

**ACADEMIC CURRICULA**  
**UNDERGRADUATE DEGREE PROGRAMME**

**Bachelor of Commerce in  
Accounting and Finance  
Three Years /**

**Bachelor of Commerce (Honours) in  
Accounting and Finance  
Four Years**

**Learning Outcomes Based Curriculum Framework  
(LOCF)**

**Choice Based Flexible Credit System**

**Academic Year  
2023-2024**



**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**

**DEPARTMENT OF CORPORATE SECRETARYSHIP AND ACCOUNTING AND FINANCE**

<b>1. Department Vision Statement</b>	
Stmnt – 1	To be recognized nationally and internationally as an exemplary department of Accounting Finance
Stmnt – 2	To provide complete knowledge in accounting and finance to train the young generation of accounting professionals
Stmnt – 3	To emerge as a hub of world class research to disseminate our knowledge through interaction with industry, academia and society at large

<b>2. Department Mission Statement</b>	
Stmnt – 1	To provide world class teaching and state of art research environment to highly talented young minds
Stmnt – 2	To perform frontier research in the field of accounts and finance and to serve the society through enhanced contemporary change in the field of accounting and finance
Stmnt – 3	To provide an outstanding educational and research experience for the students, researchers, and professionals
Stmnt – 4	To enable the students to have a wide range of career choices through outstanding learning experience
Stmnt – 5	To infuse best scientific methods in teaching theoretical and experimental concepts of Accounts and finance

<b>3. Program Education Objectives (PEO)</b>	
PEO - 1	<i>Acquiring knowledge and skill:</i> Understanding the basics of various fields of Accounting and Finance ranging from fundamental core subjects to application-based subjects
PEO - 2	<i>Higher studies / research / analysis:</i> To employ critical thinking, analytical problem-solving skills in the basic areas of accounting and finance
PEO - 3	<i>Job orientations / proficiencies / skills:</i> Capable of working effectively in diverse teams in both class-room and internship training to identify appropriate resources required for management and completion of project with ethical scientific conduct
PEO - 4	<i>Entrepreneurship / Self-empowerment:</i> To emphasize the relevance of Accounts and Finance as the important discipline for sustaining the existing industries and establishing new ones to self-empowering the students to create job opportunities and entrepreneurships
PEO - 5	To develop a national and international perspective in Accounting and Finance to enable them for improving knowledge and skill for their career development in the chosen field of Accounts and finance domain.

<b>4. Program Specific Outcomes (PSO)</b>	
PSO - 1	Graduates will acquire a comprehensive knowledge and sound understanding of fundamentals of Accounting and Finance
PSO - 2	Graduates will develop practical, analytical and managerial skills in Accounting and Finance
PSO - 3	Graduates will be prepared to acquire a range of general skills, to solve problems, to evaluate information, to use computers productively, to communicate with society effectively and learn independently

<b>5. Consistency of PEO's with Mission of the Department</b>					
	Mission Stmt. - 1	Mission Stmt. - 2	Mission Stmt. - 3	Mission Stmt. - 4	Mission Stmt. - 5
PEO – 1	H	M	H	H	H
PEO – 2	H	H	H	M	M
PEO – 3	H	H	H	H	L
PEO – 4	H	H	H	H	M
PEO – 5	H	H	M	M	H

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

<b>6. Consistency of PEO's with Program Learning Outcomes (PLO)</b>															
	Program Learning Outcomes (PLO)														
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.
	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
PEO – 1	H	H	M	M	H	H	H	H	H	H	M	H	H	M	H
PEO – 2	H	H	H	H	M	H	M	M	H	H	H	H	H	L	H
PEO – 3	M	M	M	M	H	H	H	H	H	H	H	H	H	H	H
PEO – 4	H	H	H	H	H	H	H	H	H	H	M	H	H	H	M
PEO – 5	H	H	H	L	H	H	H	H	H	H	H	H	H	H	H

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

## 1. PROGRAMME STRUCTURE

1. Discipline Specific Core Courses (C)						
(20 Courses)						
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23101J	Financial Accounting – I	3	0	3	2	4
UAF23102J	Principles of Management	3	0	3	2	4
UEY23104J	Managerial Economics	3	0	3	2	4
UAF23201J	Financial Accounting -II	3	0	3	2	4
UAF23202J	Business Law	3	0	3	2	4
UEY23204J	Indian Economy	3	0	2	2	4
UAF23301J	Corporate Accounting – I	3	0	3	2	4
UAF23302J	Financial Services	3	0	3	2	4
UAF23303J	Human Resource Management	3	0	3	2	4
UAF23401J	Corporate Accounting – II	3	0	3	2	4
UAF23402J	Management Accounting	3	0	3	2	4
UAF23403J	E- Commerce	3	0	3	2	4
UAF23501J	Income Tax Law Theory and Practice - I	3	0	3	2	4
UAF23502J	Cost Accounting	3	0	3	2	4
UAF23503J	Marketing Management	3	0	3	2	4
UAF23601J	Income Tax Law Theory and Practice - II	3	0	3	2	4
UAF23602J	Financial Management	3	0	3	2	4
UAF23603T	Research Methodology	4	0	0	2	4
UAF23701J	Business Environment	3	0	3	2	4
UAF23801J	Practical Auditing	3	0	2	2	4
	<b>Total Learning Credits</b>					<b>80</b>

4. Skill Enhancement Courses(S)						
(5 Courses)						
Course Code	Course Titel	Hours/ Week				C
		L	T	P	O	
UCD23S01L	Quantitative Aptitude and Logical Reasoning	0	0	2	2	1
UCD23S02T	Verbal Ability and Skill Development	2	0	0	2	2
UAF23S01L	Office Automation	0	0	2	2	1
UAF23S02J	Accounting Package for Business	1	0	2	2	2
UAF23S03J	Fundamentals of Stock Market	1	0	1	2	1
	<b>Total Learning Credits</b>					<b>7</b>

2. Discipline Specific Elective Courses (D)						
(5 Courses)						
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23D01J	Entrepreneurial Development	3	0	2	2	4
UAF23D02J	Digital Banking					
UAF23D03J	Customer Relationship Management	3	0	2	2	4
UAF23D04J	Total Quality Management					
UAF23D05J	Intellectual Property Rights	3	0	3	2	4
UAF23D06J	Organizational Behaviour					
UAF23D07T	Brand Management	4	0	0	2	4
UAF23D08T	Corporate Governance					
UAF23D09J	Investment Analysis and Portfolio Management	3	0	2	2	4
UAF23D10J	Logistics and Supply Chain Management					
	<b>Total Learning Credits</b>					<b>20</b>

3. Generic Elective Courses (G)						
(9 Courses)						
Course code	Course Title	Hours/ Week				Credits
		L	T	P	O	
ULT23G01J	Tamil-I	2	0	2	2	3
ULH23G01J	Hindi-I					
ULF23G01J	French-I					
ULT23G02J	Tamil-II	2	0	2	2	3
ULH23G02J	Hindi-II					
ULF23G02J	French-II					
UMS23G05J	Statistics for Business	3	0	2	2	4
UMS23G06T	Quantitative Technique for Business Decision	4	0	0	2	4
UAF23G01J	Company Law	3	0	2	2	4
UAF23G02J	Elements of Insurance	3	0	2	2	4
UAF23G03J	Project Management	3	0	2	2	4
UAF23G04J	Business Data Analytics	3	0	2	2	4
UAF23G05T	International Business	4	0	0	2	4
	<b>Total Learning Credits</b>					<b>34</b>

