Internal control system	Types of audit	Network configuration management, Firewalls
S-5	SLO 1	Assessment	Disruption & Scenario planning, Stress Testing, Case analysis, Code Of ethics	Turnbull Report	Audit process, Audit planning, Audit risk, Materiality, System investigation and documentation, Control assessment	Antivirus and end point security, Blockchain technology and risks
S-6	SLO 1	Risk Analysis, Risk Response, Risk Mapping, Case study, Risk Appetite , Risk Tolerance and Risk Capacity	Reputational Risk & Sources of Reputational risk, Ethical Dilemmas & Conflict Resolution,	Features of internal control system and Details of controls	Audit testing, Sampling, Analytical review, Audit of computer system, Errors	Centralized monitoring, Case study
S-7	SLO 1	Risk management roles & Responsibilities, Risk Management Framework	Ethical Budgeting, Impact of Strategy on brand reputation, Transfer Pricing issues	Evaluation of an internal control system	Audit approach, Computer assisted audit techniques	Cyber security tools and techniques, Forensic analysis, Malware analysis
S-8	SLO 1	Internal controls for Risk	Other Risks linked to reputational risk,	Coso model to prevent Fraud	Overview of cyber security threats, Cyber security objectives	Penetration testing
S-9	SLO 1	Risk Reporting, Evaluating Risk Management Strategies	Managing Reputational risk	Definition of Fraud, Fraud Indicators & Risk Management Strategy, Fraud Detection & Response	Case study	Software security, NIST cyber security
S-10	SLO 1	Case study	Case study	Scenario Analysis, Study of corporate governance case laws	Types of cyber security risks	Digital resilience, Frameworks
S-11	SLO 1	Case Discussion	Case Discussion	Case Study	Criticism	Criteria and case study
S-12	SLO 1					

Learning Resources	1. A Kaplan Publication
	2. B
	3. C

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
Krishnamoorthy V, Director, Hrudyaa AdConSer Pvt Ltd	Krishnamoorthy V, Director, Hrudyaa AdConSer Pvt Ltd	Dr.R.Sridharan

Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	Dr.A.V.S.Raamkumar, Assistant Professor, RMK Vivekananda College, Mylapore, Chennai	Dr.M.Hemanathan
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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)
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CLR-1 :	To generate in students a sensitivity to gender marginalization and Eco sensitivity.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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 (%)	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 about Tamil Language	2	75	60	H	H	H	-	-	H	H	H	H	H	H	H	H	H	H
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of Tamil	2	80	70	-	H	-	H	H	H	H	-	-	H	H	H	H	H	H
CLO-3 :	To develop content using the features in Tamil language	2	70	65	H	-	-	H	-	H	H	H	-	H	H	H	H	H	H
CLO-4 :	To use Tamil Language and Literature to enhance their creativity	2	70	70	H	-	H	M	H	-	-	-	H	H	H	H	H	H	H
CLO-5 :	To improve communication and creative expression in Tamil language	2	80	70	-	H	-	H	-	H	H	-	-	H	H	H	H	H	H
CLO-6 :	To enable the students to speak and write in chaste Tamil	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Duration (hour)	12	12	12	12	12
S-1	SLO-1	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
					தமிழ்ச் சிறுகதைப் போக்குகள்
					தமிழ்ச் சிறுகதையும் தமிழ்ச் சமூக வாழ்வியலும்
					புதுமைப்பித்தன் - அகல்யை

	SLO-2	எட்டுத்தொகையில் அக நூல்கள்	திருக்குறள் கட்டமைப்பு	பக்தி இலக்கியங்கள்	முச்சங்க வரலாறு	தொன்மம் - கட்டுடைப்பு
S-3	SLO-1	ஐங்குறுநூறு (203)	தமிழில் வினை	சைவ இலக்கியங்கள் சமய	செம்மொழி இலக்கியங்கள்	அகிலன் - ஒருவேளைச் சோறு
	SLO-2	தலைவனின் நாட்டுப் பெருமை	திருக்குறள் வினைத்திட்டம் (67)	தேவார மூவர்	பாட்டும் தொகையும்	தொழிற்புரட்சியும் விவசாயமும்
S-4	SLO-1	குறுந்தொகை (130)	உழவும் தமிழர் வாழ்வும்	தேவாரம் - திருஞான சம்பந்தர் பாடல்	எட்டுத்தொகை உருவாக்கப் பின்புலம்	ஆண்டாள் பிரியதர்ஷினி - மாத்திரை
	SLO-2	அகவாழ்வில் நம்பிக்கை வேர்கள்	திருக்குறள் - உழவு (104)	தேவாரம் - திருநாவுக்கரசர் பாடல்	எட்டுத்தொகையும் தமிழர் வாழ்வியலும்	குடும்பம் - கட்டமைப்பு
S-5	SLO-1	பண்டைத் தமிழரின் வாழ்வியல்	சமண இலக்கியங்கள் சமய	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 இலக்கியங்கள் சமய	பதினெண் கீழ்க்கணக்கும் தமிழர் அற மரபும்	புறக்கணிப்பின் வலி
S-7	SLO-1	கற்றறிந்தார் ஏத்தும் கலி	தமிழர் மருத்துவம்	நாலாயிரத் திவ்யப் பிரபந்தம்	நீதி இலக்கியங்கள்	செய்தி அறிக்கை அறிமுகம்
	SLO-2	கலித்தொகை கட்டமைப்பு	நீதி இலக்கியத்தில் மருத்துவ நூல்கள்	பெரியாழ்வார் பாடல்	நீதி இலக்கியங்களின் பன்முகத் தன்மைகள்	செய்தி அறிக்கை தயாரித்தல்
S-8	SLO-1	கலித்தொகை (149)	திரிகடுகம்	ஆண்டாள் பாடல்	காப்பிய இலக்கணம்	விமர்சனம்
	SLO-2	வாழ்வியல் அறமும் அகமும்	செங்கோல் அரசு	தொண்டரடிப்பொடி ஆழ்வார் பாடல்	காப்பியப் போக்குகள்	இலக்கியம், கலை விமர்சனம்
S-9	SLO-1	தமிழர் புறமரபு	இனியவை நாற்பது அறிமுகம்	தமிழில் இஸ்லாமிய இலக்கியங்கள்	ஐம்பெருங்காப்பியங்கள்	நேர்காணல் அறிமுகம்
	SLO-2	புற இலக்கியங்கள்	இனியவை நாற்பதின் தனித்தன்மைகள்	இஸ்லாமிய இலக்கியங்களின் கொடை	ஐம்பெருங்காப்பியங்களின் சிறப்புகள்	நேர்காணல் - நுட்பங்கள்
S-10	SLO-1	புறநானூறு (235)	இனியவை நாற்பது (14)	சீராப்புராணம்	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 இலக்கியங்கள் சமய	பன்னிரு திருமுறை அறிமுகம்	பேச்சுக்கலை அறிமுகம்
	SLO-2	ஆற்றுப்படை மரபுகள்	போர் இலக்கியங்கள்	கிறித்தவ இலக்கியங்களின்	பன்னிரு திருமுறை வரலாறு	தமிழரின் பேச்சுக்கலை

				கொடை		
S-12	SLO-1	சிறுபாணாற்றுப்படை	களவழி நாற்பது (14)	ஆதிநந்தாவனப் பிரளயம்	நாலாயிரத் திவ்யப் பிரபந்தம் – அறிமுகம்	பேச்சுக்கலையின் வகைகள்
	SLO-2	நல்லியக்கோடனும்பாணர் வாழ்வியலும்	தமிழர் வீரம்	ஏதேன் தோட்ட வருணனை	பன்னிரு ஆழ்வார்கள் வரலாறு	பேச்சுப் பயிற்சி

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

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

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To be able to converse well in the Hindi Language	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To read and write and clarity	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 :	To be willing listeners and translators –where need be				H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLR-4 :	To acquire the values/thought contents of the writers and practice in it in life.				-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLR-5 :	To find motivation through the various forms of literature and learn to overcome any challenges of life.				H	-	-	H	H	-	-	-	-	-	H	-	-	-	-
CLR-6 :	To discover the importance of the language in making education as a means of growth in life and not mere literacy.				-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
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:																		
CLO-1 :	To acquire knowledge about Medieval and Modern Poetry.	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2 :	To consider the relevance of the present trends in Hindi and their contemporary relevance.	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3 :	To help develop better understanding of the Hindi language by studying the stories with reference to current reality.	2	70	65	H	-	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-4 :	To understand the usage of the present Advertising trends and its creative angles with the varied skills of Hindi Language.	2	70	70	H	-	H	H	H	-	-	-	-	-	H	-	-	-	-
CLO-5 :	To make translation of good literature and any relevant document from the Hindi Language to English and Vice-versa.	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-6 :	To help the learner to tackle Administrative terminologies, help them use Idioms and Phrases in their daily life, with ease.	2	75	70	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Kavye ke guno se awagat karana - Jaysi	Kahani Idkiyan	VIGYAPAN	ANUVAD
	SLO-2	Ishk hakiki evam moksh bhava se	Nari Shakti ki sarthakata	Srijnatamak kshmata jagrit karna	Vidhyarthiyon ko sikhaya jayega
					Takniki Shabdavali
					Vaignik tarike se bhashaon ka

		awagat karana			anuvad kitna upyogi hai	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 jedna	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 Parvarti 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.	aignikon 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
S-6	SLO-1	Badal Raag- Desh prem ki bhavna bhrna	KAHANI PATH	VIGYAPAN AUR ROZGAR	HINDI-ENGLISH	KARYALYIN SHABD
	SLO-2	Krantikari vicharo se awagat karana	Vidhyarthiyon ko kahani path ke dwara unka vak kausal majbut karna	Vidhyarthi savam ka ad-agency bhi bna paye	Hindi adhikarai aur 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 SARANSK	VIGYAPAN KI NIYAM	ENGLISH-HINDI	ANGREZI SE HINDI ANUVAD
	SLO-2	Samajik samanta banaye rkhe ki pravarti jagana	Lekhan kshmatka ka vikash 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 karyalaye 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 kshmatka 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 jedna
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 prerna dena.	Vaad-vivad se vidhyarthiyon me apni baat ko rkhe ki yogyata banna	Vidhyarthiyon ko abhyas karvaya jayega	Vibhinn 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	Vibhinn kahani andolan se bhi awagat karana	Ad agency aur swarozgaar se jodna	Anuvad ke niyamo ko vidhyarthi smajh payenge	Hindi adhikari pad par karyarat
	SLO-1	SAMUHIK PARICHARCHA	KAHANI KA BADLTA SWAROOP	VIGYAPAN KA SWARUP	SHABDO KA MAHATAV	VAIGYANIK SHABDAVALI KI AVSHYAKATA
S-12	SLO-2	Vidhyarthiyon ki bolne ki kaushal kshamta ko bdhana	Smay ke sath unke swarup ke bdlat ka bhi vidyarthi me samajh paida hona	Vidhyarthiyon ko vigyapan lekha ki barikayon ki samajh utpann hona	Shabda anuvad ke mahtva ko vidhyarthi smajhenge	Vidhyarthiyon ko shabdo ki vaignikta se jodna

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

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

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

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	-	-	-	-	-	-	M	-	-	-	-
H	-	-	H	-	-	-	-	-	-	H	-	-	-	-
H	-	H	H	H	-	-	-	-	-	H	-	-	-	-
-	H	-	H	-	-	-	-	-	-	H	-	-	-	-
H	-	M	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	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 [ä]	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						

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 :	Fundamental Principles of Insurance			2	70	60
CLO-2 :	Understand life insurance			2	75	75
CLO-3 :	Have knowledge on marine insurance			2	70	70
CLO-4 :	Understand fire insurance			2	75	70
CLO-5 :	Recent Developments in the Insurance Industry in India			2	80	65

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

Learning Resources	1. Julia ulia Hoyoakel & Bill Weiper, Insurance, All India Publishers and distributors, 2002 2. Anand Ganguly, Insurance Management, Pustak Mahal Publishers, 2004 3. Murthy K.S.N and Sharma K.V.S 2013 Modern Law of Insurance in India, Lexis Publishers, New Delhi	4. Vaughan, E. J. & T. M. Vaughan (2012). Essentials of Risk Management and Insurance, Wiley Inc. 5. https:// http://marghampublications.com/index.php/text-books/maths/elements-of-insurance-a-murthy 6. https:// elements-insurance-guide-principles-practice-accident-fire-marine-life-insurance/p/itmdgsyy7hhhcycy
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	30%	-	30%	-	30%	-
	Understand										

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

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

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

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

Pre-requisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses			Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards							Nil														
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To understand basics of Banking and IT			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				
CLR-2 :	To understand technologies in banking																								
CLR-3 :	To understand of banking channels and payments gateways																								
CLR-4 :	To understand about new age payment																								
CLR-5 :	To follow precautions in online banking																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modelling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning			
CLO-1 :	Aware about CBS components and other banking software			3	90	85	H	H	M	L	M	L	L	M	M	L	L	M	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	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	L	M	H	M	H	H		
CLO-4 :	Aware of various modes of settlement			3	85	80	H	H	M	M	M	M	L	L	L	L	M	M	H	H	H	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	M	H		

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

Learning Resources	<ol style="list-style-type: none"> Electronic Banking and Information Technology – IIB Naidu C.A.S, Information Technology in Indian Commercial Banks NIBM Pune Revell J.R.S., Technology and Banks NIBM Pune Sanden & Donald H Computers Today, McGraw Hill Tanenbaum & Andrew S., Computer Networks, Prentice Hall Publication 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.
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA (10%) *	
		Theory	Theory	Theory	Theory	
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	40%	40%	40%	40%	40%
	Analyze					
Level 3	Evaluate	20%	20%	20%	30%	30%
	Create					
	Total	100%	100%	100%	100%	-
* Assignments includes Seminars, Market Surveys, Case Study						

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

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

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

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. Saravanel (2004), Company Law, Himalaya Publication, New Delhi. 4. Gonga.PPS, (2010) Company Law, S. Chand, New Delhi. 5. Kapoor, N.D. (2012) Company law Sultan Chand, New Delhi
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA (10%) *	
		Theory	Theory	Theory	Theory	
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	30%	30%	30%	40%	40%
	Analyze					
Level 3	Evaluate	30%	30%	30%	30%	30%
	Create					
	Total	100%	100%	100%	100%	-

* Assignments includes Seminars, Market Surveys, Case Study

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

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

Course Code	UCM20S04T	Course Name	RETAIL MARKETING	Course Category	S	Skill Enhancement Course	L	T	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					1	2	3	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					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Cost Benefit Analysis	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Business Behavior	Life Long Learning
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	H	M	H	M	L	M	H	L	H	H
CLO-5 :	Know the retail consumer					3	85	75	H	H	M	H	H	H	M	H	M	L	M	H	L	H	H

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

Learning Resources	<ol style="list-style-type: none"> Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava, Retail Management, 3rd Edition, Oxford University Press; Third edition, 2016. Levy, M., & Weitz, B. A. and Ajay Pandit, Retailing management, McGraw Hill Education, 8th edition, 2017. Swapna, Pradhan, Retailing Management (Text and Cases), McGraw Hill Education 5th edition, 2017. 	<ol style="list-style-type: none"> Barry Berman, Joel R Evans, Patrali Chatterjee and Ritu Srivastava, Retail Management-A Strategic Approach, Pearson Education, 13th edition, 2017 Sudarshan Seshanna and Raghu Prasad, Retail Management, McGraw Hill Education, 1st edition, 2017 P.K. Madhavan, Introduction to Retailing, Vijay Nicole Publication, Chennai
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Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA-3 (20%)	CLA (10%) *	
		Theory	Theory	Theory	Theory	Theory
Level 1	Remember	40%	40%	40%	30%	30%
	Understand					
Level 2	Apply	30%	30%	30%	40%	40%
	Analyze					
Level 3	Evaluate	30%	30%	30%	30%	30%
	Create					
	Total	100%	100%	100%	100%	-

* Assignments includes Seminars, Market Surveys, Case Study

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

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

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

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

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

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

Learning

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

Program Learning Outcomes (PLO)

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

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

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

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

			letter requesting information or explaining the situation	interview of a native speaker	table/charts/nature) in their own word	suitable title
	SLO- 2	The students will be able to understand the isolation of a wall. It helps them to enhance their pronunciation	This will lead to understand the English letter conventions	Learners will prove the fluency by listening	They need to have a well organized thought of it using language accurately in a academic style.	Assessment on their language competency and vocabulary
S-5	SLO-1	They get familiarized with pronunciation styles	Learners to record and repeat new words again and again	New words are to be referred in the reading passages and checked with the help of dictionaries	Familiarize the students with e-journals , e-guidance, e-magazines, e-Books, e-Library	Listening topics in the IELTS listening test and TOFEL will be provided
	SLO- 2	American and British styles are differentiated	Untill right pronunciation is aquired 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 a clue is explained	Difference in writing and reading is explained	Assesment 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 asses their writings	Assessment will be provided to the learners
S 11 – S 12	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
	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 helps 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:
	1. Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020
	2. English Grammar in Use by Raymond Murphy
	3. Raymond Murphy, <i>Intermediate English Grammar</i> , Cambridge University Press, 2007
	4. R.P. Bhatnagar, <i>English for Competitive Examinations</i> , Trinity Press, 3 rd 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. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST

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

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

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

Duration (hour)	6	6	6	6	6
S-1	SLO-1	Classification of numbers	Profit and Loss-Introduction	Mixtures and Alligations-Introduction	Time, Speed and Distance-Problems on Trains
	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 &Problems	Probability-Problems	Data Interpretation – Line graph

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

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

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

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

1. Ajay Zener, Director, Career Launcher	-	1. Dr. P Madhusoodhanan, HoD, CDC, E&T, SRMIST
		2. Dr. M Snehalatha, Assistant. Professor, CDC, E&T, SRMIST

SECOND YEAR -- THIRD SEMESTER

Course Code	UPA20301J	Course Name	Advanced Financial Reporting	Course Category	C	Professional Core Course	L	T	P	C
							4	0	3	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	COMMERCE	Data Book / Codes / Standards		Account Sheets	
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning	Program Learning Outcomes (PLO)
CLR-1 :	To Compare and Contrast types and sources of long term funds and its cost calculation			1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	To study about Financial instruments, revenues, intangible assets, leases and provisions and discuss the issues about group of accounts				
CLR-3 :	To Understand about Income tax, Foreign Currency transactions				
CLR-4 :	To understand the methods and preparation of Group Accounts based on IFRS				
CLR-5 :	To understand the Issues related to the Group Accounts, Integrated Reporting, Analysis of Financial Statements				
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 :	Compare and Contrast of long term debt , Equity and its markets & to Calculate Cost			3 95 95	H M H H H H H H L H L M L H H
CLO-2 :	Discuss about Financial Instruments, revenues, intangible assets, Leases, Earnings per share			3 95 95	H H H H H H H H H H L H L H H
CLO-3 :	Income tax, Effects of Changes in Foreign Currency			3 95 95	H H H H H H H H H H L H L H H
CLO-4 :	Explain Key areas of Group of Accounts, Consolidated statement for financial position, Changes in Equity, Cash flows, other Comprehensive Income and Foreign Subsidiaries			3 95 90	H H H H H H H H H H L H L H H
CLO-5 :	Discuss the Transaction Between the Related parties, The Measurement, Disclosure Issues of Six capitals of IR and Analysis of Financial Statements.			3 95 95	H H H H H H H H H H L H L H H

Duration (hour)	21	21	21	21	21
S-1	SLO 1	Introduction of Long term finance	Meaning and Definition for Financial Instrument	Income tax	Introduction of group accounts
S-2	SLO 1	Equity Finance	Derivatives	Current Taxes & Accounting Concepts of Income tax	Related Party Disclosures & Its requirements
					Discuss about group
					Disclosure requirements

S-3	SLO 1	Shares and its types	Normal Instrument	Income tax expenses	Standard consolidation workings	Financial and Non - Financial Reporting
S-4	SLO 1	Private vs Public Companies	Compound Instrument	Income tax payables	Non-Controlling Interest and Goodwill	Introduction Integrated Reporting
S-5	SLO 1	Advantage and disadvantage of Listing	Concept of Financial Assets & Liabilities	Deferred Tax & Accounting concepts	Impairment of goodwill	International Integrated Reporting Council
S-6	SLO 1	Discuss about Capital Markets	Classification of Financial Instrument in the issuing Entity	Accounting profit vs taxable profit Permanent and temporary difference	Intra group balances	Fundamental concepts for integrated reporting
S-7	SLO 1	Functions of Capital Markets	Recognition and measurement of Financial instruments	Deferred tax liabilities	Discuss about good will and negative goodwill	Analysis of Financial statements
S-8	SLO 1	Discuss about the role of advisors in the share issue	Amortised Cost	Deferred tax assets	Consolidated Statement of Profit & Loss and other Comprehensive Income	Introduction
S-9	SLO 1	Methods of issuing New shares	Presentation of Compound instruments	Deferred tax impact in OCI	Consolidated Statement of Financial Position	Gartner Data Analytics Maturity Model
S-10	SLO 1	Rights Issues	Derivative Financial Instruments & Its types	Foreign currency	Investment in Associates	Uses of the Analysis
S-11	SLO 1	Definitions and explanations	practical problems with solution	Translation of Foreign Currencies and its transactions	Consolidated Adjustments	Financial statement analysis and the Gartner date analysis maturity model
S-12	SLO 1	Selection of issue price	practical problems with solution	Monetary & Non-Monetary Items	Joint Arrangements Separate Financial Statements	Discuss about the users of Financial statements
S-13	SLO 1	Selection of issue quantity	Earnings Per Shares & Diluted EPS	Effects of changes in foreign rates	Consolidated Statements of Equity	Analyzing Profitability ratios and data
S-14	SLO 1	Market price after issue of shares	Rights Issues, DEPS, Convertible Debt	Functional currencies	Meaning and objectives of cash flow	Limitations of Financial reporting Information
S-15	SLO 1	Debt Finance	Leases & Lessor Accounting	Presentation currencies	Classifications of cash flow	Comparability
S-16	SLO 1	Convenants	Revenue from Contract with Customers	Discuss about settled and unsettled transactions	Consolidated Statements of Cash Flows	Cash Flow Ratios
S-17	SLO 1	Other Source of finance	Accounting & Consignment Inventory Arrangements	practical problems with solution	Discuss About Foreign Subsidiaries	Analysis cash flows
S-18	SLO 1	Introduction about cost of capital	Provisions & Contingencies	practical problems with solution	Effects of changes in foreign exchange rates	Limitations
S-19	SLO 1	Cost of Equity, Cost of Debt	Contingent Liabilities and Assets, Intangible Assets , Research & Development	practical problems with solution	Translating the financial statement of a foreign subsidiary	practical problems with solution
S-20	SLO 1	Weighted Average Cost of Capital, Yield to Maturity	practical problems with solution	practical problems with solution	Exchange gain & Losses	practical problems with solution
S-21	SLO 1	practical problems with solution	practical problems with solution	practical problems with solution	practical problems with solution	practical problems with solution

Learning Resources	1. A S.P. Jain and Narang – Financial Accounting, Kalyani Publishers, New Delhi.
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	2. B T.S. Reddy & Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai
	3. C Dr.S.Naresh and Dr. C.Vijay Vishnu Kumar – Financial Accounting. Vidya Publications, Chennai
	4. D R.L.Guptha& V.K. Guptha- Advanced Accounting – Sulthan Chand – New Delhi
	5. E M.C. Shukla, T.S. Grewal and M.P. Gupta – Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi.

Learning Assessment

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

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

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Dr.R.Sridharan
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	Dr.A.V.S.Raamkumar, Assistant Professor, RMK Vivekananda College, Mylapore, Chennai	Dr.S.Antony Raj

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

Pre-requisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses			Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):					The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :		To understand the basic concepts of taxation law			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	L	H	H			
CLO-5 :		Make a decision on the capital gains			3	85	75	H	H	M	H	L	H	M	L	M	L	M	M	L	H	H			

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

S-12	SLO-1	Problems related to Residential Status	Concept of provident fund	Computation of Net Annual value	Computation of income from Business	Computation of taxable capital gain under different circumstances
S-13	SLO-1	Problems related to Residential Status	Discuss on Gratuity	Deduction u/s 24	Introduction and provision of Profession Income	Computation of taxable capital gain under different circumstances
S-14	SLO-1	Concept of Incidence of tax	Problems related to Gratuity	Computation of Income from House property	Computation of income from Profession	Introduction of Income from Other sources
S-15	SLO-1	Problems related to Incidence of tax	Discuss on Pension	Computation of Income from House property	Computation of income from Profession	Specific and General incomes
S-16	SLO-1	Problems related to Incidence of tax	Problems related to Pension	Computation of Income from House property	Computation of income from Profession	Concept of Income from Other sources
S-17	SLO-1	Problems related to Incidence of tax	Problems on Leave encashment	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources
S-18	SLO-1	Problems related to Incidence of tax	Deductions u/s 16	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources
S-19	SLO-1	Agricultural income	Computation of Income from Salary	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources
S-20	SLO-1	Incomes exempt from tax u/s 10	Computation of Income from Salary	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources
S-21	SLO-1	Incomes exempt from tax u/s 10	Computation of Income from Salary	Computation of Income from House property	Computation of income from Profession	Computation of Income from Other sources

Learning Resources	1) T.S. Reddy and A. Murthy, <i>Income Tax</i> , Margham Publications 2019, Chennai 2) Dr. M. Jeevarathinam and Dr. C. Vijay Vishnu Kumar, <i>Income Tax Law and Practice - 9th edition</i> Scitech Publications (India) Pvt. Ltd. 2019, Chennai 3) Murthy, <i>Income Tax Law and Practice</i> , Vijay Nicole Publication, 2019, Chennai 4) V.P. Guar and D.B. Narang, <i>Practical Income Tax</i> , Kalyani Publishers, 2019, New Delhi.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (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%
Level 2	Understand	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Level 3	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Level 3	Analyze	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Level 3	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
CA. V. Jayaprakash, V. Jayaprakash & Associates	1. Dr. A.V.S. Ramkumar, Assistant Professor, Department of Commerce, RMK Vivekananda College avsraamkumar@gmail.com	Dr. Vijay Vishnu Kumar. C
Prof. Dr. K. N. Ramasamy, Managing Director, RR Academy (P) Ltd.	2. Dr.V.Muthukumar, Assistant Professor, Department of Commerce, Madras Christian College	Dr. Jeevarathinam M

Course Code	UMS20301T	Course Name	STATISTICS FOR BUSINESS				Course Category	C	Professional Core Course										L	T	P	C		
																		4	0	0	4			
Pre-requisite Courses		Nil	Co-requisite Courses		Nil				Progressive Courses		Nil													
Course Offering Department		Statistics				Data Book / Codes/Standards				Graph Paper														
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1 :		To learn and understand fundamental concepts of statistics				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :		Get understanding on the different methods of statistical techniques				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Scientific Knowledge	Problem Analysis	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethics	Individual & Team Work	Communication	Project Mgt. & Finance	Life Long Learning	PSO - 1	PSO - 2	PSO – 3	
CLR-3 :		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	-	-	-	M	H	H	H	-	-	-	
CLO-2 :		To understand the basic notions of statistics				3	85	75	H	H	H	H	H	-	-	-	H	H	H	H	-	-	-	
CLO-3 :		To employ the appropriate techniques to conduct statistical enquiry, classifying and tabulating the data in meaning full manner				3	75	70	H	H	H	H	L	-	-	-	H	H	H	H	-	-	-	
CLO-4 :		To have a skill in interpretation and analysing the data by graphical and different measures				3	85	80	H	H	H	H	L	-	-	-	H	H	H	H	-	-	-	
CLO-5 :		To calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases.				3	85	75	H	H	H	H	L	-	-	-	H	H	H	H	-	-	-	
CLO-6 :		To apply discrete and continuous probability distributions to various business problems				3	80	70	H	H	H	H	L	-	-	-	H	H	H	H	-	-	-	
		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5														
Duration (hour)		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
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
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	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								5%	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%	-	A T T E N D E N C E	30%	-
	Understand											
Level 2	Apply	40%	-	40%	-	40%	-	40%	-		40%	-
	Analyze											
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-		30%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

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

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

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

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

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

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

Learning Resources	<ol style="list-style-type: none"> Philip Kotler, Kevin Lane Keller. <i>Marketing Management (15th edition)</i>, Pearson, (2016). Philip Kotler, Gary Armstrong and Prafulla Agnihotri. <i>Principles of Marketing (17th edition)</i>, Pearson, (2018).
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	15%	15%
Level 2	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Level 3	Analyze										
Level 3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	15%	15%
Level 3	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	Dr. Shanthi. P

	College, Mylapore, Chennai	
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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				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning		
CLR-3 :	To familiarize the working operation of advertising agencies																							
CLR-4 :	To obtain in depth understanding about the various branding concepts																							
CLR-5 :	To gain an understanding about the brand elements																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Discern the importance of brand management and advertising in marketing strategy				3	80	70	L	H	M	H	H	H	L	M	L	L	M	L	L	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	M	L	M	L		
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	Brand elements
S-2 SLO-1	Concept and Definition of Advertising	Definition and Importance	Nature of Communication	Concept of Brand	Criteria for choosing brand elements
S-3 SLO-1	Overview of Marketing	Tools for IMC	Basic Model of Communication	Characteristics of Brand	Options and Tactics for brand elements
S-4 SLO-1	Difference between advertising and Marketing	Advertising	Creative Strategy	Brand Evolution	IMC for brand building
S-5 SLO-1	Importance of Advertising in Marketing	Advertising Budget	Importance of Creativity in Advertising	Functions of brand	Branding for global markets
S-6 SLO-1	Classification of Advertisements	Modes of Advertising	Creative Process	Significance of brand	Role of Brand Managers
S-7 SLO-1	Classification of Advertisements	Internet Marketing	Advertising Appeal	Types of brand	Brand Promotion methods
S-8 SLO-1	Functions of Advertising	Advantages and Disadvantages of Internet Marketing	Types of Advertising Appeal	Selecting a Brand	Offline strategies of brand promotion
S-9 SLO-1	Functions of Advertising	Measuring the effectiveness of Internet	Emotional Appeal	Branding Concept	Online Brand Promotion
S-10 SLO-1	Benefits of Advertising	Public Relations	Rational Appeal	Brand Challenges	Role of brand ambassadors and celebrities
S-11 SLO-1	Benefits to manufacturers	Impact of Public Relations	Media Planning	Brand Opportunities	Brand loyalty – Meaning
S-12 SLO-1	Benefits to Customers	Process of Public Relations	Media Planning Process	Brand Equity - Meaning	Need for brand loyalty
S-13 SLO-1	Benefits to Society	Personal Selling	Problems in Media Planning	Building Strong Brands	Types of brand loyalty programs
S-14 SLO-1	Social Implication of Advertisements	Role and Scope of Personal Selling	Media Characteristics	Brand Positioning	Brand Performance
S-15 SLO-1	Economic Implication of	Process of Personal Selling	Key factors influencing media selection	Brand Name Selection	Brand Audit

		Advertisements				
S-16	SLO-1	Legal Implications of Advertisements	Managing Sales Force	Key factors influencing media selection (continuation)	Brand Sponsorship	Brand Tracking
S-17	SLO-1	Advertising Objectives	Motivating Salespeople	Media Class	Brand Development	Measuring brand equity
S-18	SLO-1	Overview of Marketing Communication Model	Advantages and Disadvantages of Personal Selling	Media Vehicle	Brand Awareness	Brand-Product Matrix
S-19	SLO-1	AIDA	Sales Promotion	Media Scheduling	Brand Image	Brand Hierarchy
S-20	SLO-1	Development of Modern Advertising	Scope and Role of Sales Promotion	Types of Scheduling	Strategic Brand Management Process	Case Study
S-21	SLO-1	Ethical issues in Advertising	Growth of Sales Promotion	Macro Scheduling	Strategic Brand Management Process	Case Study
S-22	SLO-1	Deceptive Advertising	Types of Sales Promotion	Micro Scheduling	Co – branding	Case Study
S-23	SLO-1	False Claims	Consumer Oriented Sales promotion	Alternative scheduling strategies	Types of Co – branding	Case Study
S-24	SLO-1	Stereotyping in Advertising	Trade Oriented Sales Promotion	Alternative scheduling strategies	Store brands	Case Study

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

Learning Assessment

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. 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. Varun Jain, Managing Director & CEO, Miles Education	2. Dr.M.Ravichandran, Director, IDE, University of Madras, Chennai	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				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 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:																							
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 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. Martin Christopher, Financial Times, Prentice Hall, Pearson Publications, Tenth Edition, 2018.
	2. Sunil Chopra and Peter Meindel, Logistics and Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2018.	4.