5. Ability Enhancement Courses (AE)						
(4 Courses)						
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
ULE23AE1T	English	4	0	0	2	4
UES23AE1T	Environmental Studies	3	0	0	2	3
ULT23AE1J	Applied Tamil – I	1	0	2	2	2
ULH23AE1J	Applied Hindi – I					
ULF23AE1J	French for Specific Purpose-I					
ULT23AE2J	Applied Tamil – II					
ULH23AE2J	Applied Hindi – II	1	0	2	2	2
ULF23AE2J	French for Specific Purpose-II					
Total Learning Credits						11

8.Mandatory Courses(M)						
(2 Courses)						
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UNS23M01L	NSS	-	-	-	-	-
UNC23M01L	NCC					
UNO23M01L	NSO					
UYG23M01L	YOGA					
UMI23M01L	My India Project					
Total Learning Credits		-	-	-	-	-

6. Value Addition Course (V)						
(4 Courses)						
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UCD23V01T	Universal Human Values	2	0	0	2	2
UEN23V01L	Communication Skill	0	0	4	2	2
UCD23V04T	Industry Oriented Employability Skills for Commerce	2	0	0	2	2
UCD23V06T	Career Readiness and Leadership Management	2	0	0	2	2
Total Learning Credits						8

7. Internship/Apprenticeship / Project/ Community Outreach (IAPC)						
(6 Courses)						
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23P01L	Internship – I	-	-	-	-	1
UAF23P02L	Internship – II	-	-	-	-	1
UAF23P03L	Mini Project	-	-	4	2	2
UAF23P04L	Internship – III	-	-	-	-	2
UAF23P05L	Project Phase-I	-	-	8	2	4
UAF23P06L	Project Phase-II	-	-	12	2	6
Total Learning Credits						16

## 2. IMPLEMENTATION PLAN

### Semester – I

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
ULT23G01J	Tamil-I	2	0	2	2	3
ULH23G01J	Hindi-I					
ULF23G01J	French-I					
ULE23AE1T	English	4	0	0	2	4
UAF23101J	Financial Accounting – I	3	0	3	2	4
UAF23102J	Principles of Management	3	0	3	2	4
UEY23104J	Managerial Economics	3	0	3	2	4
UCD23S01L	Quantitative Aptitude and Logical Reasoning	0	0	2	2	1
UCD23V01T	Universal Human Values	2	0	0	2	2
Total Learning Credits		17	0	13	14	22
Total number of hours/Week		30				

### Semester – II

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
ULT23G02J	Tamil-II	2	0	2	2	3
ULH23G02J	Hindi-II					
ULF23G02J	French-II					
UES23AE1T	Environmental Studies	3	0	0	2	3
UAF23201J	Financial Accounting -II	3	0	3	2	4
UAF23202J	Business Law	3	0	3	2	4
UEY23204J	Indian Economy	3	0	2	2	4
UCD23S02T	Verbal Ability and Skill Development	2	0	0	2	2
UEN23V01L	Communication Skills	0	0	4	2	2
UNS23M01L	NSS	0	0	0	0	0
UNC23M01L	NCC					
UNO23M01L	NSO					
UYG23M01L	YOGA					
Total Learning Credits		16	0	14	14	22
Total number of hours/Week		30				

### Semester – III

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23301J	Corporate Accounting – I	3	0	3	2	4
UAF23302J	Financial Services	3	0	3	2	4
UAF23303J	Human Resource Management	3	0	3	2	4
ULT23AE1J	Applied Tamil – I	1	0	2	2	2
ULH23AE1J	Applied Hindi – I					
ULF23AE1J	French for Specific Purpose-I					
UMS23G05J	Statistics for Business	3	0	2	2	4
UAF23S01L	Office Automation	0	0	2	2	1
UAF23P01L	Internship – I	0	0	0	0	1
UCD23V04T	Industry Oriented Employability Skills for Commerce	2	0	0	2	2
Total Learning Credits		15	0	15	14	22
Total number of hours/Week		30				

### Semester – IV

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23401J	Corporate Accounting – II	3	0	3	2	4
UAF23402J	Management Accounting	3	0	3	2	4
UAF23403J	E- Commerce	3	0	3	2	4
ULT23AE2J	Applied Tamil – II	1	0	2	2	2
ULH23AE2J	Applied Hindi – II					
ULF23AE2J	French for Specific Purpose-II					
UMS23G06T	Quantitative Technique for Business Decision	4	0	0	2	4
UAF23S02J	Accounting Package for Business	1	0	2	2	2
UCD23V06T	Career Readiness and Leadership Management	2	0	0	2	2
UMI23M01L	My India Project	0	0	0	0	0
Total Learning Credits		17	0	13	14	22
Total number of hours/Week		30				

**Semester – V**

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23501J	Income Tax Law Theory and Practice – I	3	0	3	2	4
UAF23502J	Cost Accounting	3	0	3	2	4
UAF23503J	Marketing Management	3	0	3	2	4
UAF23D01J	Entrepreneurial Development	3	0	2	2	4
UAF23D02J	Digital Banking					
UAF23G01J	Company Law	3	0	2	2	4
UAF23S03J	Fundamentals of Stock Market	1	0	1	2	1
UAF23P02L	Internship – II	0	0	0	0	1
Total Learning Credits		16	0	14	12	22
Total number of hours/Week		30				

**Semester – VI**

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23601J	Income Tax Law Theory and Practice – II	3	0	3	2	4
UAF23602J	Financial Management	3	0	3	2	4
UAF23603T	Research Methodology	4	0	0	2	4
UAF23D03J	Customer Relationship Management	3	0	2	2	4
UAF23D04J	Total Quality Management					
UAF23G02J	Elements of Insurance	3	0	2	2	4
UAF23P03L	Mini Project	0	0	4	2	2
Total Learning Credits		16	0	14	12	22
Total number of hours/Week		30				

**TOTAL LEARNING CREDITS FOR THE COURSE: 132**

### Semester – VII

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23701J	Business Environment	3	0	3	2	4
UAF23D05J	Intellectual Property Rights	3	0	3	2	4
UAF23D06J	Organizational Behaviour					
UAF23G03J	Project Management	3	0	2	2	4
UAF23G04J	Business Data Analytics	3	0	2	2	4
UAF23P04L	Internship – III	0	0	0	0	2
UAF23P05L	Project Phase-I	0	0	8	2	4
Total Learning Credits		12	0	18	10	22
Total number of hours/Week		30				

### Semester – VIII

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UAF23801J	Practical Auditing	3	0	2	2	4
UAF23D07T	Brand Management	4	0	0	2	4
UAF23D08T	Corporate Governance					
UAF23D09J	Investment Analysis and Portfolio Management	3	0	2	2	4
UAF23D10J	Logistics and Supply chain Management					
UAF23G05T	International Business	4	0	0	2	4
UAF23P06L	Project Phase-II	0	0	12	2	6
Total Learning Credits		14	0	16	10	22
Total number of hours/Week		30				

**TOTAL LEARNING CREDITS FOR THE COURSE: 176**

### Courses for earning Additional Credits:

Courses for Earning Additional Credits:						
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
Semester – II						
UCD23P01L	Internship Report– I	0	0	8	2	4
UCD23P02L	Project Work – I					
UCD23P03L	Apprenticeship – I					
Semester – IV						
UCD23P04L	Internship Report– II	0	0	8	2	4
UCD23P05L	Project Work – II					
UCD23P06L	Apprenticeship – II					
	Total Learning Credits	0	0	8	2	4

**Note:** Those students who decide to exit at the end of the First year shall register for any one of the courses mentioned under Semester – II; and decide to exit at the end of the Second year shall register for any one of the courses mentioned under Semester – IV in the above list.