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember 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
Capt. T. S. Ramanujam, Chief Executive Officer, Logistics Skill Council	1. Dr. Manikandan. K.B., Assistant Professor, Department of Commerce, D G Vaishnav College profmanikandan@gmail.com	Mrs. K. Alamelu
Mr. Navab Rajan, General Manager - Institutional Relations	2. Dr.M.Ravichandran Director, IDE, University of Madras, Chennai	Mr. I. Enock

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

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																						
Course Offering Department		Commerce	Data Book / Codes / Standards		Nil																						
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)																				
CLR-1 :	To understand the basic concepts of Business Law		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15							
CLR-2 :	To study the offer and acceptance		Level of Thinking (Bloom)	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							
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:																									
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	Sale of Goods Act
S-2	SLO-1	Nature of Contract	Acceptance	Free Consent	Tender	Sale and Agreement to Sell
S-3	SLO-1	Essentials of valid contract	Communication of Offer	Void Agreements	Quasi Contract	Formation
S-4	SLO-1	Forms of Contract - Validity	Offer and Acceptance by post	Voidable Agreements	Discharge of Contracts	Caveat Emptor
S-5	SLO-1	Forms of Contract - Formation	Consideration	Illegal Agreements	Breach of contract	Conditions and Warranty
S-6	SLO-1	Forms of Contract - Performance	Essentials of Consideration	Minors	Remedies for breach of contract	Rights of Unpaid Seller

Learning Resources	1. Kapoor, N D, 2013(Reprint) Business Laws, Sultan Chand and Sons, New Delhi. 2. Sreenivasan, M R, Business Law, Margham Publications, Chennai.	3. Maheshwari & Maheshwari, Business Laws, National publishing book house, Lucknow.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
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 Academy	Program Director Sadhana Learning	2. Mr.C.Senthilnathan,Director ,V-Link Systems	Dr. A. K. Kavitha



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

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

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

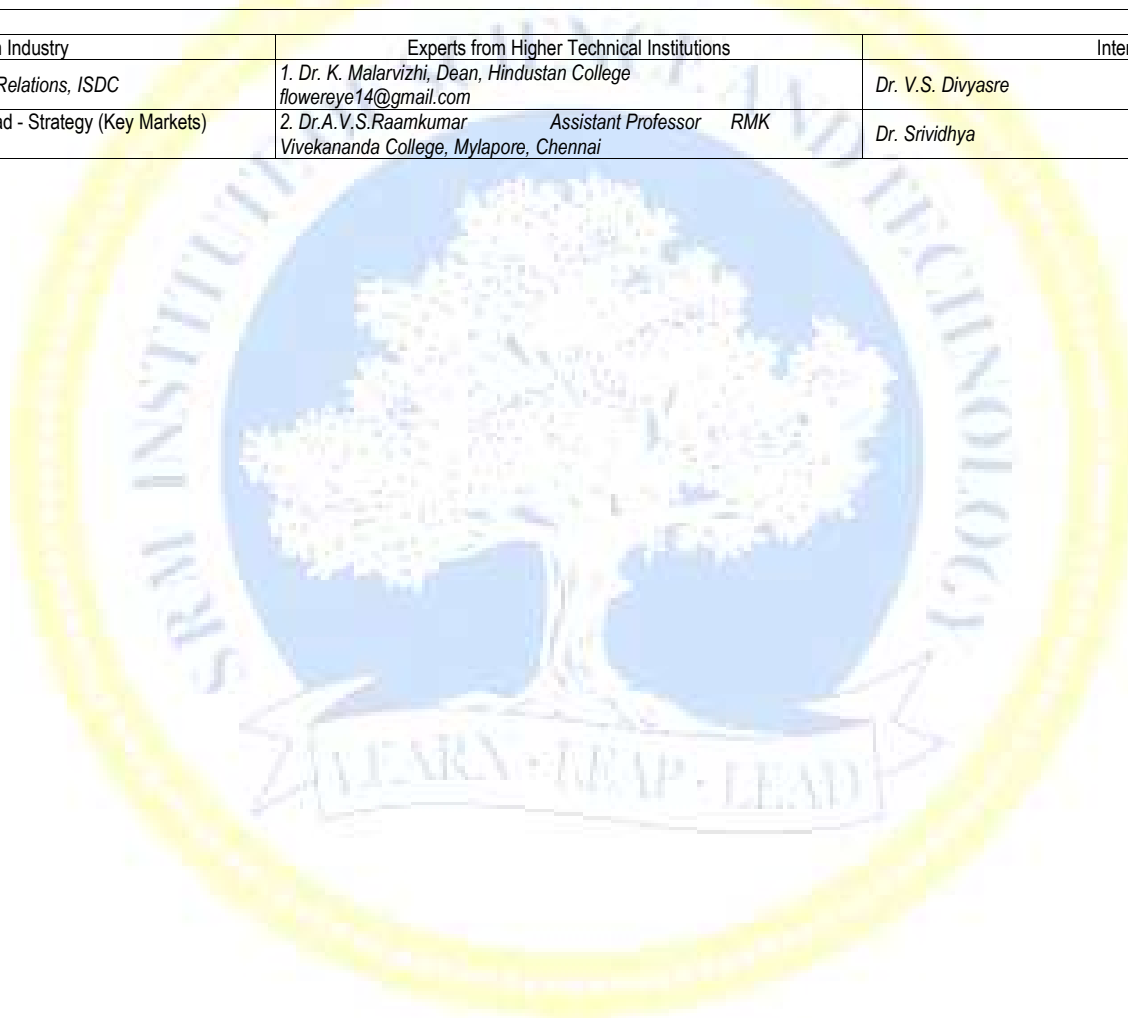
Learning Resources	Francis Buttle, Stan Maklan, 3rd Edition, Customer Relationship Management: Concepts and Technologies, Routledge (2015)	Roger J. Baran, Robert J. Galka, 2nd Edition, Customer Relationship Management: The foundation of contemporary marketing strategy, Taylor & Francis, 2016
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Learning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

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

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

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



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

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To generate in students a sensitivity to current regional and national issues such as gender marginalization Eco sensitivity, vision for the Nation and general humanness	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	An expanded consciousness with a mind to accommodate all is developed																		
CLR-3 :	The ability to accept all and to co-exist is initiated																		
CLR-4 :	To create community connectivity and interdependence																		
CLR-5 :	To instill intrinsic link between freedom and responsibility for both individuals and communities																		
CLR-6 :	Make them learn the basic nature of human beings																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	Become sensitive toward every living life and be able to respect every religion recognizing the universal values	2	75	60	H	H	H	H	-	-	-	H	H	H	H	H	-	-	-
CLO-2 :	Every way of life and culture will kindle the curiosity in them to know them and will be able appreciate the beauty in it	2	80	70	H	H	H	H	-	-	-	H	H	H	H	H	-	-	-
CLO-3 :	The presumptuous or prejudiced mentality will be overcome by them	2	70	65	H	H	H	H	-	-	-	-	-	-	-	-	-	-	-
CLO-4 :	Critical thinking and accommodative nature will become so natural way of thinking for them	2	70	70	H	H	H	H	H	-	-	-	-	-	H	-	-	-	-
CLO-5 :	They will become aware of the social inequalities and justice	2	80	70	H	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-6 :	Will be able to explore their own emotions, hopes & fear and be able to describe them verbally	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Duration (hour)	06	06	06	06	06
S-1	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

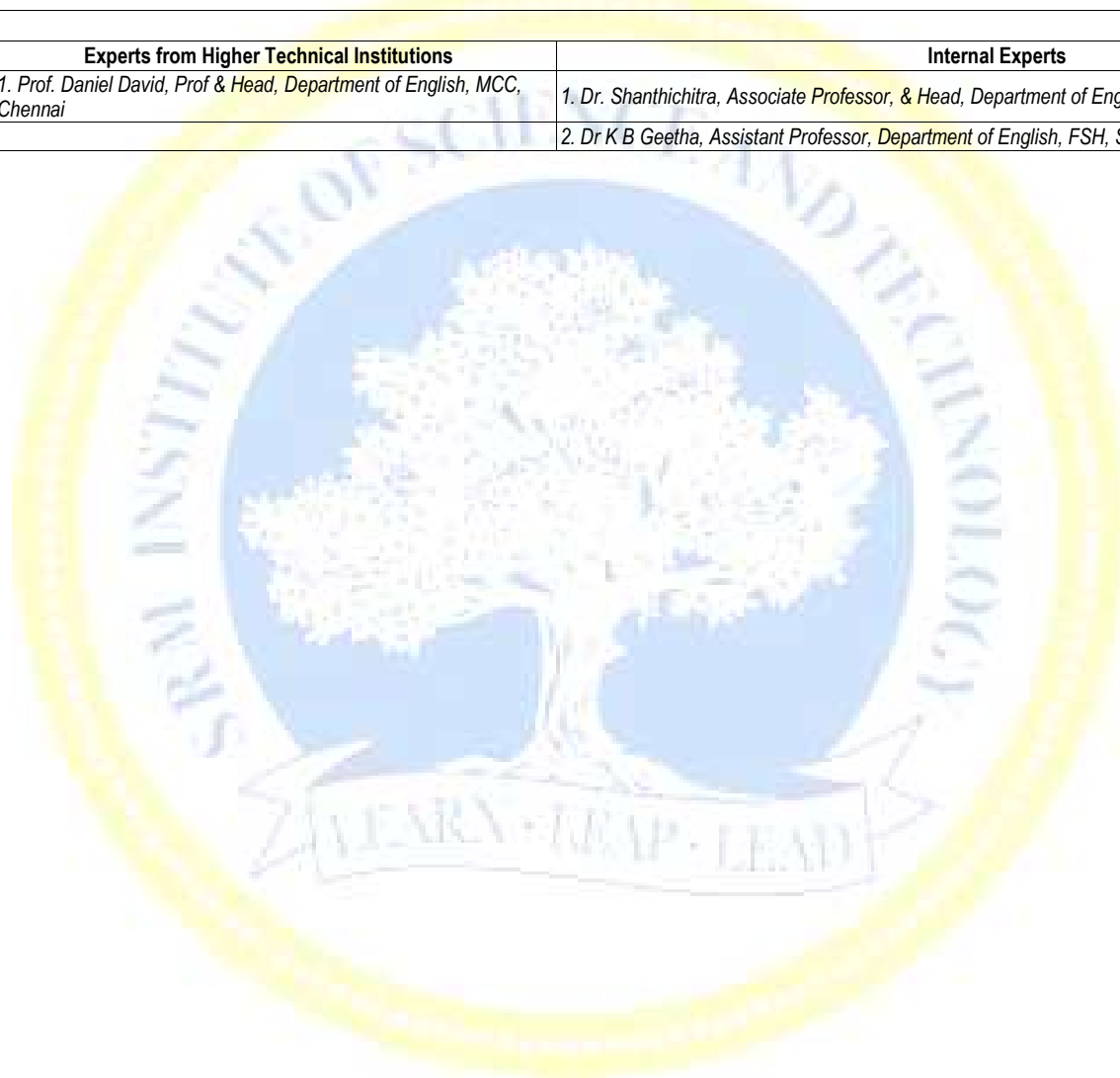
	SLO-2	: what will they gain if they practice truth	What will learners lose if they don't practice truth?	Sharing learners' individual and/ or group experiences	Simulated situations	Case studies
S-3	SLO-1	What is non violence – its need, love compassion,	empathy sympathy for others as pre- requisites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

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

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

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



SECOND YEAR -- FOURTH SEMESTER

Course Code	UPA20401J	Course Name	Advanced Management Accounting	Course Category	C	<i>Professional Core Course</i>	L	T	P	C
							4	0	4	6

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		Account Sheets	
Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>			Learning	Program Learning Outcomes (PLO)
CLR-1 :	<i>Managing the costs of creating value</i>			1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	<i>Capital investment decision making</i>				
CLR-3 :	<i>Apply investment appraisal techniques to evaluate different projects</i>				
CLR-4 :	<i>Managing and controlling the performance of organisational units and discussing various approaches to the performance and control of organisations</i>				
CLR-5 :	<i>Risk and control</i>				
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>			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 :	<i>Apply cost management and cost transformation methodology to manage costs and improve profitability and compare and contract quality management methodologies and apply value.</i>			3 95 95	H M H H H H H H L H L M L H H
CLO-2 :	<i>Apply the data required for decision making and explain the steps of decision making like IRR AND NPV and pertinent issues in the process</i>			3 95 95	H H H H H H H H H H L H L H H
CLO-3 :	<i>Apply the date required for decision making and and explain the concepts of Payback ,ARR, IRR and NPV along with discussing the pricing strategies and decisions .</i>			3 95 95	H H H H H H H H H H L H L H H
CLO-4 :	<i>Analyse the performance of responsibility centres and prepare reports along with discussing budgets and performance evaluation and other approaches to performance evaluation and explain the behavioural and transfer pricing issues related to the management of responsibility centres</i>			3 95 90	H H H H H H H H H H L H L H H
CLO-5 :	<i>Conduct sensitivity analysis and analyse and manage risk</i>			3 95 95	H H H H H H H H H H L H L H H

Duration (hour)	24	24	24	24	24
S-1	<i>Understanding cost</i>	<i>Relevant cash flows</i>	<i>Payback period</i>	<i>Cost , revenue, profit and investment centres</i>	<i>Risk and uncertainty</i>
SLO 1					

S-2	SLO 1	ABC	Opportunity costs	Accounting rate of return	responsibility accounting and controllability of costs	Dealing with risk in investment appraisal decisions
S-3	SLO 1	ABC benefits and limitations	Avoidable, differential and incremental costs	Dealing with taxation	Key performance indicators	Sensitivity analysis
S-4	SLO 1	ABM	Incremental revenues	Working capital	Divisional performance measurement	Probability and expected values
S-5	SLO 1	Direct product profitability	Qualitative Factors	Impact of inflation on cash flows	Return on investment	Standard deviation
S-6	SLO 1	Customer profitability analysis	Sources of management information	Methods of dealing with inflation	Residual income	Monte Carlo stimulation
S-7	SLO 1	Customer profitability curve	Collecting, analysing and presenting high quality data	impact of inflation on cash flows	Comparing ROI and RI	Value at risk
S-8	SLO 1	Pareto analysis	Problems associated with collecting, analysing and present high quality data	Methods of dealing with inflation	Economic value added	Pay off tables and decision criteria
S-9	SLO 1	Distribution channel profitability	Business intelligence systems	Specific and general inflation rates	Budgetary control	Maximax, maximin and minimax regret
S-10	SLO 1	Characteristics of the modern business environment	Data analytics and data mining	Dealing with questions with both tax and inflation	Short coming of financial indicators	Perfect and imperfect information
S-11	SLO 1	TQM	New business opportunities	Capital asset replacement decisions	Non financial performance indicators	Decision trees and multistage decision problems
S-12	SLO 1	Throughput accounting and theory of constraints	Business intelligence and reducing costs	Price elasticity of demand	Reports in a not for profit organisation	Conditional probabilities
S-13	SLO 1	Kaizen costing	Intangible benefits of BI	Factors effecting price elasticity	Bench marking	Stress testing
S-14	SLO 1	Business process re-engineering	Time value of money	The profit maximisation model	Balanced scorecard	Scenario planning
S-15	SLO 1	Supply chain management	Compound interest	Procedure for establishing the optimum price of a product	Transfer pricing	Cima's risk management cycle
S-16	SLO 1	Target costing	Discounting	Limitations of the profit maximisation model	Objectives of transfer pricing	Identifying and categorising risks
S-17	SLO 1	Value analysis	Net present value	Pricing strategies based on cost	International transfer pricing	Business risk
S-18	SLO 1	Functional analysis	Internal rate of return	Marginal cost plus pricing	Different tax rates	Risk management
S-19	SLO 1	The value chain	NPV vs IRR	Criticism of marginal cost plus pricing	Government action on transfer pricing	Tara framework
S-20	SLO 1	Objective test Question	The modified IRR	Marketing based pricing strategies	Examples	Example threats and safeguards
S-21	SLO 1	Objective test Question	NPV and IRR with equal cash flows	Product life cycle	Objective test question	The public interest
S-22	SLO 1	Case study style question	Dealing with non annual periods	Practise questions	Case study style questions	Organisations as "shapers of society"
S-23	SLO 1	Example	Post completion audit	Practise questions	Examples	Costs and benefits of information systems
	SLO 1	Example	Example	Examples	Examples	Big data