### 3. PROGRAM ARTICULATION MATRIX

Course Code	Course Name	Programme Learning Outcomes													
		Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills
UAF23101J	Financial Accounting - I	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23102J	Principles of Management	H	H	M	L	M	H	H	M	H	M	H	M	M	L
UEY23104J	Managerial Economics	H	L	M	L	M	M	M	L	L	M	M	M	M	L
UAF23201J	Financial Accounting -II	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23202J	Business Law	H	M	M	L	L	L	M	M	L	H	M	L	M	L
UEY23204J	Indian Economy	H	L	M	L	M	M	M	L	L	M	M	M	M	L
UAF23301J	Corporate Accounting - I	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23302J	Financial Services	H	L	M	L	L	M	M	L	M	H	H	M	H	M
UAF23303J	Human Resource Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23401J	Corporate Accounting - II	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23402J	Management Accounting	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23403J	E- Commerce	H	L	M	L	L	M	L	M	L	M	H	M	H	M
UAF23501J	Income Tax Law Theory and Practice - I	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23502J	Cost Accounting	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23503J	Marketing Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23601J	Income Tax Law Theory and Practice - II	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23602J	Financial Management	H	L	M	H	L	L	M	M	L	H	H	M	H	L
UAF23603T	Research Methodology	H	M	M	M	H	H	M	M	H	H	H	M	M	M
UAF23701J	Business Environment	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23801J	Practical Auditing	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23D01J	Entrepreneurial Development	H	M	M	L	L	M	M	H	H	H	M	H	H	M
UAF23D02J	Digital Banking	H	L	M	L	L	M	L	M	L	M	H	M	H	M
UAF23D03J	Customer Relationship Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23D04J	Total Quality Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23D05J	Intellectual Property Rights	H	M	M	L	L	L	M	M	L	H	M	L	M	L
UAF23D06J	Organizational Behaviour	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23D07T	Brand Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23D08T	Corporate Governance	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UAF23D09J	Investment Analysis and Portfolio Management	H	L	M	L	L	M	M	L	M	H	H	M	H	M
UAF23D10J	Logistics and Supply Chain Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M
UCD23S01L	Quantitative Aptitude and Logical Reasoning	M	L	H	H	H	H	M	L	L	M	H	M	M	L
UCD23S02T	Verbal Ability and Skill Development	M	H	M	L	M	M	M	M	M	M	H	H	M	H
UAF23S01L	Office Automation	M	M	L	M	L	M	L	L	L	M	M	M	M	L
UAF23S02J	Accounting Package for Business	M	M	L	M	L	M	L	L	L	M	M	M	M	L
UAF23S03J	Fundamentals of Stock Market	H	L	M	L	L	M	M	L	M	H	H	M	H	M
ULT23G01J	Tamil-I	H	M	H	H	H	H	M	H	H	M	H	H	M	H
ULH23G01J	Hindi-I	H	H	H	H	H	H	M	H	H	H	H	H	M	H

ULF23G01J	French-I	H	H	H	M	H	H	M	H	H	H	H	H	M	H	H
ULT23G02J	Tamil-II	H	M	H	H	H	H	M	H	H	M	H	H	M	H	H
ULH23G02J	Hindi-II	H	H	H	H	H	H	M	H	H	H	H	H	M	H	H
ULF23G02J	French-II	H	H	M	H	H	H	H	M	H	H	H	M	H	H	H
UMS23G05J	Statistics for Business	M	L	H	H	H	H	M	L	L	M	H	M	M	M	L
UMS23G06T	Quantitative Technique for Business Decision	M	L	H	H	H	H	M	L	L	M	H	M	M	M	L
UAF23G01J	Company Law	H	M	M	L	L	L	M	M	L	H	M	L	M	M	L
UAF23G02J	Elements of Insurance	M	L	M	L	L	L	M	L	M	H	M	M	H	M	L
UAF23G03J	Project Management	H	L	M	L	M	H	M	M	H	H	H	H	M	L	L
UAF23G04J	Business Data Analytics	H	L	M	L	L	M	M	L	M	H	H	M	H	M	M
UAF23G05T	International Business	H	L	M	L	M	H	M	M	H	H	H	H	M	L	L
UAF23P01L	Internship – I	M	M	H	L	M	H	M	H	H	H	H	H	M	L	L
UAF23P02L	Internship – II	M	M	H	L	M	H	M	H	H	H	H	H	M	L	L
UAF23P03L	Mini Project	M	H	H	M	M	H	M	H	H	M	H	H	M	M	H
UAF23P04L	Internship – III	M	M	H	L	M	H	M	H	H	H	H	H	M	L	L
UAF23P05L	Project Phase-I	M	H	H	M	M	H	M	H	H	M	H	H	M	M	H
UAF23P06L	Project Phase-II	M	H	H	M	M	H	M	H	H	M	H	H	M	M	H
ULE23AE1T	English	M	-	-	-	-	L	-	-	-	M	-	-	-	L	L
UES23AE1T	Environmental Studies	M	-	-	-	-	L	-	-	-	M	-	-	-	L	L
ULT23AE1J	Applied Tamil – I	H	M	H	H	H	H	M	H	H	M	H	H	M	H	H
ULH23AE1J	Applied Hindi – I	H	H	H	H	H	H	M	H	H	H	H	H	M	H	H
ULF23AE1J	French for Specific Purpose-I	H	H	H	H	H	H	M	H	H	H	H	H	H	H	H
ULT23AE2J	Applied Tamil – II	H	M	H	H	H	H	M	H	H	M	H	H	M	H	H
ULH23AE2J	Applied Hindi – II	H	H	H	H	H	H	M	H	H	H	H	H	M	H	H
ULF23AE2J	French for Specific Purpose-II	H	H	M	H	H	H	H	M	H	H	H	H	M	H	H
UCD23V01T	Universal Human Values	M	M	-	-	L	L	-	-	-	M	H	-	-	M	H
UEN23V01L	Communication Skills	M	H	-	-	H	L	-	-	-	L	H	-	-	M	H
UCD23V04T	Industry Oriented Employability Skills for Commerce	H	M	-	-	L	L	-	-	-	H	M	M	M	H	H
UCD23V06T	Career Readiness and Leadership Management	H	M	-	-	L	L	-	-	-	L	H	-	L	H	H
UNS23M01L	NSS	L	M	-	-	-	-	-	-	H	H	-	-	-	L	L
UNC23M01L	NCC	L	M	-	-	-	-	-	-	H	H	-	-	-	L	L
UNO23M01L	NSO	L	M	-	-	-	-	-	-	H	H	-	-	-	L	L
UYG23M01L	YOGA	L	M	-	L	L	L	-	-	L	L	-	L	-	L	L
UMI23M01L	My India Project	L	M	L	-	-	-	-	-	M	M	-	-	L	M	M
<b>Programme Average</b>		<b>H</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>