S-24					
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Learning Resources	<ol style="list-style-type: none"> 1. A S.P. Jain and Narang – Financial Accounting, Kalyani Publishers, New Delhi. 2. B T.S. Reddy & Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai 3. C Dr.S.Naresh and Dr. C.Vijay Vishnu Kumar – Financial Accounting. Vidya Publications, Chennai 4. D R.L.Guptha & V.K. Guptha- Advanced Accounting – Sulthan Chand – New Delhi 5. E M.C. Shukla, T.S. Grewal and M.P. Gupta – Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Dr.R.Sridharan
Varun Jain, Managing Director & CEO, Miles Education	. Dr. N. Vasudevan, Assistant Professor, Department of Commerce, RMK Vivekananda College vasuvivekananda@gmail.com	Ms.V.Lavanya

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

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

Duration (hour)	24	24	24	24	24
S-1 SLO-1	Introduction and nature to Clubbing of Income	Permanent Account Number (PAN)	Introduction to Partnership Firm as such	Introduction to indirect tax	Introduction to Customs duty
S-2 SLO-1	Transfer of income without transfer of asset	Assessment procedure	Provision related to PFAS	Meaning and Definition GST	Meaning and importance of Customs duty
S-3 SLO-1	Income of asset is transferred to spouse, son, minor child	Filing return of Income	Computation of PFAS	Journey of GST in India	Basic concepts of Customs duty
S-4 SLO-1	Problem related to Clubbing of Income	Types of Return – Normal and Belated	Computation of PFAS	Components of GST	Significance of customs waters
S-5 SLO-1	Problem related to Clubbing of Income	Due date for filing for return	Computation of PFAS	Tax laws before GST	Territorial waters
S-6 SLO-1	Problem related to Clubbing of Income	Penalty for late submission	Computation of PFAS	Objectives of GST	Concept on high seas
S-7 SLO-1	Introduction to set off and carry forward of losses	Types of assessment – Self assessment	Computation of PFAS	Features of GST	Types of Customs Duty

S-8	SLO-1	provision to set off and carry forward of losses	Provision and Best Judgment assessment	Computation of PFAS	Importance of GST	Rates of Duty
S-9	SLO-1	Treatment for unabsorbed depreciation	Introduction of Assessment of Individual	Computation of PFAS	Advantages of GST	Introduction to Taxable event
S-10	SLO-1	Treatment of speculation business and Business	Provision to tax liability of individual	Computation of PFAS	Three models of GST	Taxable event in case of Exports
S-11	SLO-1	Problems related to set off and carry forward of losses	Computation of total income of individual	Computation of PFAS	Rate of tax	Goods – Drawings, Designs & Manuals
S-12	SLO-1	Problems related to set off and carry forward of losses	Computation of total income of individual	Computation of PFAS	Introduction to E – way bill	Conveyance
S-13	SLO-1	Problems related to set off and carry forward of losses	Computation of total income of individual	Introduction to Partnership Firm as Association of persons	Objectives of E – way bill	Vehicle
S-14	SLO-1	Problems related to set off and carry forward of losses	Computation of total income of individual	Provision related to PFASOP	Benefits of E – way bill	Pilferage of goods
S-15	SLO-1	Problems related to set off and carry forward of losses	Computation of taxable income of individual	Computation of PFASOP	E – way bill system and Notification	Approved custodian
S-16	SLO-1	Problems related to set off and carry forward of losses	Computation of taxable income of individual	Computation of PFASOP	Mobile app for EWB operations	Damaged and Deteriorated goods
S-17	SLO-1	Introduction to deduction u/s 80	Computation of taxable income of individual	Computation of PFASOP	Due date for filing GST returns	Lost, Destroyed or Abandoned goods
S-18	SLO-1	Provision to u/s 80C to 80U	Computation of taxable income of individual	Computation of PFASOP	Introduction to GST network (GSTN)	Denaturing or Mutilation of goods
S-19	SLO-1	Problems related to u/s 80C – 80CCE	Computation of taxable income of individual	Computation of PFASOP	Concept of GST network (GSTN)	Customs duty not leviable in certain cases
S-20	SLO-1	Problems related to u/s 80D, 80DD, 80DDB	Computation of taxable income of individual	Computation of PFASOP	Salient features of GSTN	Auxiliary Duty of customs
S-21	SLO-1	Problems related to u/s 80E, 80EE, 80QQB	Computation of taxable income of individual	Computation of PFASOP	Functions of GSTN	Anti-Dumping duty on dumped articles
S-22	SLO-1	Problems related to u/s 80G	Computation of taxable income of individual	Computation of PFASOP	Meaning of GST council	Cesses
S-23	SLO-1	Problems related to u/s 80GGA, 80GGB, 80GGC	Computation of taxable income of individual	Computation of PFASOP	Features of GST council	National calamity contingent duty
S-24	SLO-1	Problems related to u/s 80GG, 80RRB, 80U	Computation of taxable income of individual	Computation of PFASOP	GST council meetings	Valuation

Learning Resources	1)	T.S. Reddy and A. Murthy, Income Tax, Margham Publications 2019, Chennai
	2)	Dr. M. Jeevarathinam and Dr. C. Vijay Vishnu Kumar, Income Tax Law and Practice - 9th edition Scitech Publications (India) Pvt. Ltd. 2019, Chennai
	3)	Murthy, Income Tax Law and Practice, Vijay Nicole Publication, 2019, Chennai
	4)	V.P. Guar and D.B. Narang, Practical Income Tax, Kalyani Publishers, 2019, New Delhi.

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

Create								
Total	100 %	100%	100 %	100 %			-	

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

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



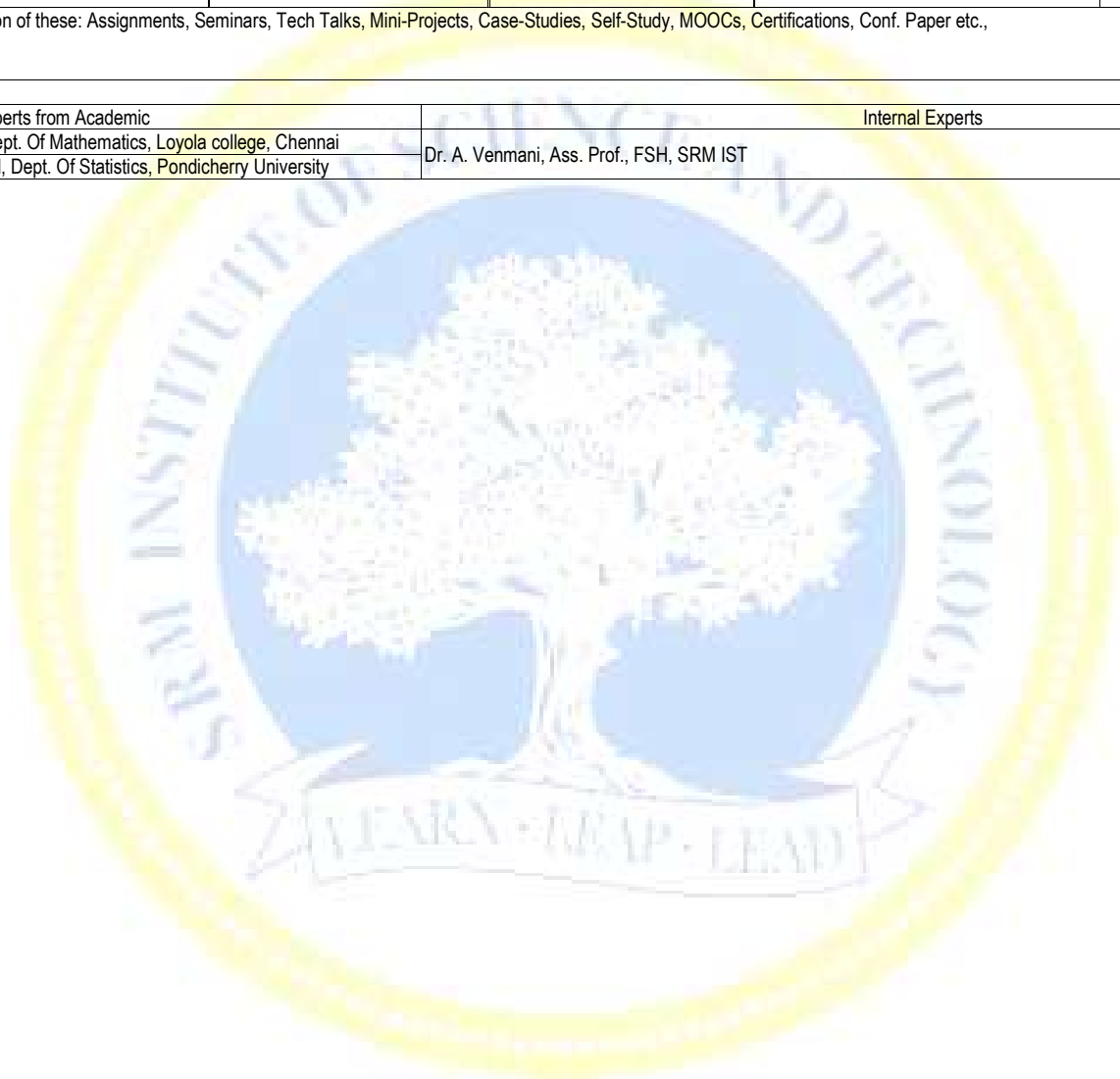
Course Code	UMS20401T	Course Name	QUANTITATIVE TECHNIQUE FOR BUSINESS DECISION		Course Category	C	Professional Core Course										L	T	P	C						
																	4	0	0	4						
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil																		
Course Offering Department		Mathematics and Statistics			Data Book / Codes / Standards		Graphs and Statistical Table																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																	
CLR-1 :		To learn and apply statistical approaches in decision making process				1			2		3															
CLR-2 :		To get understanding on the different methods of index numbers				Level of Thinking (Bloom)			Expected Proficiency (%)		Expected Attainment (%)															
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															
CLO-2 :		To understand the basic notions of index numbers and its applications				H			H		M															
CLO-3 :		To employ the appropriate techniques to time series towards the various situations				H			H		M															
CLO-4 :		To have a skill in estimating intermediate and future values by interpolation and extrapolation				H			H		M															
CLO-5 :		To dealing in the optimization problems in real life situation				H			H		M															
CLO-6 :		To know minimization of cost through various transportation and assignment problems				M			M		M															
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 –Laspevre's		Deterministic Models, Stochastic		Procedure of finding initial basic		Numbering the events																

			method	Models	solution using Row minima, column minima method							
	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 calculations						
S-8	SLO-1	Moving average method merits and demerits	Weight average of price relative	Role of O.R in industry	Resolution of Degeneracy TP	Critical path calculations-backward path calculations						
	SLO-2	Moving average method	Quantity index numbers-problems	Role of O.R. in Various fields	Maximization of TP	Float of an activity event						
S 9	SLO-1	Method of least square method-procedure	Test of consistency Time reversal	O.R and decision making	Introduction of Assignment Problem	Total float, free float, Independent float						
	SLO-2	Methods of least square problems -even	Test of consistency Time reversal test-problems	Limitations of O.R.	Definition and Assumption of Assignment problem	Problem on Total float, free float, Independent float						
S-10	SLO-1	Methods of least square problems -odd	Test of consistency Factor reversal test-problems	Introduction to Linear Programming Problem (LPP)	Mathematical model of Assignment problem	Introduction of PERT						
	SLO-2	Methods of least square Problems-trend on the graph	Test of consistency Factor reversal test-problems	Mathematical formulation of LPP	Minimization case assignment problem	Definitions Of PERT, Optimistic time, Pessimistic time and most likely time						
S-11	SLO-1	Seasonal indices-procedure	Consumer price index number, definition, uses	Basic assumptions to formulate LPP	Minimization case assignment problem-Hungarian method	Problems on Optimistic time, Pessimistic time and most likely time						
	SLO-2	Methods of seasonal averages	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	Statistical consideration in PERT						
	SLO-2	Methods of seasonal averages-problems	Aggregate average	Graphic method Special Cases	Travelling salesman problem	Probability of meeting the schedule time						
Learning Resources/Reference books		1. Gupta S.P (2012), P.K. Gupta and Dr. Manmohan, Business statistics and operation research, 5 th Edition, Sultan Chand & Sons, New Delhi 2. Sundersan, V, Ganapathy Subramanian, K.S and Ganesan, K (2011), Research management technique, A.R. Publications-Nagapattinam 3. C.R. Kothari, "Quantitative Techniques", Vikas Publications, New Delhi 4. Ken Black, "Business Statistics", Pearson's Publications										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								5%	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%	-	A T T E N D E N	30%	-
	Understand											
Level 2	Apply	40%	-	40%	-	40%	-	40%	-		40%	-
	Analyze											
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-		30%	-

	Create									C	
	Total	100 %		100 %		100 %		100 %		E	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	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				
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:			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 :	Apply the various concepts in Entrepreneurial Development			3 80 70	L H L H L M H L L M H L 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	Forms of Ownership – Sole Proprietorship -	ITCOT - Establishment, Functions &	Classification of project appraisal	Need for rural entrepreneurship

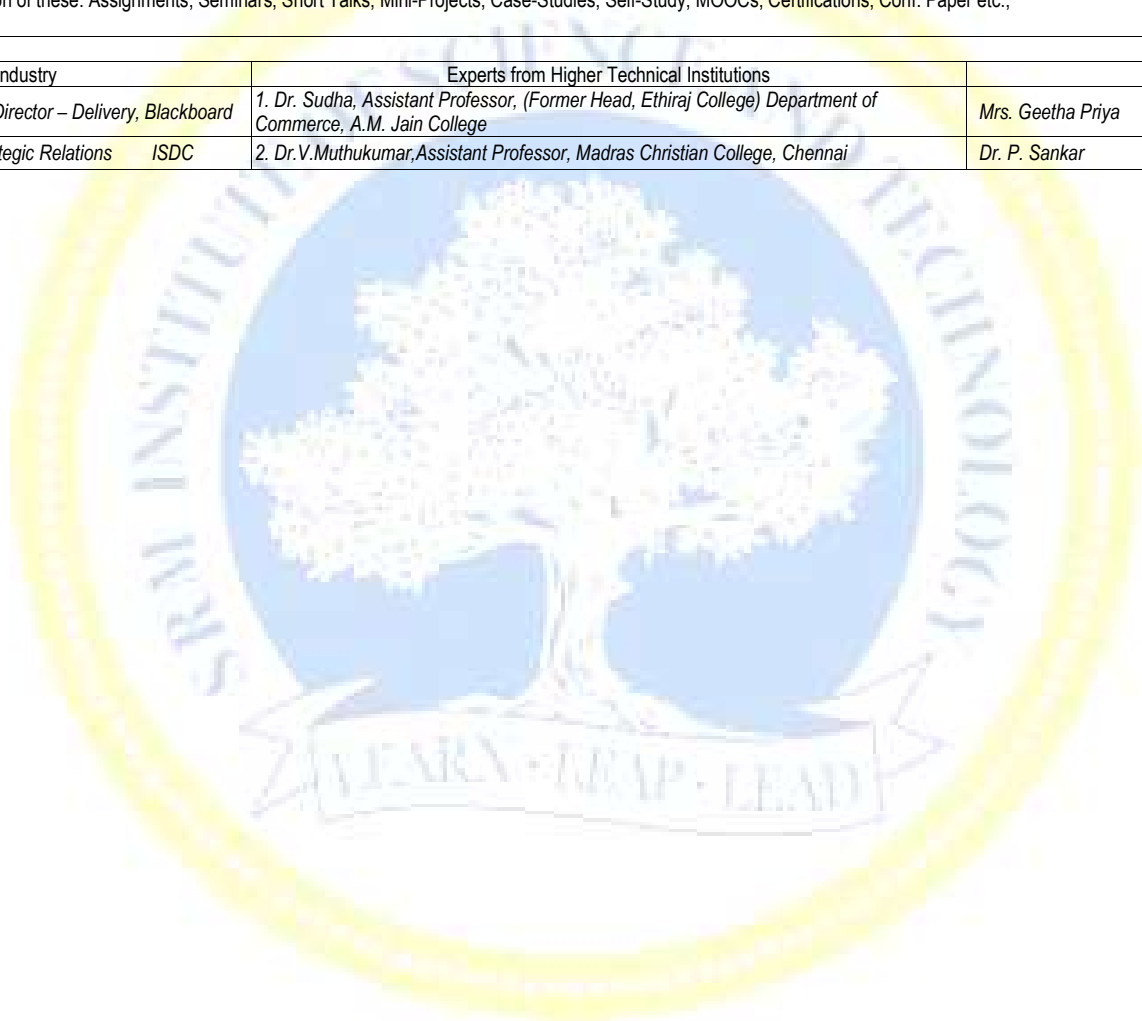
		and Manager	Meaning, Definition & Pros and Cons	Benefits		
S-9	SLO-1	Differences between Entrepreneur and Intrapreneur	Forms of Ownership – Partnership – Definition, Features, Pros and cons	SIPCOT- Establishment, Functions & Benefits	Project Life Cycle	NGO and rural entrepreneurship
S-10	SLO-1	Elements 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
S-16	SLO-1	Intrapreneur	Other Infrastructural Facilities – Licensing	DIC- structure and functions	Technical Feasibility – Analysis	Process of industrial sickness
S-17	SLO-1	Social Entrepreneur	Other Infrastructural Facilities – Registration	National Small Industries Corporation (NSIC)	Technical Feasibility – Market oriented location and layout	Reasons and symptoms for industrial sickness in SSI
S-18	SLO-1	Entrepreneurship – Meaning	Other Infrastructural Facilities – Local Bye Laws	Small Industries Development Corporation (SIDO)	Financial Feasibility – Classification of Financial needs	Remedial measures to rehabilitate sickness
S-19	SLO-1	Relation between entrepreneur & entrepreneurship	Forms of Ownership – Co-operative - Meaning, Definition & Pros and Cons	Small Scale Industries Board (SSIB)	Methods of Evaluating Financial Feasibility	Government Support
S-20	SLO-1	Role of entrepreneurship in economic development	Selecting appropriate forms of ownership	State Small Industries Development Corporation (SSID)	Methods of Evaluating Financial Feasibility (continuation)	Industrial Policy and its Procedures
S-21	SLO-1	Factors Influencing Entrepreneurship – Internal Factors	Business Plan - Meaning	Small Industries Service Institutions (SSI)	Sources of Finance	Case Study
S-22	SLO-1	Factors Influencing Entrepreneurship – External Factors	Importance of business plan	Industrial Estates	Determination of working capital requirements	Case Study
S-23	SLO-1	Case Study – Can I Become an Entrepreneur	Contents of business plan	Specialized Institutions	Economic Feasibility – Factors determining capital Structure	Case Study
S-24	SLO-1	Case Study – Infosys	Formulation of business plan	Specialized Institutions (continuation)	Economic Feasibility – Factors determining capital Structure (continuation)	Case Study

Learning Resources	1. Srinivasan N.P. – Entrepreneurial Development 2. Saravanavel - Entrepreneurial Development 3. K. Sundar – Entrepreneurship Development 4. Jayashree Suresh - Entrepreneurial Development						5. Vasant Desai – Project Management 6. Holt – Entrepreneurship – New Venture Creation 7. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business					
	Learning Assessment											
		Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
			CT – 1 (10%)		CT – 2 (10%)		CLA-3 (20%)		CLA-4 - (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember Understand	15%	15%	15%	15%	15%	15%	20%	20%	15%	15%	

Level 2	Apply	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
	Analyze										
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	15%	15%	20%	20%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

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



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

Pre-requisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses			Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To inculcate various Entrepreneurial concepts and factors influencing rural sector			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 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 (%)	H	L	L	L	M	L	L	M	M	L	L	L	L	L	M			
CLO-1 :	To understand basic Entrepreneurial concepts and rural sector dimensions			3	75	70	M	M	M	H	M	M	L	L	L	M	L	M	L	M	M	M			
CLO-2 :	To understand about different institutions in support of EDP			3	80	75	H	L	H	H	H	M	L	L	L	L	L	L	L	L	M	M			
CLO-3 :	To familiarize with Small business, start up and its proceedings			3	85	80	M	H	M	M	M	M	L	M	L	L	M	L	L	L	M	M			
CLO-4 :	To familiarize with SSI			3	75	70	H	M	M	M	M	M	L	M	L	L	M	L	L	L	H	M			
CLO-5 :	To have awareness on global opportunities for start ups			3	85	80	H	M	H	L	H	M	M	L	H	M	L	M	L	H	M	M			

Duration (hour)	24	24	24	24	24
S-1 SLO-1	Meaning, Importance of Entrepreneurship	Rural Artisans	Nature and scope of business	Concepts and Definitions of Small-Scale Industries	Small Enterprises in International Business
S-2 SLO-1	Concepts of Entrepreneurship	Ancillary industries	Small business concept	Role of SSIs	Export Documents for Small Enterprises
S-3 SLO-1	Defining Rural India	Industrial estate	Characteristics of small-scale industries	Government Policy and Development of SSIs	Export Procedures for Small Enterprises
S-4 SLO-1	Rural Markets	Export potentials	Small business in Indian economy	Growth of SSI	E-commerce and Small Enterprises
S-5 SLO-1	Rural Myths	Taxation benefits	Enterprise location	Performance of SSI	Exposure and Poultry
S-6 SLO-1	Rural Entrepreneurship	Prospects for rural entrepreneurship	Establishing a small enterprise	Problems of SSI	Sericulture
S-7 SLO-1	Meaning and Definition	Export assistance	Forms of ownership	Small industries development corporation	Courier
S-8 SLO-1	Constraints of potential rural Entrepreneurs and development units	Market survey	Small entrepreneur in domestic business	Technical consultancy organization	Cell Phone Sales and Service

S-9	SLO-1	Types	ISO and standardization	Features	Industrial and Technical organization of Tamil Nadu	Dairy, Mushroom Cultivation
S-10	SLO-1	Cluster formation	Institutional support to rural entrepreneurship	Role of Small Business in Economic Development	State Industries Promotion Corporation of Tamil Nadu	Ornamental Pottery
S-11	SLO-1	Domains of Rural Entrepreneurship	NABARD & its schemes	Reasons for Establishing Small Business	Rejuvenation	Dying Unit
S-12	SLO-1	Income and employment potential	KVIC and its interventions	Quality of Small Businessmen	Modernization and Technology Up gradation of Coir Industry	Power loom and Handloom
S-13	SLO-1	Training for entrepreneurship development	Steps to Develop Rural Entrepreneurship	Advantages of Small Business	A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship	Blood Bank
S-14	SLO-1	Infrastructure for entrepreneurship	Project Formulation	Disadvantages of Small Business	Policy support to small scale enterprises	Rice Mill
S-15	SLO-1	The Rural Economic Structure	Project implementation	Reasons for Failures of Small Business	Legal framework	Food and Fruit Processing Unit
S-16	SLO-1	Importance	SEZ	Different Stages of Small business	Sickness in small scale industries	Women SHGs
S-17	SLO-1	Scope	FTZ	Steps in Setting up a Small Business	Incentives	Role of Women SHGs in Micro Enterprises
S-18	SLO-1	Problems	Sources of funds	Financing small business	Subsidies	Identification of opportunities
S-19	SLO-1	Overcoming Techniques	Credit facilities	Profit planning	Growth strategies	International communication
S-20	SLO-1	Relationship between rural and urban markets	Introduction to government aids	Budgeting	Project management	The futuristic ideas
S-21	SLO-1	Steps to promote rural Entrepreneurship	Accessing institutional support	Issues in small business marketing	Case study	Implementing innovative business model
S-22	SLO-1	Steps to promote rural Entrepreneurship (continuation)	Case study	Case study	Case study	Contemporary risk
S-23	SLO-1	Case study	Case study	Case study	Case study	Case study
S-24	SLO-1	Case study	Case study	Case study	Case study	Case study

Learning Resources	Desai, Vasant. (2009). Fundamentals of Entrepreneurship and Small Business Management, Himalaya Publishing House Stokes, David. & Wilson, Nicholas. (2010) Small Business Management and Entrepreneurship, Cengage Learning Publishers
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember 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. 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
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Course Code	UCM20D06J	Course Name	FINANCIAL SERVICES				Course Category	E	Discipline Specific Elective Course										L	T	P	C		
																4	0	4	6					
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department		Commerce		Data Book / Codes / Standards		Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To train various financial concepts				Level of Thinking (Bloom)	1	2	3	Fundamental Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To gain knowledge on merchant banking																							
CLR-3 :	To study on types of leasing																							
CLR-4 :	To analyze about factoring																							
CLR-5 :	To understand the importance of venture capital in India																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	To understand basic concepts of financial services					3	75	70	H	L	L	L	M	L	H	H	M	L	L	L	L	L	L	M
CLO-2 :	To understand about functioning of merchant banking					3	80	75	M	M	M	H	M	M	M	H	L	M	L	M	L	L	M	M
CLO-3 :	To understand the leasing activity in India					3	85	80	H	L	H	H	H	M	H	H	L	L	L	L	L	M	M	M
CLO-4 :	To familiarize with factoring service					3	75	70	M	H	M	M	M	M	M	H	L	L	M	L	L	L	H	M
CLO-5 :	To have awareness on venture capital					3	80	75	L	H	M	H	M	L	H	H	M	M	L	M	L	M	M	M
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			Factoring vs Bill Discounting			Factors determining venture capital											

				Financial Lease		investment (continuation)
S-9	SLO-1	Challenges in Financial Services	Issue Management	Advantages of Operating Lease	Mutual Funds – Concepts	Advantages of Venture Capital
S-10	SLO-1	Issues in Financial Services	Book Building	Advantages of Financial Lease	Benefits of Mutual Funds	Methods of Venture Capital Financing
S-11	SLO-1	Problems of Financial Services in India	Lead Managers	Hire Purchase – Introduction	Importance of Mutual Funds	Methods of Venture Capital Financing (continuation)
S-12	SLO-1	Challenges ahead in India	Functions of Merchant Bankers	Hire Purchase – Concepts	Mechanism of Mutual Funds	Angel Capital
S-13	SLO-1	Financial Services Sector in India	Categories of Securities Issues	Features of Hire Purchase	Genesis of Mutual Funds	Angel Capital – Impact on Indian Economy
S-14	SLO-1	Financial Services Environment – Introduction	Role of Issue Manager	Process of Hire Purchase	Organizational Structure of Mutual Funds	Credit Rating – Introduction
S-15	SLO-1	External Environment Factors	Right Issues	Instalment System – Introduction	Types of Mutual Funds	Importance of Credit Rating
S-16	SLO-1	Internal Environment Factors	Bonus Issues	Difference between Hire Purchase and Instalment	Types of Mutual Funds (continuation)	Factors affecting credit rating
S-17	SLO-1	Micro Environment Factors	Underwriting – Introduction	Difference between Hire Purchase and Instalment (continuation)	Types of Mutual Funds (continuation)	Functions of credit rating
S-18	SLO-1	Macro Environment Factors	Meaning of underwriting	Advantages of Leasing	AMFI Code of Ethics of Mutual Funds	Types of credit rating
S-19	SLO-1	Services offered by banking sector in India	Functions of underwriting	Difference between Hire Purchase and Lease	Asset Management Companies – Introduction	Types of credit rating (continuation)
S-20	SLO-1	Services offered by NBFC sector in India	Types of underwriting	Difference between Hire Purchase and Lease (continuation)	Role of asset management companies in Mutual Funds	CRISIL, CARE, ICRA
S-21	SLO-1	Factors affecting financial services	Types of underwriting (continuation)	Hire Purchase Systems in India	Functions of asset management companies	CIBIL Scores
S-22	SLO-1	Role of Financial Services in Indian Economic Development	Types of underwriting (continuation)	Leasing Companies in India	Functions of asset management companies (continuation)	Other credit rating systems in India
S-23	SLO-1	Various financial products offered by Indian Financial Companies	Difference between Merchant Banker and Underwriters	Problems in Leasing	Investors protection – Case Study	Benefit of credit rating system for investors
S-24	SLO-1	Various financial products offered by Indian Financial Companies (continuation)	Underwriting Agreement	Problems in Leasing (continuation)	Investors protection – Case Study	Credit Rating for countries

Learning Resources	<ol style="list-style-type: none"> 1. M.Y. Khan, Financial services, Tata McGraw – Hill Publishing Company Limited, New Delhi 2. Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House, New Delhi 3. B. Santhanam, Margham Publication.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember 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. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global	1. Dr. N. Vasudevan, Assistant Professor, Department of Commerce,	Mr. D. Venkatesan

Academy	RMK Vivekananda College vasuvivekananda@gmail.com	
2. Mr. Dayakar Murthy Regional Head - Business Development,ISDC	2 Dr.A.V.S.Raamkumar Assistant Professor,RMK Vivekananda College, Mylapore, Chennai	Mr. K. P. Ezhilmaran



Course Code	UPA20G01L	Course Name	INDUSTRIAL TRAINING	Course Category	G	Generic Elective Course	L	T	P	C
							0	0	0	3

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

Guidelines for Industrial Training:

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

Learning Assessment				
	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	UPA20G02L	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	UPA20G03L	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		
24	Foundation Course in Managerial Economics	Barnali Nag	IIT-KGP NPTEL
25	Fundamentals in Banking and Insurance	Dr. Girja Shankar	Savitribai Phule Pune University, Pune CEC
26	Fundamentals of Business and Accounting for Managers	Dr. Pradeep P. Prajapati	Department of Economics, Gujarat University, Ahmedabad CEC