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

**SEMESTER I**

Course Code	ULT23G01J	Course Name	TAMIL – I	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1:	மரபிலிருந்து மாற்றம் பெற்ற புதுக்கவிதை மரபின் சிந்தனைகளை அறியச் செய்தல்				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	புதுக்கவிதையின் வழி மனித வாழ்வியல் விழுமியங்களைத் தெரியச் செய்தல்				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:	சிறுநிலக்கியங்கள், காப்பியங்கள் கற்பிக்கும் தமிழ்ச் சமூகத்தின் வாழ்வியலை அறியச் செய்தல்																					
CLR-4:	நவீன தமிழ் இலக்கிய வளர்ச்சி வரலாற்றைப் புரியச் செய்தல்																					
CLR-5:	மொழிப் பயிற்சி வழி மொழியின் பல்வேறு நுட்பங்களைத் தெரியச் செய்தல்																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1:	புதுக்கவிதை உருவாக்கித் தந்த புதிய சிந்தனைக் களங்களை அறிந்துகொள்ளுதல்				2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	-	-	-
CLO-2:	நவீன கவிதைகள் வழி மாற்றம் பெற்று வரும் மானுட விழுமியங்களைத் தெரிந்துகொள்ளுதல்				2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-
CLO-3:	தமிழ்ச்சமூகத்தின் இடைக்கால வாழ்வியல் முறைகளை உணர்ந்துகொள்ளுதல்				2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-
CLO-4:	நவீன இலக்கிய வரலாறு வழி தமிழ்க் கல்வி வரலாறு, சமூக வரலாறு பெற்ற வளர்ச்சி நிலைகளைத் தெரிந்துகொள்ளுதல்				2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-
CLO-5:	மொழியின் நுட்பங்களை அறிந்து மொழி ஆளுமையோடு செயல்பட அறிந்துகொள்ளுதல்				2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	12		12		12		12		12	
S-1	SLO-1	தமிழ் இலக்கியத்தின் வளர்ச்சிப் போக்குகள்	நவீன கவிதைத் தோற்றம்		தமிழரின் வீரமரபு		சிறுநிலக்கியத் தோற்றம்		தமிழ் உரைநடை மரபில் உ. வே. சா.	
	SLO-2	இலக்கிய உத்திகள்	நவீன கவிதை வரலாறு		போர் விழுமியங்கள்		சிறுநிலக்கிய வகைமை		ராஜ வைத்தியம்	
S-2	SLO-1	தமிழ்க் கவிதை மரபு	நவீன கவிதை செல்நெறிகள்		பரணி அறிமுகம்		சிறுநிலக்கியங்கள்		வைத்தியர்களின் சிறப்பு	
	SLO-2	காலந்தோறும் கவிதையின் கரு	செல்நெறிகளில் கோட்பாடுகள்		பரணி இலக்கியங்கள்		முதன்மைச் சிறுநிலக்கியங்கள்		கழனிப்பூரன் அறிமுகம்	
S-3	SLO-1	காலந்தோறும் கவிதையின் கட்டமைப்பு	கவிதை மொழி		கவிதைப்பரணி 477,490		பின்னடைத்தமிழ் - உலா - தூது		சிறுதெய்வ வழிபாடு	
	SLO-2	தற்கால இலக்கியம்	நவீன கவி ஆளுமைகள்		தலைவனின் வீரம்		புதுக்கவிதையில் சமூகம்		பொன் காத்த ஐயனார்	

S-4	SLO-1	புதுக்கவிதை உருவாக்கம்	பெண் கவிஞர்கள்	தமிழ் இலக்கிய மரபில் தூது	புதுக்கவிதையும் இதழ்களும்	விருந்து- கள்ளர் செயல்கள்
	SLO-2	புதுக்கவிதை வளர்ச்சிநெறிகள்	கவிதையில் நாட்டுப்புற வடிவம்	தூது இலக்கியங்கள்	மணிக்கொடி இதழ்	பிழை நீக்கி எழுதுதல்
S-5	SLO-1	பாரதியார்- புதுக்கவிதையின் அடையாளம்	இளம்பிறை- அம்மா	தமிழ் விடு தூது (184 – 186)	எழுத்து இதழ்	எழுத்துப் பிழை
	SLO-2	பாரதியார் பன்முக ஆளுமைத்திறன்	பெண்களின் கல்வி நிலை	தமிழின் பெருமை	வானம்பாடி இதழ்	தொடர்பிழை
S-6	SLO-1	பாரத தேசம்	பெண் அடக்குமுறை	செய்யுள் மரபில் கலம்பகம்	சிறுகதை தோற்றம்	உயர்திணை, அஃறிணை
	SLO-2	பாரததேசத்தின் வளம்	பு கல்பனா- கீறல் விழுந்த மாலைக் காலங்கள்	கலம்பக இலக்கியங்கள்	சிறுகதை வளர்ச்சி	பிறமொழிச் சொற்கள் வரலாறு
S-7	SLO-1	வெள்ளிப் பனிமலையின் மீதுலவுவோம்...	ஆண் பெண் சமத்துவம்	நந்திக் கலம்பகம்- வானுறு மதியை (110)	சிறுகதை- வரலாறு	பிறமொழிச் சொற்களை நீக்கி எழுதுதல்
	SLO-2	20 ஆம் நூற்றாண்டுக் கவிதை மரபில் பாரதிதாசன்	விளிம்புநிலை வாழ்வியல்	கையறுநிலை	சிறுகதை ஆசிரியர்கள்	ஷ ஜ ஸ ஹ மாற்றொலிகள்
S-8	SLO-1	பாரதிதாசன்- அழகின் சிரிப்பு	திருநங்கை குணவதி- சமூகப்பார்வை	குறவஞ்சி அறிமுகம்	இதழ்களும் சிறுகதையும்	தமிழ் இலக்கண நூட்பங்கள்
	SLO-2	ஆல்- ஆயிரம் கிளைகள் கொண்ட அடிமரம்	திருநற்களும் சாதனைகளும்	குறவஞ்சி இலக்கியங்கள்	புதினம் தோற்றம்	இலக்கணமும் பயன்பாடும்
S-9	SLO-1	இயற்கையின் அழகியல்	புலம்பெயர் வாழ்வியல்	குற்றாலக் குறவஞ்சி- ஆடுமர வீனுமணி(3)	தொடக்கக்காலப் புதினங்கள்	தமிழில் சொல் வகைகள்
	SLO-2	வானம்பாடியில் மு. மேத்தா	ஸர்மினா ஸெய்ரித்- புராதன ஊர்	மலையும் வாழ்வும்	புதினம் வளர்ச்சி	சொல்லும் பயன்பாடும்
S-10	SLO-1	மு. மேத்தா- கவிதையின் தனித்தன்மைகள்	புலம் பெயர் வாழ்வின் வலியும் நம்பிக்கையும்	காப்பிய இலக்கணம்	புதினத்தின் வகைமை	பெயர்ச்சொற்கள்
	SLO-2	மனிதனைத்தேடி - கவிதை	காலந்தோறும் கவிதை வடிவில் மாற்றங்கள்	காப்பிய வகைமைகள்	புதின ஆசிரியர்கள்	பெயர்ச்சொற்கள் அறிதல்
S-11	SLO-1	மனிதநேயம்	ஹைக்கூ லிமரைக்கூ சென்ரியூ- தேர்ந்தெடுத்த கவிதைகள்	சிலப்பதிகாரம்- அறிமுகம்	தமிழ் இலக்கியத்தில் உரைநடைக்கூறுகள்	வினைச்சொற்கள்
	SLO-2	தமிழ்க் கவிதையில் சுற்றுச்சூழலியல்	ஹைக்கூ - மு முருகேஷ்	கட்டுரைக்காதை	உரைநடையின் தோற்றம்	வினைச்சொற்கள் அறிதல்
S-12	SLO-1	பழனிபாரதியின் காடு	லிமரைக்கூ - ஈரோடு தமிழன்பன்	ஊழ்வினை	தமிழில் உரைநடை	தமிழில் பெயரடை, வினையடை
	SLO-2	இயற்கையும் சமூக சமத்துவ வாழ்வியலும்	சென்ரியூ - மாமதயானை	கோவலனின் முற்பிறப்பு வரலாறு	உரைநடை வளர்த்த அறிஞர்கள்	பெயரடை, வினையடை அறிதல்

Learning Resources	Textbooks
	<ol style="list-style-type: none"> <li>முல்லைக்காடு, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023</li> <li>வல்லிக்கண்ணன், புதுக்கவிதை தோற்றமும் வளர்ச்சியும், ஆழி பதிப்பகம், சென்னை, 2018</li> <li>கா. சிவத்தம்பி, தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும், என்.சி.பி.எச், சென்னை, 2013</li> <li>தமிழ் இணையக் கல்விக்கழகம் - <a href="http://www.tamilvu.org/">http://www.tamilvu.org/</a></li> <li>மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - <a href="https://www.projectmadurai.org/">https://www.projectmadurai.org/</a></li> </ol>

Bloom'sLevel 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%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	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
Dr. P.R. Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR.
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code		ULH23G01J	Course Name		HINDI-I		Course Category		G	Generic Elective Course					L	T	P	O	C						
															2	0	2	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 Communicate in Hindi without any inhibition			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 appreciate the Hindi Language in its various forms																						
CLR-3 :			To analyze the different writing styles																						
CLR-4 :			To display moral and social values in the field of social Responsibility and Integrity																						
CLR-5 :			To be willing listeners and Translators-where need be																						
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:			Expected Proficiency (%)	Expected Attainment (%)	Application of Concepts	Link with Related	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 Understand the Philosophy of life and living through Stories			2	75	80	H	H	H	M	L	H	L	M	L	L	H	M	-	-	-		
CLO-2 :			To Examine Travelogue writing and Sketch			2	80	90	H	H	H	M	L	H	H	M	L	L	H	M	-	-	-		
CLO-3 :			To Identify Irony and essay-based writing			2	75	95	H	H	M	L	H	H	M	H	M	M	H	H	-	-	-		
CLO-4 :			To Evaluate the various social issues depicted in the prose			2	80	90	H	H	L	H	M	H	L	H	H	M	H	H	-	-	-		
CLO-5 :			To Understand the basic and fundamental principal of Translation			2	85	90	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-		
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5															
		12		12		12		12		12															
S-1	SLO-1	KAHANI		REKHACHITRA & YATRAVITRANT		NIBANDH		NATAK		ANUVAD& PARIBHASHIK SHABDAVALI															
	SLO-2	AVDHARNA		AVDHARNA		NIBANDH KI AVDHARNA		AVDHARNA		ARTH															
S-2	SLO-1	SWARUP		SWAROOP		SWARUP		NATAK KA SWARUP		PARIBHASHA															
	SLO-2	PARIBHASHA		BHUMIKA		PARIBHASHA		PARIBHASHA		SWARUP															
S-3	SLO-1	KAHANI KE TATVA		MAHATVA		MAHATVA		TATVA		PRAKAR															
	SLO-2	KAHANI KA MAHATVA		UDDESHYA		UDDESHYA		PRAKAR		MAHATVA															
S-4	SLO-1	PAIKSHA- PREMCHAND		GISHA- REKHACHITRA		KUTAJ- NIBANDH HAJARI PRASHAD DIVEDI		UDDESHYA		UDDESHYA															
	SLO-2	KAHANI KA PARICHAY		LEKHIKA PARICHAY		LEKHIKA PARICHAY		RANGMANCH KA PARICHAY		ANUVAD KA PRAYOJAN															
S-5	SLO-1	VISLESHAN		PATH KA VISHLESHAN		PATH KA MAHATVA		NATAK KA MAHATVA		ANUVAD KA PRAYOG															
	SLO-2	EMANDARI KA MAHATVA		GURU SHISHYA KA SAMBANDH		VIPRIT PARISHTHITIYON ME JEEVAN KI ASH		PRAYOJAN		SHROT BHASHA KA GYAN															
S-6	SLO-1	HONHARI KA PARICHAY		GURU KE PRATI SMARPAN BHAVANA		MANAV KI AKANKSHAYEN		ANDHER NAGRI-(NATAK) BHARTENDU HARISHCHAND		LAKSHYA BHASHA KA GYAN															
	SLO-2	UDDESHYA		PATH KA MAHATVA		SHANGHARSHIL JEEVAN		LEKHAK PARICHAY		ANUVAD KA DAYITVA															
S-7	SLO-1	MALBE KA MALIK- MOHAN RAKESH		THELE PAR HIMALAY (YATRAVITRANT)		SANGHARSH KA PARINAM		NATAK KA VISLESHAN		ANUVAD KA ABHYASH															
	SLO-2	LEKHAK PARICHAY		LEKHAK PARICHAY		BHOLARAM KA JEEV-(VYANGYA) HARISHANKAR PARSHAI		NATAK ABHINAY		ANGREJI SE HINDI															
S-8	SLO-1	BATWARE KA YATHARTH VARNAN		YATRAVITRANT KA MAHATVA		VYANGYA KI AVADHARNA		LALCH KA DUSHPARINAM		HINDI SE ANGREJI															

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-9	SLO-2	TATKALIN PARISHTHITI KA VARNAN	YATRA KA YATHARTH CHITRAN		MAHATVA		SHISHYA KI AGYANTA		ANUVAD PRIYOJNA KARYA	
	SLO-1	APNI MITTI SE LAGAV	PATH KA VISLESHAN		LEKHAK PARICHAY		GURU SHISHYA SAMBANDH		PUNRIKSHAN	
	SLO-2	RAJNITIK VIDWESH KA PARINAM	HIMALAY KA VARNANA		PATH KA VIHLESHAN		HASHYA VYANGY SE AVAGAT KARANA		VIVIDH PRAYOG	
S-10	SLO-1	PROPKAR KI BHAVANA	HIMALAY KA LOK JEEVAN		MADHYAVARGI PARIVAR KI STHITI		DURDRISHTIHIN		PARIBHASHIK SHABDAVALI	
	SLO-2	KAHANI PATH	LOK SAMASYA		SARKARI TANTRA KA KHOKHLA RUP		MAHATTAKANKSHI KA DUSHPARINAM		ATI MAHTVAPURN SHABD	
S-11	SLO-1	KAHANI KA VISHLESHAN	UDDESHYA		PAURANIK KATHA KA CHITRAN		GURU KI AVAGYA KA DUSHPARINAM		TAKANIKI SHABDAVALI KA MHATVA	
	SLO-2	PRASHO KI CHARCHA	PRASHNA ABHYASH		SANVEDANSHIL BHAVANA		TATKALIN SAMAJIK VYAVASTHA KI CHARCHA		HINDI SE ANGREZI SHABD	
S-12	SLO-1	PRASHN ABHYASH	PATH PRICHARCHA		PARICHARCHA		PARICHARCHA		ANGREZI SE HINDI SHABD	
	SLO-2	KAHANI KA UDDESHYA	MAHATVAPURN BIBDUON KI CHARCHA		PRASHANA ABHYASH		PRASHNABHYASH		SHABDAVALI KI AVSHYAKTA	

Learning Resources	<b>Edited Book: ““SAMANYA HINDI”, SRIJONLOK PUBLICATION, 2023, New Delhi.</b> 1. KABIR – HAZARI PRASAD DWEDI 2. SURDAS – RAM CHANDRA SHUKL				3. BHAKTI ANDOLAN AUR SURDAS KA KAVYA – MANAGER PANDEY
					4. BIHARI – VISHVNATH PRASAD MISHR 5. Aadhunik Vigyapan aur Jansampark – Tareh Bhatia