27	Fundamentals of Financial Management	Dr. Rupali Sheth	Savitribai Phule Pune University, Pune CEC
28	Global Marketing Management	Prof. Zillur Rahman	IIT-R NPTEL
29	Infrastructure Planning and Managements	Ashwin Mahalingam	IIT-M NPTEL
30	Innovation and Start-up Policy	Rahul K. Mishra	IILM Institute for Higher Education IIM-B
31	Integrated Marketing Management	R Srinivasan	IISc-B NPTEL
32	Intellectual Property Rights: A Management Perspective	Damodaran A	IIM-B
33	Introduction to Banking and Financial Markets	P C Narayan	IIM-B
34	Introduction to GST	Anirban Ghosh	Netaji Subhas Open University IGNOU
35	Introduction to Managerial Economics	Subhashish Gupta	IIM-B
36	Introduction to Marketing Essentials	Ashis Mishra	IIM-B
37	Introduction to Marketing Management - 1	Dr. Nambram Amulkumar	Manipur University CEC
38	Introduction to Operations Research	G. Srinivasan	IIT-M NPTEL
39	Introduction to Retail Management	Ashis Mishra	IIM-B
40	Introduction to Stochastic Processes	Manjesh hanawal	IIT-B NPTEL
41	Introduction to System Dynamics Modeling	Jayendran Venkateswaran	IIT-B NPTEL
42	Management Accounting for Decision Making	M S Narasimhan	IIM-B
43	Management of Commercial Banking	Jitendra Mahakud	IIT-KGP NPTEL
44	Management of Inventory Systems	Pradip Kumar Ray	IIT-KGP NPTEL
45	Management of New Products and Services	Jayanta Chatterjee	IIT-K NPTEL
46	Managerial Skills for Interpersonal Dynamics	Santosh Rangnekar	IIT-R NPTEL
47	Managing Innovation	Rishiksha T Krishnan and Vinay Dabholkar	IIM-B
48	Managing Change in Organizations	KBL Srivastava	IIT-KGP NPTEL
49	Manufacturing Competitiveness	Shishir Bharadwaj	Quality Council of India IIM-B
50	Marketing Analytics	Swagato Chatterjee	IIT-KGP NPTEL
51	Marketing Research and Analysis-II	J. K. Nayak	IIT-R NPTEL
52	Marketing and Innovation	Smitha Girija	IILM Institute for Higher Education IIM-B
53	Modelling and Analytics for Supply Chain Management	Kunal Kanti Ghosh & Anupam Ghosh	IIT-KGP NPTEL
54	New Product Development	Ganesh N Prabhu	IIM-B
55	Operations Management	B Mahadevan	IIM-B
56	Operations Research	Bibhas C. Giri	Jadavpur University CEC
57	Organizational Design: Creating Competitive Advantage	Sourav Mukherji	IIM-B
58	Organizational Behaviour	Dr. Nilam Panchal	B.K. School of Business Management, Gujarat University CEC
59	Predictive Analytics	Dinesh Kumar	IIM-B
60	Principles of Human Resource Management	Aradhna Malik	IIT-KGP NPTEL
61	Production and Operation Management	Rajat Agrawal	IIT-R NPTEL
62	Quality Design and Control	Pradip Kumar Ray	IIT-KGP NPTEL
63	Quantitative Marketing Research	Prithwiraj Mukherjee	IIM-B
64	Retail Management	Dr. Yamini Karmarkar & Dr. Geeta Nema	Devi Ahilya Vishwavidyalaya, Indore CEC
65	Services Marketing: A Practical Approach	Biplab Datta	IIT-KGP NPTEL
66	Services Marketing: Integrating People Technology Strategy	Zillur Rahman	IIT-R NPTEL
67	Simulation of Business Systems: An Applied Approach	Deepu Philip	IIT-K NPTEL
68	Six Sigma	Jitesh J Thakkar	IIT-KGP NPTEL
69	Statistics for Business Economics	Dr. Manharlala N. Patel	Department of Statistics, University School of Sciences, Gujarat University, Ahmedabad, India CEC
70	Strategic Management	P D Jose, 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
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember		40%		40%		30%		40%		30%
	Understand										
Level 2	Apply		30%		30%		40%		30%		40%
	Analyze										
Level 3	Evaluate		30%		30%		30%		30%		30%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	expose students to the requirements of job market	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	develop resume building practice																							
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	3	80	70																				
CLO-2 :	acquire group discussion skills	3	85	75																				
CLO-3 :	face interviews confidently	3	85	80																				
CLO-4 :	Ask appropriate questions during an interview	3	85	80																				
CLO-5 :	understand various types of presentation and use presentation skills in projects	3	85	80																				
CLO-6 :	build confidence during any presentation	3	85	80																				

Duration (hour)	6	6	6	6	6
S-1	SLO-1	Introduction of resume and its importance	Meaning and methods of group discussion	Meaning and types of interview (face to face, telephonic, video)	Types - Informative, Instructional, Arousing, Persuasive, Decision-making
	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	PowerPoint presentation–practice session
	SLO-2	Resume building using templates	Group discussion – types – Case study based	Important questions generally asked in an interview	Improvisation and unprepared presentations, man-woman view, feedback – appreciation and critique	PowerPoint presentation– practice session
S-4	SLO-1	Resume building activity	Group discussion – practice session- Topic based	Mock interview – face to face	Power point presentation, skit, drama, dance, mime, short films and documentary – Dos and Don'ts	PowerPoint presentation–practice session
	SLO-2	Resume building activity - Feedback	Group discussion - Feedback	Mock interview- Feedback	Power point presentation, skit, drama, dance, mime, short films and documentary – Dos and Don'ts	PowerPoint presentation– practice session
S-5	SLO-1	Video resume – Tips and tricks	Group discussion – practice session- Topic based	Mock interview - face to face	PowerPoint presentation – content preparation	PowerPoint presentation–practice session
	SLO-2	Video resume – Do's and Don'ts	Group discussion - Feedback	Mock interview - Feedback	PowerPoint presentation–logical arrangement of content	PowerPoint presentation– practice session
S-6	SLO-1	Video resume – Templates	Group discussion – practice session- Case study based	Mock interview - face to face	PowerPoint presentation–using internet source, citations, bibliography	PowerPoint presentation–practice session
	SLO-2	Video resume – Templates	Group discussion - Feedback	Mock interview- Feedback	PowerPoint presentation–using internet source, citations, bibliography	PowerPoint presentation– practice session

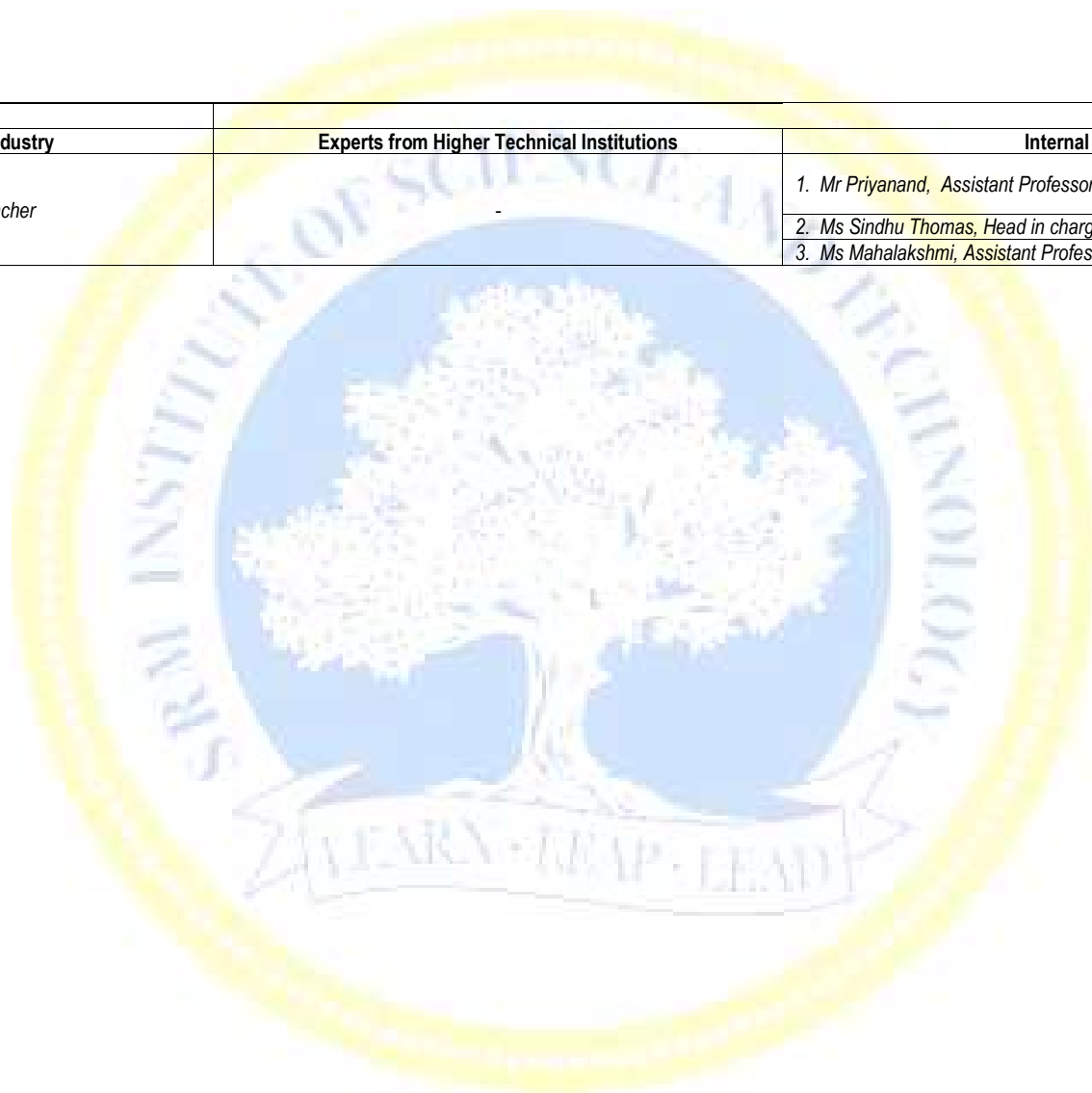
Learning Resources	<ol style="list-style-type: none"> 1. Scott Bennett, <i>The Elements of Resume Style: Essential Rules for Writing Resumes and Cover Letters That Work</i>, AMACOM, 2014 2. David John, <i>Tricks and Techniques of Group Discussions</i>, Arihant, 2012 3. Singh O.P., <i>Art of Effective Communication in Group Discussion and Interview</i>, S Chand & Company, 2014 	<ol style="list-style-type: none"> 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
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Learning Assessment						
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)				
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%) ##	
		Theory	Theory	Theory	Theory	
Level 1	Remember	10%	10%	30%	15%	
	Understand					
Level 2	Apply	50%	50%	40%	50%	
	Analyze					
Level 3	Evaluate	40%	40%	30%	35%	
	Create					
	Total	100 %	100 %	100 %	100 %	

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

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

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



THIRD YEAR -- FIFTH SEMESTER

Course Code	UPA20501J	Course Name	Strategic Management	Course Category	C	Professional Core Course	L	T	P	C
							4	0	4	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	COMMERCE	Data Book / Codes / Standards		Account Sheets	
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning	Program Learning Outcomes (PLO)
CLR-1 :	To understand the concept of strategy and its purpose, types and role of governance and ethics in strategy process			1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	To understand the impact of strategic networks and platforms on organization strategy, analyse the elements of ecosystem, value analysis				
CLR-3 :	To learn how to generate and develop options, portfolio analysis and to develop strategic performance management system				
CLR-4 :	To learn and understand the role of leader in managing change and assess the impact of organization as well as recommend change management strategies				
CLR-5 :	To learn and understand the role and responsibilities of the board and executive leadership in digital strategy and to analyse digital technologies and digital enterprise				
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 be able to understand the concepts of strategic management accountant, mission, vision and stakeholders, Ethics and code of Ethics			3 95 95	Basic Knowledge
CLO-2 :	To be able to understand about external environment, strategy networks and platforms, and internal analysis			3 95 95	Application of Concepts
CLO-3 :	To be able to know how to evaluate options and its strategies, types of measure and its performance.			3 95 95	Link with other Disciplines
CLO-4 :	To be able to understand context of change and its types and classification of managing change.			3 95 90	Procedural Knowledge
CLO-5 :	To be able to know about the roles and responsibilities of the board and to analyse digital technologies			3 95 95	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

Duration (hour)		24	24	24	24	24
S-1	SLO 1	Definition of strategy	PESTEL analysis and Porter's 5 Forces:	Environmental analysis: Internal environment- strength, weakness. External environment- opportunity, threat.	Mc kinsey 7s model:	Benefits of cloud and mobile computing: Store and share data On demand self service
S-2	SLO 1	Purpose of strategy	Access to distribution channels Cost advantages independent of size Expected retaliation LegislationSwitching costs	Types of value drivers: Tangible value drivers Intangible value drivers.	Resistance to change: Job factors Personal factors Social factors	Flexibility Collaboration
S-3	SLO 1	levels of strategy	Porter's diamond: Factor conditions-supply side Demand conditions-demand side Related and supporting industry- the value chain and system. Strategy, structure, and rivalry-the competition element	Possible ways of closing the gaps identified by the company: Closing an efficiency gap Closing an expansion gap Closing a diversification gap	Cultural web: Stories and myths Symbols Routines and rituals The paradigm Control systems Power structure Organisational structure	More competitive Easier scaling
S-4	SLO 1	Corporate strategy	Reasons for opting foreign markets	Real options while deciding on a strategic project: Option to follow on	Culture: 'the way we do things around here'	Reduced maintenance Backups
S-5	SLO 1	Business strategy	Risks involved in foreign markets:	Option to abandon	Types of change:	Disaster recovery Better security
S-6	SLO 1		Benefits of foreign markets: Economies of scale Management opportunity. Challenge to the traditional home culture.		Triggers for	Risks: Reliance on the service provider

		Functional strategy	Cheaper sources of raw materials. Market development Risk reduction Political sponsorship Political power	Option to delay	change: External triggers Internal triggers	Regulatory risks Unauthorized access of business and customer data
S-7	SLO 1	Types of strategy	Stages of industrial life cycle analysis: Introduction stage. Growth stage Maturity stage Decline	Types of forecasting models: Statistical models	Three stage model of change process:	Big data can be classified into 3 vs Volume Variety Velocity Veracity
S-8	SLO 1	Rational model	Strategies involved in life cycle analysis: Improved strategic planning Improved budgeting. Proactive approach	System modelling	Unfreezing	Benefits of big data: Driving innovation Gaining competitive advantage Improving productivity
S-9	SLO 1	The emergent approach-mintzberg	Competitor analysis: Identify competitors Analyse competitors Develop competitor response profiles	Intuitive forecasting methods	Change	Data visualization:
S-10	SLO 1	Logical incrementalism	Types of supply chain: Push and Pull	Steps involved in scenario planning: 1. Identify high impact high uncertainty factors in the environment.	Refreezing	Charts
S-11	SLO 1	Freewheeling opportunism	Upstream supply chain management uses technologies like:	2.for each factor identify different possible future	Force field analysis: Driving forces Restraining forces	Tables Graphs Maps Infographics Dashboards
S-12	SLO 1	Levels of planning	Downstream use technologies like: EDI Cloud computing Ecommerce Intelligence gathering Communication	3. cluster together different factors to identify various consistent future scenarios 4. writing the scenario for the most important scenarios build a detailed analysis to identify and assess future implications.	Beer and nohria: Theory E & theory	3d printing Benefits: Reduced waste Eliminate transport cost Less environmental impact Shorter lead times
S-13	SLO 1	Strategic	User communities Use of intranets and extranets	5.for each scenario identify and assess possible courses of action for the firm.	Kotter's 8 step process of change leadership:	Greater customization Increased profitability Social benefits
S-14	SLO 1	business	Methods used for customer acquisition: Search engine marketing Online PR Online partnerships Interactive adverts Opt -in -e-mail Vital marketing	6. monitor reality to see which scenario is unfolding. 7. revise scenarios and strategic options as appropriate.	Establish a sense of urgency Creating the guiding coalition	Problems: Cost Quality concerns Lack of skills Legal concerns Environmental impact Ethical concerns
S-	SLO		Six market models(payne):			Benefits of process automation: Productivity