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%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	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	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor: Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	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 4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23G01J	Course Name	FRENCH-I	Course Category	G	Generic Elective Course					L	T	P	O	C							
						2	0	2	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 :	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																					
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	80	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French				2	80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3 :	To develop content using the features in French language				2	85	75	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4 :	To interpret the French language into other language				2	75	80	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5 :	To improve the communication, intercultural elements in French language				2	80	75	M	H	H	L	M	M	H	H	M	L	H	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	Contacts	Les verbes du premier groupe	Qu'est-ce qu'ils font ?			Portraits			Les verbes du deuxième groupe –												
	SLO-2	Emma la championne	Les exemples	Les exemples			Un casting			Les exemples												
S-2	SLO-1	Les nombres à partir de 31	La liaison –	Où est mon sac			Les exemples			Les pronoms personnels toniques												
	SLO-2	Les activités	Les activités	Les exemples						Les exemples												
S-3	SLO-1	Les pays	Entrer en contact	Quelques objets			Le Petit Spirou			Les verbes faire et lire												
	SLO-2	les nationalités	Les activités	Les exemples			Les activités			Les exemples												
S-4	SLO-1	Les jours de la semaine	Présenter et se présenter	Les professions			L'aspect physique			Les Sons												
	SLO-2	Les jours	Les activités	La fiche d'identité			Les activités			Les exemples												
S-5	SLO-1	Les mois de l'année	Demander et dire la date –	La formation du féminin (2)			Le caractère			Décrire l'aspect physique												
	SLO-2	Les activités	Les activités	La phrase interrogative partielle –			Les exemples			Décrire le caractère												
S-6	SLO-1	Les animaux domestiques	une rencontre.	Qu'est-ce que c'est ?			les états d'âme			Demander et dire l'heure												
	SLO-2	Les activités	Les activités	Qui est-ce ?			Les activités			Les exemples												
S-7	SLO-1	La famille (1)	Contacts	C'est / Il est (1)			Les prépositions de lieu (1)			Elle est comment ?												
	SLO-2	Les activités	Les activités	Les exemples			Les exemples			Les exemples												
S-8	SLO-1	La formation du féminin (1)	Emma la Championne	La phrase négative (1)			La famille (2)			Portraits												
	SLO-2	Les activités	Les activités	Les exemples			Les activités			Les exemples												

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-9	SLO-1	Les adjectifs possessifs	Mots et expressions	Les verbes aller et venir	La formation du féminin	Mots et Expressions
	SLO-2	Les exemples	Les activités	L'élision	Les activités	Les activités
S-10	SLO-1	La phrase interrogative	Grammaire -	Les formules de politesse	La formation du pluriel (2)	Grammaire.
	SLO-2	Les exemples	Les exemples	Demander des informations personnelles	Les activités	Les exemples
S-11	SLO-1	Les activités	Communication	C'est qui ?	Il y a	Les activités
	SLO-2	Les nombres	Les activités	Qu'est-ce qu'ils font ?	Les activités	Communication
S-12	SLO-1	intonation et est-ce que	Les verbes du ER –groupe	Mots et Expressions	Les articles contractés	Les activités
	SLO-2	Les exemples	Les exemples	Grammaire – Communication	Les exemples	Les exemples

Learning Resources	<b>Theory:</b> 1. “ Nouvelle 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. 3. <a href="https://www.fluentu.com/blog/french/french-grammar">https://www.fluentu.com/blog/french/french-grammar</a>	4. <a href="https://www.elearningfrench.com/learn-french-grammar-online-free.html">https://www.elearningfrench.com/learn-french-grammar-online-free.html</a> 5. <a href="https://www.lawlessfrench.com/grammar">https://www.lawlessfrench.com/grammar</a> 6. <a href="https://blog.gymglish.com/2022/12/15/basic-french-grammar">https://blog.gymglish.com/2022/12/15/basic-french-grammar</a>

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%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	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. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd 2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR 2. Mrs. Abigalai Assistant Professor, SRMIST, VDP

Course Code	ULE23AE1T	Course Name	ENGLISH				Course Category	AE	Ability Enhancement course					L	T	P	O	C							
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses			Nil														
Course Offering Department		English		Data Book / Codes/Standards		Nil																			
Course Learning Rationale (CLR):				The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1:				Develop an understanding and sensibility of human consciousness through gender inclusive curriculum				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:				Enhance the abilities of deeper understanding to stay with integrity with the fellow human beings				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:				Develop the overall language competency of the learner																					
CLR-4:				Develop proficient language skills																					
CLR-5:				Learn to express the thoughts clearly, develop logical arguments and enhance the overall communication skills.																					
Course Learning Outcomes (CLO):				At the end of this course, learners will be able to:																					
CLO-1:				Analyze different literary texts to identify the representation of issues related to gender, and class				2	75	60	H	M	M	L	-	M	-	M	H	L	H	L	-	-	-
CLO-2:				Apply critical thinking skills to analyze and respond to academic texts.				2	80	70	M	H	L	-	-	-	-	M	M	H	H	M	-	-	-
CLO-3:				Critically evaluate and discuss contemporary issues through online articles.				2	70	65	M	M	M	-	L	L	-	H	M	H	H	L	-	-	-
CLO-4:				Refine their general writing skills				2	70	65	H	M	L	-	M	H	-	-	-	-	H	L	-	-	-
CLO-5:				Improve their language application skills				2	80	70	H	H	-	M	-	M	-	L	L	M	H	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 to the poetry and the poet- Sukirtharani		Introduction to Short stories. Introducing the short story writer Katherine Mansfield.		Introduction to Creative Writing. Explaining the elements of creative writing.		Building the discourse- The significance of conversation and the key elements of discourse are the points of discussion in this class hour.			Reflecting the learning. -Review writing														
	SLO- 2	Reading and recitation of the poem -Debt		Reading the story- The Doll's House		Stand-up comedy show -translate the audio content in English. (any regional language)		Art of conversation in digital and verbal discourse- Lee Mockobe's A Powerful Poem of what it means to be a Transgender. TEDX TALK- POEM RECITATION			Choosing the subject for reviewing.														
S-2	SLO-1	Analysis and Critical interpretation of the poem.		Explaining the story through depiction of characters and representation of injustices.		Students- groups -Students belonging to States other than Tamilnadu		Reflecting on the style and the tone of the poem.			Planning to choose.														
	SLO- 2	Introduction to the poet Kalki Subramaniyam.		Analysis and critical interpretation of the short story Doll's House.		Practice the writing activity -creative ways of engaging in translation.		Practicing conversation			Understand the review process how effectively a review of any work can be done.														
S-3	SLO-1	Reading and recitation of the poem Phallus I cut.		Introduction to the writer Haruki Murakami.		Correction of errors- attempting to translate.		Introducing Content writing in social media- the importance of content writing.			Introducing the students to the review of the various works.														
	SLO- 2	Analysis and Critical interpretation of the poem.		Reading the Confessions of a Shinawaga monkey.		Identifying equivalent terms to certain regional words - learn the art of translation.		BLOG WRITING - Subtleties of Workplace Inclusion: Mental Health and Queer Community- Salik Ansari. .			Reviewing -recorded -posted in the social media pages of SRMIST														

Duration (hour)		Learning Unit / Module 1 12	Learning Unit / Module 2 12	Learning Unit / Module 3 12	Learning Unit / Module 4 12	Learning Unit / Module 5 12
S-4	SLO-1	Introduction to the poet Imtiaz Dharker	Discussion and analysis of the Confessions of a Shinawaga monkey.	Introducing famous art works and the contexts of creation. Salvador Dali- The Face of War Pablo Picasso- Guernica Edward Munch- The Scream Pieter Bruegel- The Tower of Babel	writer's conversation with the readers - the blog in other blog articles.	Thoughtful conversation with your team member post the same in the official social media page of SRMIST.
S-5	SLO- 1	Reading and reciting the poem Purdah 1	Introduction to Crystal Wilkinson	creative and/ or thoughtful writing - contemporary themes of modern-day relevance	Practice blog writing	Choosing the team based on the abilities that are comfortable to match the peer members
S-6	SLO-1	Analysis and Critical interpretation of the poem- Purdah 1	Reading Endangered Species: Case 47401.	Students -writing abilities- building stories- a visual treat of variety of pictures.	Apprehending Life by reading the texts of influence- Chimamanda Ngozi Adiche's Notes on Grief- A BRIEF NOTE, we should all be Feminists- An Essay.	Choosing the topics for a thoughtful conversation
	SLO- 2	Reading and reciting the poem Purdah 2	Discussion and analysis of Endangered Species: Case 47401.	Elements of writing	Discussion- essay by the author -subjective depiction of life. Understand -subjective opinions -perspectives -	Planning and preparation for the script of conversation with a team member
S-7 S-8	SLO-1	Analysis and Critical interpretation of the poem- Purdah 2	Introduction to C.S Lakshmi also known as Ambai.	Incorporate the elements of story in story writing.	Class discussion	Drafting, editing and revising the script of conversation and enacting the conversation with the team members
	SLO- 1	Introduction to the poet Arundathi Subramanian	Reading the short story- In a Forest, A Deer.	Practice -write stories -pictures given or shown.	Practising the task multiple times with all the students in the classroom.	Enactment -proper rehearsal -final performance - conversation- whole performance should be recorded.
S-9	SLO-1	Reading and reciting the poem- Home	Discussion and Analysis of In a Forest, A Deer.	A writing task to write a script is introduced in the classroom.	Interposing opinions in famous interviews-	The recording should be posted in the official media page and social handles of SRMIST.
	SLO- 2	Analysis and Critical interpretation of the poem- Home	Retrospecting the writing styles of the authors- Katherine Mansfield, Haruki Murakami, Crystal Wilkinson and Ambai.	creative scripts inspiring from the dialogues of their favourite films by changing the scenario to their own wish according to their own whims and fancies.	Interposing opinions in famous interviews- Fill Interviews: Tasveer Co-Founder And Filmmaker Rita Meher On The Seattle Legislation, Minority Rights And The Fight Against Oppression- INTERVIEW	work for this social post - reflect on their experience of learning communicative English course and the testimonial has to be recorded and posted in the social media pages of SRMIST.
S-10	SLO-1	Recollection of study of the writing styles and intentions of the poets prescribed in the syllabus.	Revision- The Doll's House	Creative writing -writing news reports. recreated with new characters, places, scenes, incidents.	Students -enact as interviewer and interviewee and practice building the discourse.	Involving the students for the project work. Introducing what is project work and inculcating the interest -Giving instructions to do the project works -
	SLO- 2	Revision of the poems Debt and Phallus I cut	Revision- Confessions of a Shinawaga Monkey	Watch debate shows - summarising the arguments Enhance -descriptive writing skill.	Certain role plays like celebrity personalities, political personalities -conduct the interview and be the interviewer and interviewee.	Discussion of ideas and generation of creative ideas

Duration (hour)		Learning Unit / Module 1 12	Learning Unit / Module 2 12	Learning Unit / Module 3 12	Learning Unit / Module 4 12	Learning Unit / Module 5 12
S 11	SLO-1	Revision of the poems Purdah 1 and 2	Revision- Endangered Species: Case 47401	Practice the improvement of writing skill.	The art of conversation and the ability to build a discourse	1. Assignment on any piece of creative writing (OR) 2. Presentation- Mastering the art of Public Speaking. (OR) 3. Project on compiling the real-life influential events on gender inclusive issues and a presentation of the same. Interview Scripting /Blog writing.
S 12	SLO-1	Revision of the poem Hiome.	Revision- In a Forest, A Deer.	Repetitive practice and continuous assessment -writing skills-master the writing skill.	The evaluation and assesment of the conversation -constructive feedbacks to the students.	Students can opt any of the project from the given choice.

Learning Resources	<b>Textbook and references:</b>		4. R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition, 2016 5. <a href="http://www.apitudetests.org/verbal-reasoning-test">http://www.apitudetests.org/verbal-reasoning-test</a> 6. <a href="https://www.assessmentday.co.uk/apitudetests_verbal.htm">https://www.assessmentday.co.uk/apitudetests_verbal.htm</a>
	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. Ravmond Murphv. Intermediate English Grammar. Cambridge University Press. 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	30%	-	30%	-	30%	-	30%	-	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	30 %	-	30 %	-	30 %	-	30 %	-	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, 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
Krishna Raj Sutherland Krishna.Raj1@sutherlandglobal.com	Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English Ethiraj College for Women Chennai jmbwilson97@gmail.com	1. Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST 2. Dr. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST 3. Dr Anchal Sharma, Prof & Hod EFL SRMIST NCR Campus 4. Dr T Sridevi, Assistant Professor English, FSH Ramapuram SRM 5. Dr Shanmuga Priya, Assistant Professor SRMIST Trichirapalli Campus
	Dr. K S Antonyamy Associate Professor and Head, Dept. of English Loyola College Chennai antonysamyks@loyolacollege.edu	

Course Code	UAF23101J	Course Name	FINANCIAL ACCOUNTING – I	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																
CLR-1:	Financial accounting provides a foundation for understanding and interpreting financial information.		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:	Financial accounting helps individuals analyze and interpret financial statements.																					
CLR-3:	Financial accounting skills aid in making informed business decisions.																					
CLR-4:	Financial accounting ensures compliance with accounting standards and regulations.																					
CLR-5:	Effective communication of financial information is crucial in business settings.																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1:	Apply the generally accepted accounting principles while recording transactions and preparing financial statement		2	75	60	H	-	H	H	H	-	H	M	M	H	H	H	H	H	-		
CLO-2:	Prepare accounts for rectification errors before trial balance		2	80	70	H	H	H	H	H	M	H	M	M	H	H	H	H	M	H		
CLO-3:	Evaluate the importance of depreciation and inventories in financial statements		2	70	65	H	-	H	H	H	-	H	M	M	H	H	H	H	H	-		
CLO-4:	Prepare different types of depreciation methods		2	70	70	H	H	H	H	H	M	H	M	M	H	H	H	H	H	H		
CLO-5:	Prepare financial statements of single entry		2	80	70	H	-	H	H	H	-	H	M	M	H	H	H	H	M	-		

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Financial Accounting – Meaning and Objectives of Accounting	Rectification of Errors – Meaning and Types of Errors	Final Accounts – Introduction and Treatment various adjustments	Depreciation – Characteristics and Causes	Single Entry System – Meaning, Definition and Features
	SLO-2	Scope of Accounting and Advantages of Accounting	Errors disclosed by Trial Balance	Classification of assets and liabilities	Objectives of and Necessity for Providing Depreciation	Disadvantage of Single Entry
S-2	SLO-1	Limitations of Accounting and Attributes and Steps of Accounting	Rectification of one side errors	Adjustments and Closing Stock	Factors affecting the amount of Depreciation	Difference between Single Entry and Double Entry
	SLO-2	Book keeping Vs Accounting and Branches of Accounting	Rectification of errors before preparation of trial balance	Outstanding Expenses and Prepaid Expenses	Methods of Recording Depreciation and Straight-Line method	Net worth method
S-3	SLO-1	Method of Accounting	Rectification of errors before preparation of trial balance -Problem	Accrued Income and Depreciation of Assets	Straight Line method	Net worth Method
	SLO-2	Types of Accounts	Rectification of errors after preparation of trial balance with suspense a/c	Depreciation of Assets	Diminishing Balance Method	Conversion Method
S – 4-6	SLO-1	Need for Accounting Concepts	Rectification of errors after preparation of trial balance with suspense a/c	Interest on Capital and Interest on Drawings	Diminishing Balance Method - Problems	Conversion Method - Problems