15	1	Operational	Customer markets Referral markets Supplier markets Recruitment markets Influence markets Internal markets	Gap analysis: Target Forecast performance Types of gap.	Developing a change vision Communicating the vision	Accuracy Consistency Audit trail Flexibility Staff retention Availability Cost savings
S-16	SLO 1	Perspectives to strategic planning	Customer analysis and behavior- industrial markets Motivation The influence of the individual or group General organizational influences Reciprocal buying Purchasing procedures Size of purchases Derived demand:	Game theory : Anticipation of competitors reaction	Empowering broad based action Generating short term wins	Challenges of process automation: Lack of integration in it systems Lack of standardization Reluctance to reduce headcount Cost Lack of skills
S-17	SLO 1	A traditional approach- stakeholders	Customer analysis and behavior – consumer markets: Cognitive dissonance Personality and product choice Influence of other people	Porters generic strategies: Cost leadership strategy Differentiation strategy Focus strategy	Never letting up Incorporating changes into the culture	Digital disruption: Disruptive technology Surviving digital disruption
S-18	SLO 1	A market -led or positioning approach	M's model: Manpower Money Management Machinery Markets Materials Methods Management information Make up	Strategic options: Porter- generic strategies Ansoff- product/market matrix-decisions for growth. Boston consulting group- growth / share mix.	Leadership styles: Participation Education and communication	Role and responsibilities of the board and senior leadership: Inspirational leadership Competitive edge Establishing a strategic direction Influence external parties collaboration
S-19	SLO 1	A resource based or competence-led approach	Types of competences: Core competences Threshold competences	Ansoff: Market penetration Market development Product development Diversification	Power/coercion	Business judgement Execution Building talent
S-20	SLO 1	Sources of stakeholder power: Positional power, resource power, system power, expert power, personal power	Porters value chain:	BCG matrix: Cash cow Dog Star Problem child	Facilitation and support Manipulation and co potation Negotiation	Economics of digitalization Nine revenue models: Transaction
S-21	SLO 1	Carroll's social responsibility model: Legal responsibility -be profitable, legal	Primary activities	Problems with performance measurement: Controllability Congruene Sub optimisation	Benefits: A mixture of skills and abilities within the team Better control with opportunities for	Capacity leasing Licensing Subscription

		responsibility – obey the law, ethical responsibility -do what is right and fair, philanthropic responsibility- be a good citizen, reaction, defence, accommodation, proaction			individual performance to be reviewed	
S-22	SLO 1	Fundamental ethical principles: Integrity Objectivity Professional competence and due care Confidentiality Professional behavior	Support activities	Performance measurement mix models: Balanced scorecard Performance pyramid Fitzgerald and moon	Improved communication	Commission Advertising Trading Donations Subsidies
S-23	SLO 1	Corporate code of ethics: Purpose and value of business Employees Customer reactions Shareholders or other providers of money Suppliers Society or the wider community	Value system can add value by: Enhancing the supply – eg organic food for ready meals	Types of measurement: Financial and non financial measurement.	Drawbacks: Slower decision making	Drivers of digital revolution: Mobile and internet penetration Connected devices Data analytics and the cloud User interfaces Global accessibility Increasing urbanization
S-24	SLO 1	Key concepts of governance: Fairness	Controlling of the retail process -eg car dealerships, Linking it all together to give advantage	Divisional performance: Economic value added Shareholder value analysis Triple bottom line, Types of benchmarking: Internal Competitor Process or activity	Decisions may be compromises rather than decisions that are beneficial to the business and change process as a whole Teams may have a lack of individual responsibility.	Customer wants: Contextualized interactions Seamless experience across channels Anytime anywhere Great service Self service Transparency Peer review and advocacy and Digital traction

Learning Resources	<ol style="list-style-type: none"> 1. A Kaplan Publication 2. B 3. C 					
	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 %		-	

*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
Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	Dr. Thirumaran. R.M., Assistant Professor, Department of Commerce, Pachaiyappas College rmthiru68@yahoo.com	Dr.R.Sridharan
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	. Dr. N. Vasudevan, Assistant Professor, Department of Commerce, RMK Vivekananda College vasuvivekananda@gmail.com	Dr.T.S.Sasi Kumar

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

S-14	SLO-1	Cross Sectional Research	Merits and limitations	Types of Observation	SPSS	Structure of thesis
S-15	SLO-1	Scope and Importance of Research	Descriptive approach	Secondary Data – Introduction	Types of data in SPSS	Preliminary section
S-16	SLO-1	Criteria of good	Merits and limitations	Sources of Secondary Data	Preparing data for SPSS	Body of thesis
S-17	SLO-1	Research Design	Case study approach	Sampling – Meaning	Finding outliers	Introduction
S-18	SLO-1	Stages in research design	Nature of case study approach	Merits and Demerits of Sampling	Uploading data in SPSS	Review of literature
S-19	SLO-1	Developing the hypothesis	Usefulness of case study approach	Laws and Essentials of Sampling	Defining codes	Methodology
S-20	SLO-1	Preparation of Research design	Limitations of case study approach	Determining Sample Size	Finding out normalcy	Preparation of index
S-21	SLO-1	Determining the sample design	How to construct cases	Types – Random Sampling	Measure of Central Tendency	Constructing bibliography
S-22	SLO-1	Data & datum	How to analyze case study	Types – Non-Random Sampling	Measure of Dispersion	Appendix / Reference
S-23	SLO-1	Analysis of Data	How to conduct case study discussion	Errors – Meaning	Correlation	Evaluation
S-24	SLO-1	Hypothesis	Experimental approach	Sampling and Non-Sampling Errors	Regression	Guidelines

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

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

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

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

Pre-requisite Courses		Nil	Co-requisite Courses	Nil			Progressive Courses			Nil												
Course Offering Department		Commerce		Data Book / Codes / Standards			Nil															
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 : To equip the students with the understand the basic staffing methodology		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 : To enable the students with selection of deserved candidates		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:																				
CLO-1 : To understand basic concepts of HRM and human resource planning.		3	75	70	H	M	L	M	M	L	L	M	L	M	L	L	L	M	H			
CLO-2 : To analyze the recruitment, selection and training methods in an organization.		3	85	80	H	H	M	H	H	H	L	M	M	M	M	L	M	M	H			
CLO-3 : To understand various types of appraisal and salary payments.		3	80	75	H	H	M	H	H	H	L	M	H	H	M	M	M	H	H			
CLO-4 : To familiarize with the power of union and bargaining.		3	80	75	M	M	H	L	M	M	L	L	H	H	H	M	M	H	H			
CLO-5 : To have awareness on various HRM strategies applicable around the world.		3	75	70	M	M	H	M	M	H	L	L	M	L	H	L	H	M	H			

Duration (hour)	24	24	24	24	24
S-1 SLO-1	HRM – Introduction, Meaning and Objectives	Recruitment – Meaning and Factors Affecting recruitment	Performance Appraisal – Meaning, Importance & Purpose	Trade Union – Meaning and Why	International HRM – Meaning
S-2 SLO-1	Scope and 3P's (People, Process, Performance)	Sources of Recruitment – Internal	Approaches to performance appraisal	Types of trade union	HRM vs. IHRM
S-3 SLO-1	Importance of HRM	Sources of Recruitment – External	Process of performance appraisal	Registration of trade union	IHRM Approaches
S-4 SLO-1	Functions of HRM	Types of Recruitment	Methods of performance appraisal – Traditional	Recognition of trade union	IHRM Approaches (continuation)
S-5 SLO-1	Qualities of effective HR Manager	Recruitment Process	Methods of performance appraisal - Modern	Trade union legislation	Importance of IHRM
S-6 SLO-1	Human Resource Planning –	E-Recruitment	Problems in performance appraisal	Theories of trade union	Factors of IHRM

		Meaning, Objectives, Needs and Usefulness				
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	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. 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. Tamilarasi



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

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																		
Course Offering Department	Commerce		Data Book / Codes / Standards	Nil																			
Course Learning Rationale (CLR):	The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To introduce the concept and laws of Intellectual Property Right.			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To create awareness on trademark			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Basic Knowledge	Application of Concepts	Link with other Disciplines	Procedural Knowledge	application of marginal analysis	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Use of benefit/cost analysis.	Problem Solving Skills	Communication Skills	Analytical Skills	Limits of economic analysis	Business Behavior	Life Long Learning		
CLR-3 :	To familiarize the concepts of Copyright Laws																						
CLR-4 :	To understand the Patents Act																						
CLR-5 :	To get awareness about WIPO																						
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																						
CLO-1 :	Have an awareness about the foundations of Intellectual Property Rights			3	80	70	L	H	L	H	L	L	M	H	L	L	M	H	L	H	H		
CLO-2 :	Get an idea about the Trademarks Act			3	85	75	M	H	L	M	L	M	M	H	M	L	M	H	L	H	H		
CLO-3 :	Familiar with the copyright procedures			3	75	70	M	H	M	H	L	H	M	H	M	L	M	H	L	H	H		
CLO-4 :	Have an awareness about the concept of Patent Act			3	85	80	M	H	M	H	L	H	M	H	M	L	M	H	L	H	H		
CLO-5 :	Understand about WIPO and treaty			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	Intellectual Property – Introduction	Trademark Act, 1999 - Introduction	Copyright Act, 1957 - Introduction	Patent – Introduction
S-2	SLO-1	Concept of Intellectual Property	Historical Perspective	Meaning of Copyright	Concept of Patent
S-3	SLO-1	Intellectual Property in India	Object of Trade Marks Law	Authorship and Ownership	Patents Act, 1970
S-4	SLO-1	Geographical Indications of Goods (Registration and Protection) Act	Certification Trademark	Copyright Subsists	Salient Features of the Act
S-5	SLO-1	Salient Features	Collective Mark	Copyright Pertaining to Software	Product / Process Patents
S-6	SLO-1	Trade Secrets	Trade Description	Term of Copyright	Duration of Patents
S-7	SLO-1	Utility Models	Permitted Use	Copyright Office	Patentable Objects
S-8	SLO-1	World Intellectual Property Organisation (WIPO)	Registrar of Trademarks	Copyright Board	Elements of Patentability
S-9	SLO-1	WIPO and WTO	Registration of Trademarks	Functions of the Copyright Board	Non-Patentable Subject Matter
S-10	SLO-1	Paris Convention for Protection of Industrial Property	Registration Procedure	Assignment of Copyright	Application for Patent
S-11	SLO-1	Common Rules	Trademark Search	Mode of Assignment	Form of Application
S-12	SLO-1	Patent Cooperation Treaty (PCT)	Apply for Trademark	Licenses by Owners of Copyright	Complete Specification
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
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

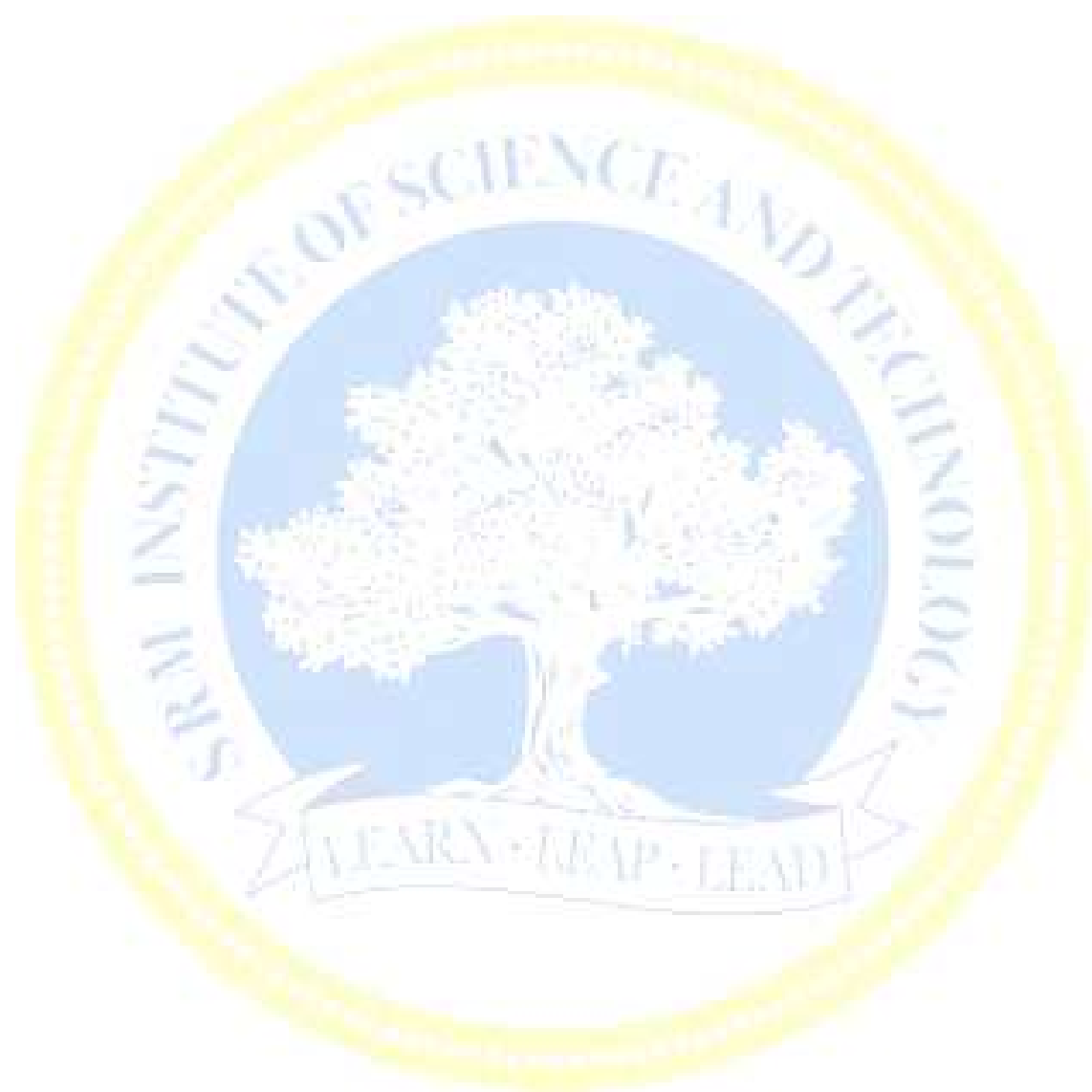
S-15	SLO-1	Features of TRIPS	Requisites for Registration	Copyright Societies	Procedure for Application	Trademark Law Treaty
S-16	SLO-1	Issues Covered of TRIPS	Duration and Renewal of Trade Mark Registration	Broadcast Reproduction Right	Procedure for Application (continuation)	Patent Law Treaty
S-17	SLO-1	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
S-19	SLO-1	TRIPS – Industrial Designs	Certification Trade Mark	Copyright Protection to Foreign Works	Opposition to the Patent	Vienna Agreement
S-20	SLO-1	TRIPS – Patents	Madrid Agreement	Registration of Copyright	Grant of Patents	Locarno Agreement
S-21	SLO-1	TRIPS – Rights Conferred	International Registration	Infringement of Copyright	Term of Patent	Protection of Performers
S-22	SLO-1	Term of protection	Madrid Agreement Concerning the International Registration	Statutory Exceptions	Patents of Addition	International Convention for the Protection of New Varieties of Plants
S-23	SLO-1	Conditions on Patent Applicants	Advantages of the Madrid System	Remedies against Infringement of Copyright	Restoration of Lapsed Patents	WIPO-WTO Cooperation
S-24	SLO-1	Process Patents	Effects of an International Registration	Remedies against Infringement of Copyright (continuation)	Revocation of Patents	Progressive Development of International Intellectual Property Law

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

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (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. Sathyasellan
Mr. Varun Jain, Managing Director & CEO, Miles Education	2. Dr.M.Ravichandran, Director, IDE, University of Madras, Chennai	Mrs. Y. Esther Reeta



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

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																			
Course Offering Department		Commerce	Data Book / Codes / Standards		Nil																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To familiarizes the students with the concept of e-Governance.		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning				
CLR-2 :	To provide a basic understanding of e-governance strategies																							
CLR-3 :	To know how an effective strategic plan can be developed through a process.																							
CLR-4 :	To conceptualization of ideas and development of service delivery models for improving the quality of service to citizen																							
CLR-5 :	To know about e-government services																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Identify the concept and need of e-Governance Projects		3	75	70	H	L	L	L	M	L	M	L	M	L	L	M	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	M	M	M	M				
CLO-4 :	Compare the different e-governance projects and analyze the maturity among models		3	75	70	M	H	M	M	M	M	L	M	L	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 Models	E-Governance Security in a Networked World	Case Studies of e-Governance in developed countries	Overview to Gyandoot e-Governance Project
S-13	SLO-1	e-Governance Society	Feedback and review of business model	E-Governance Privacy in a Networked World	Case Studies of e-Governance in developed countries	Introduction to JUDIS
S-14	SLO-1	e-Governance State and Governance	e-Governance Project - Change Management	Internet of Things - Smart Devices, Processes and Services	Case Studies of e-Governance in developed countries	Overview to JUDIS
S-15	SLO-1	Development Policy	e-Governance Project - Capacity Building	Internet of Things - Processes	Case Studies of e-Governance in developing countries	Introduction to Indian Passport portal
S-16	SLO-1	Globalization	Introduction to Data System	Internet of Things - Services	Case Studies of e-Governance in developing countries	Overview to Indian Passport portal
S-17	SLO-1	Business Information Systems	Data System Infrastructure preparedness	Legal Aspects of Software	Case Studies of e-Governance in developing countries	Introduction to Rural Bazar
S-18	SLO-1	Government Process Re-engineering	Infrastructural preparedness – Legal	Legal Aspects of Database Protection	Case Studies of e-Governance in developing countries	Overview to Rural Bazar
S-19	SLO-1	Good governance through E-governance	Infrastructural preparedness – Human	Introduction to Cloud	Case Studies of e-Governance in developing countries	Introduction to Tax System 2017 –Pre-Value Added Tax and Post GST
S-20	SLO-1	Introduction to e-Democracy	Infrastructural preparedness – Institutional	Cloud management system	Case Studies of e-Governance in developing countries	Introduction to GST
S-21	SLO-1	e-Democracy in India	Infrastructural preparedness – Technological	Discussion Cloud management system and users	Case Studies of e-Governance in developing countries	Discussion Using e-Governance in taxing
S-22	SLO-1	Advantages of e-Democracy	Discussion on Infrastructural preparedness	Development in Cloud	Case Studies of e-Governance in under developing countries	Overview to GST
S-23	SLO-1	Disadvantages of e-Democracy	e-governance Leadership	Technical Change Paradigms	Case Studies of e-Governance in under developing countries	GST implications in economy
S-24	SLO-1	Opportunities and Challenges in Implementing e-Democracy in India	e-governance Strategic Planning	Techno-economic Paradigms	Case Studies of e-Governance in under developing countries	GST implications in economy

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

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

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

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

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning		
CLR-1 :	help students to develop essential skills to influence and motivate others				1	2	3
CLR-2 :	Inculcate emotional and social intelligence and integrative thinking for effective leadership				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
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
CLO-2 :	learn and demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership, etc				3	80	75
CLO-3 :	understand the basics of entrepreneurship and develop business plan				3	75	70
CLO-4 :	apply the design thinking approach for leadership				3	75	70
CLO-5 :	appreciate the importance of ethics and moral values for making of a balanced personality				3	75	70
CLO-6 :	be an integral human being				3	75	70

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

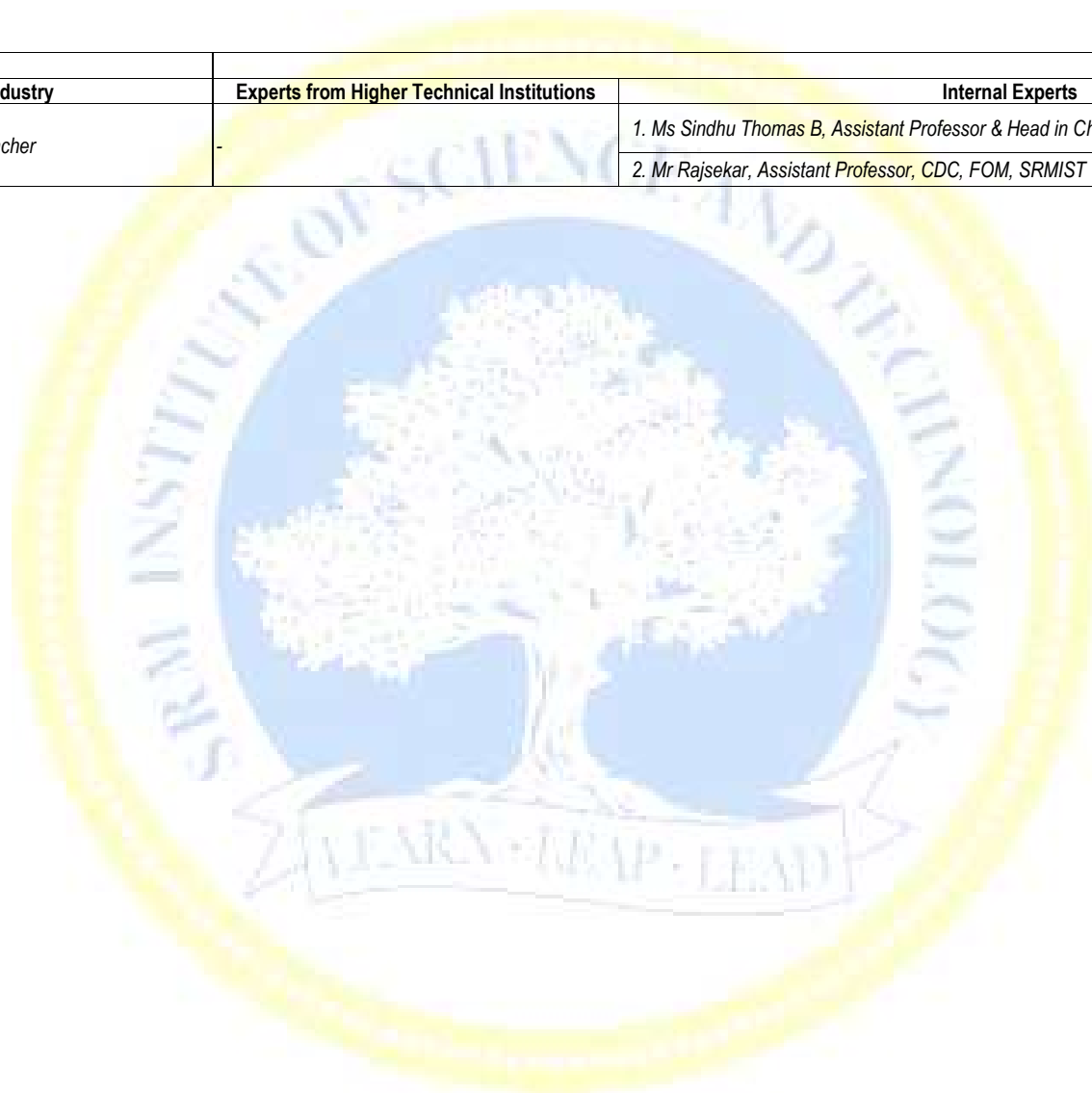
Learning Resources	1. Craig E Johnson, <i>Meeting the ethical challenges of leadership</i> , Sage publications, 2018	4. Alexander Osterwalder, <i>Business Model Generation</i> , Wiley, 2013
	2. Allan R Cohen, David L Bradford, <i>Influence without authority</i> , Wiley, 2018	5. Deborah Tannen, <i>Talking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

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

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

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

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



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

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

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

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

Create									
Total	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %

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

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

THIRD YEAR -- SIXTH SEMESTER

Course Code	UPA20601J	Course Name	Financial Strategy	Course Category	C	<i>Professional Core Course</i>	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		Account Sheets																
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To understand the different types of organisation and their objectives and analyse the following decision areas	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To be able to understand the methods of flotation and analyse its rights issue and evaluate its financial structure	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 be evaluate how financial risks are quantified and discuss about currency risk instruments																				
CLR-4 :	To be able to understand the interest rate risk instruments and context of valuation																				
CLR-5 :	To be able to understand the strength and weakness of valuation method and analyse its pricing and bid issue																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1 :	To be able to understand the objectives of entity and to analyse the financial and non financial reporting and decisions	3	95	95	H	M	H	H	H	H	H	H	L	H	L	M	L	H	H		
CLO-2 :	To able to know about the types of equity finance and types of debit and capital structure gearing	3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H		
CLO-3 :	To be able to know about dividend policy, types of financial risk and how to evaluate it.	3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H		
CLO-4 :	To be able to know about interest rate risk management and implications of mergers and acquisitions	3	95	90	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H		
CLO-5 :	To be able to evaluate valuation methods and to analyse pricing and bid issue	3	95	95	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H		

Duration (hour)	24	24	24	24	24
S-1	SLO 1	<i>Mission and objectives of entity</i>	<i>Introduction to financing</i>	<i>Meaning of dividend policy</i>	<i>Interest rate</i>
					<i>Introduction to business valuation</i>

S-2	SLO 1	Types of entity	Criteria for selecting sources of finance	Dividend irrelevancy: Modigliani and Miller's theory	Interest rate risk and its management	Types of valuation methods
S-3	SLO 1	Overview of VFM	Equity finance	Practical issues	Internal hedging	p/E valuation method
S-4	SLO 1	Practical problems	Capital markets	Signaling	External hedging	Discounted cash flow method
S-5	SLO 1	Meaning of financial reporting	Methods of issuing new shares	Clientele effect	Forward rate agreement	Future cash flows discounted at WACC
S-6	SLO 1	Global reporting initiative	Listed vs private companies	Stock dividends and share repurchase	Interest rate guarantees	Net assets method
S-7	SLO 1	G4 guidelines	Operations of stock exchange	Dividend policy in practice:	Interest rate futures	Book value
S-8	SLO 1	International integrated reporting council	Private equity	Stable dividend policy	Exchange traded interest rate options	Replacement cost
S-9	SLO 1	Integrated reporting	Right issue	Constant payout ratio	Swaps	Net realizable value
S-10	SLO 1	United Nations sustainability goals	IPOs and placings	Zero dividend policy	Case study	Dividend valuation model
S-11	SLO 1	Key decisions in financial strategy	Practical problems	Residual dividend policy	Meaning of merger	Valuation of tangible assets
S-12	SLO 1	Importance of financial strategy	Meaning of debt finance	Practical problems	Types of merger	Value of intangible asset
S-13	SLO 1	Impact of investment, financing and dividend decisions on financial ratios	Types of debt finance	Meaning of financial risk	Specific reasons for growth by acquisition or merger	Calculated intangible value method
S-14	SLO 1	Impact of taxation on financial strategy	Risk	Types of financial risk	Synergy	Methods of financing a cash offer
S-15	SLO 1	Objectives and economic forces	Lease or buy	Political risk	Stakeholder considerations	Form of consideration for a takeover
S-16	SLO 1	Lenders assessment of credit worthiness	Other sources of finance	Interest rate risk	Regulation of takeover	Impact on ratios or performance measures
S-17	SLO 1	Sources of finance	Practical problems	Currency risk	Tax implications of mergers and acquisitions	Earn out
S-18	SLO 1	Analysis of capital structure	Introduction to capital structure	Transaction risk, translation risk, economic risk	Divestment	Considerations of different stakeholders
S-19	SLO 1	Interpretation of gearing ratios	Impact of capital structure on the WACC	Case study	Management buyout	Post merger or post acquisition integration process
S-20	SLO 1	Independent credit rating agencies	Modigliani and Miller	Exchange rate	Role of venture capitalists	Duker's golden rules
S-21	SLO 1	Setting credit ratings	1963- with tax theory	Exchange rate theory	Impact of mergers and acquisitions on stakeholders	Treatment of target entity debt
S-22	SLO 1	Updating of credit ratings	1958- no tax theory	Transaction risk management	Role and scope of competition authorities	Share exchange

S- 23	SLO 1	Link between credit ratings and interest rates	Traditional view-optimal gearing position/ u shaped WACC	Internal methods and external methods	General principles	Defence against hostile take over bids
S-24	SLO 1	Practical problems	Practical problems	Case study	Case study	Case study.

Learning Resources	<ol style="list-style-type: none"> 1. A Kaplan Publication 2. B 3. C
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		*CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishnamoorthy V, Director, HrudyaaAdConSer Pvt Ltd	1. Dr. Thirumaran. R.M., Assistant Professor, Department of Commerce, Pachaiyappas College rmthiru68@yahoo.com	Dr.R.Sridharan
Mr. Ravishankar K, Founder & Faculty - CIMA, ACCA & CMA, SSB Global Academy	2. Dr.V.Muthukumar,Assistant Professor, Madras Christian College, Chennai	Dr.M.Hemanthan

Course Code	UPA20602L	Course Name	EVENT MARKETING	Course Category	C	<i>Professional Core Course</i>	L	T	P	C
							0	0	4	2

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

Guidelines for Event Marketing –

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

Learning Assessment	Bloom's	Continuous Learning Assessment (50% weightage)	Final Examination (50% weightage)
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	Level of Thinking	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 %		-	

UPA20D01L	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

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 %



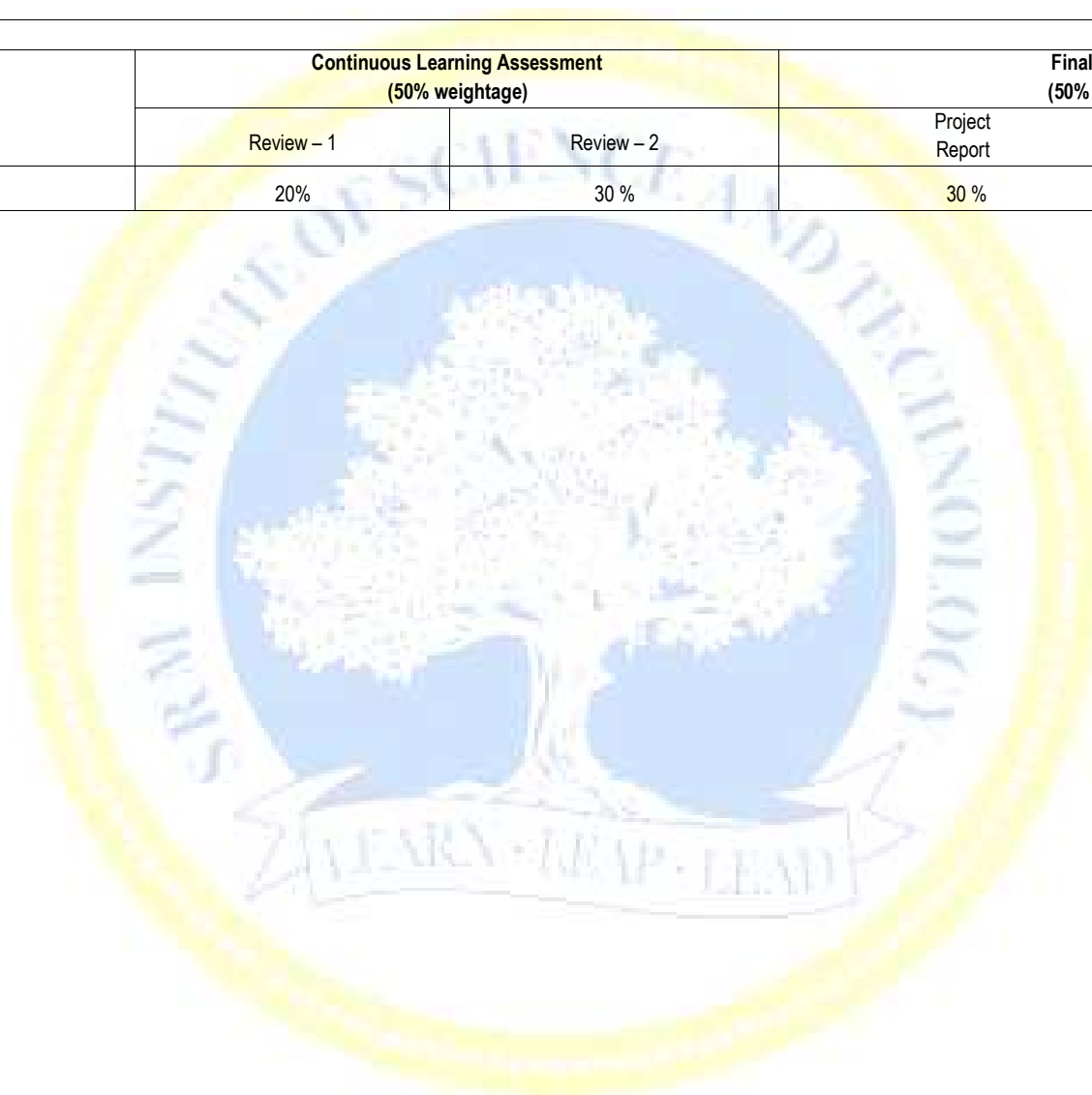
UPA20D02L	DISSERTATION	L	T	P	C
		0	0	0	8

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

Guidelines for Summer Internship:

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 %



UPA20D03L	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

Course Code	UCM20402J	Course Name	TAX PROCEDURE AND PRACTICE	Course Category	C	Professional Core Course	L	T	P	C
							4	0	4	6
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil					
Course Offering Department	Commerce		Data Book / Codes / Standards	Nil						

Practical Contents

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

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

Practical Contents

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