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	18		18		18		18		18	
	SLO 2	Characteristics of Accounting Concepts and Convention	Rectification of errors in subsequent accounting year		Bad debts		Difference between Straight Line and Written Down Value Method		Tally - Company creation	
S-7	SLO 1	Development of Accounting Concepts and Convention	Rectification of errors in subsequent accounting year		Provision for bad and Doubtful debts		Annuity method		Company creation	
	SLO-2		Bank Reconciliation Statement		Provision for bad and Doubtful debts		Annuity Method - Problems		Creation of Ledger	
S-8	SLO-1	List of Accounting Concepts	Meaning and Definition, Causes of difference		meaning of royalty account		Sinking Fund method		Creation of group and Sub group	
	SLO-2	Preparation of Journal	Pass Book Vs Cash Book		Difference between rent and royalty		Insurance Policy method		Voucher creation	
S-9	SLO-1	Preparation of Journal - Problem	Reconciliation of favorable cash balance		Types of royalties		Revaluation Method		Passing Journal entry in Tally for outstanding expenses	
	SLO-2	Ledger			minimum rent method		Fire Insurance Claims		Passing Journal entry in Tally for prepaid expenses	
S-10-12	SLO-1	Ledger - Problems	Reconciliation of overdraft balance		redeemable minimum rent		Need for Fire Insurance		Passing Journal entry in Tally for Accrued income	
	SLO-2		Fire Insurance Claims		Accounting records of mining royalty		Type of Fire Insurance Policies		Passing Journal entry in Tally for income received in advance	
S-13	SLO-1	Difference between Journal and Ledger	Terms on insurance claims		Treatment of short workings		Memorandum Trading Account and Average Clause method		Passing Journal entry in Tally for transfers	
	SLO-2	Subsidiary Books	Calculation of GP Ratio		Accounting records in the books of lessee		Computation of claims for loss of profit		Interest calculation	
S-14	SLO-1	Subsidiary Books - Problems	Calculation of GP Ratio - Problems		Accounting records in the books of lessor		Accounting entries for fire claims		Multiple currency entry	
	SLO-2	Single Column Cash Book	Abnormal items		Types of royalty		When Gross profit is given		Rectification of entries in Tally	
S-15	SLO-1	Single Column Cash Book - Problems	Undervaluation of stock		Short workings		Undervaluation of stock and Average Clause		Preparation of trial balance	
	SLO-2	Double Column Cash Book - Problems	overvaluation of stock		Journal entries		Treatment of abnormal items			
S-16-18	SLO-1	Triple Column Cash Book	Preparation of Statement of Claims		Royalty on output		Loss of Profits		Preparation of balance sheet	
	SLO-2	Triple Column Cash Book - Problems					Calculation of amount of Insurance Policy		Accounting for employer PF contribution	

Learning Resources:	Textbooks:		References:	
	1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi. 2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi. 3. K. Murugadoss, M. Jeya et al Financial Accounting with Tally – Vijay Nicole Publications		1. T.S.Reddy & A.Murthy, Financial Accounting - Margham Publications - Chennai. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). Advanced Accounts. Vol.-I. New Delhi: Sultan Chand Publishing. 2. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi. 3. P.C. Tulsian – Financial Accounting 6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi.	

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com.in">info@baccuracy.com.in</a>	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4 Dr.K.Karthikeyan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, KTR
		5 Dr.Aamir Rashid Bhat, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST

Course Code	UAF23102J	Course Name	PRINCIPLES OF MANAGEMENT				Course Category	C	Discipline Specific Core Courses										L	T	P	O	C	
																				3	0	3	2	4
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance							Data Book / Codes/Standards				Nil						
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1:	Make the students understand the basic concepts of management.					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2:	Prepare the students to know about the significance of management in Business.					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills	
CLR-3:	Explain various functions of management																							
CLR-4:	Make students understand evolution management principles.																							
CLR-5:	Prepare students for the application of the principles of management in an organizational setup																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1:	On completing the syllabus, students will understand the basic concepts and significance of management in business.					2	85	80	H	-	L	-	-	-	M	M	M	H	H	M	H	L	-	
CLO-2:	Students will recognize the human skills and conceptual skills as per the industry requirements					2	85	80	H	H	L	-	-	M	M	M	M	H	H	M	H	L	H	
CLO-3:	Integrate management principles into management practices.					2	75	70	H	-	M	L	L	M	M	M	M	H	H	M	H	H	-	
CLO-4:	Determine the most effective action to take in specific situations.					2	80	85	H	H	M	L	L	M	M	M	M	H	H	M	H	H	H	
CLO-5:	Justified managerial functions can be executed in various circumstances.					2	80	75	H	-	M	L	L	M	M	M	M	H	H	M	H	H	-	
Duration (hour)		18		18		18		18		18		18		18										
		Unit I: Introduction to management		Unit 2: Planning		Unit 3: Organization		Unit 4: Authority and responsibility		Unit 5: Co-ordination & Control														
S-1	SLO-1	Meaning and nature of management		Planning -meaning		Organizing- meaning		Authority meaning		Co-ordination meaning														
	SLO-2	Importance of management		Features of planning		Features of organizing		Delegation -meaning		Objectives of Co-ordination														
S-2	SLO-1	Functions of management Planning,		Types of planning		Organization process		Centralization Vs. Decentralization		Features of co-ordination														
	SLO-2	Organizing		Strategic Plans, Tactical Plans and				Centralization Vs. Decentralization		Elements of coordination														
S-3	SLO-1	Directing		Operational Plans		Need and importance of organization		Difference between authority and power		Types of Co-ordination														
	Objectives of planning			Organization structure		Responsibility - meaning																		
S-4-6	SLO-1	Controlling		Decision making -meaning		Types of organization structures- line organization		Authority vs. Responsibility		Importance of Co-ordination														
	SLO-2	Process of management		Decision making process		Line and staff organization		Recruitment		Techniques of Co-ordination														
S-7	SLO-1	Planning and organizing		Conclusion of Decision-making process		Functional and matrix organization		Selection		Requisites of Co-ordination Meaning of controlling														
	SLO-2	Leading and Staffing																						

S-8	SLO-1	Controlling	Types of decisions	Differences and similarities between types of organizational structures	Sources of Recruitment- internal sources	Features of control
	SLO-2	Schools of management thought-classical approaches.			Sources of Recruitment- external sources	
S-9	SLO-1	Systematic management	Importance of decision making	Formal organizational structure	Selection and its Process	Process of control
	SLO-2	Administrative management	Policy making			
S-10-12	SLO-1	Human relations management	Problems involved in decision making	Informal organizational structure	Training meaning	Importance of control
	SLO-2	Contemporary approaches	Case Study Discussion		Importance of training in an organization	Types of control
S-13	SLO-1	Scientific management	Case Study Discussion	Formal vs. informal organization structure	Types of Training	Effective control system
	SLO-2	Quantitative management	HRM meaning	Span of control meaning		Characteristics of effective control system
S-14	SLO-1	Management as a science,	Nature and scope of HRM	Span of control committees	Need for Training	Importance of an effective control system
	SLO-2					
S-15	SLO-1	Management as art	Importance of HRM	Factors Determining Span of Management	Direction meaning	Advantage of effective control system
	SLO-2	Management as a profession	Recruitment and onboarding		Nature of direction	Dis-advantage of effective control system
S-16-18	SLO-1	Contingency theory	Training and development	Case Study Discussion	Characteristics of direction	Case Study
	SLO-2	Role of managers.	Performance management	Case Study Discussion	Importance of direction	Case Study

Learning Resources	<b>Textbook;</b> 1.Gupta, C.B.Management Theory&Practice,SulthanChand&Sons,New Delhi. 2.K.Sundar, Principles of Management, Vijay Nicole Publications, Chennai	<b>Reference</b> 1. Jayasankar J, Principles of Management, Margham Publications, Chennai 2. Panneerselvam Management Principle and Practice – Vijay Nicole Publications

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

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com.in">info@baccuracy.com.in</a>	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4 Dr.N.Venkatesan, Assistant Professor, Dept. of Commerce, CSH, SRMIST, Trichy Campus
		5 Dr.M.Sivasankari, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code		UEY23104J	Course Name		MANAGERIAL ECONOMICS				Course Category		C	Discipline Specific Core Courses			L	T	P	O	C									
															3	0	3	2	4									
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil	Course Offering Department			Economics			Data Book / Codes/Standards			Nil										
Course Learning Rationale (CLR):		The purpose of learning this course is to:							Learning			Program Learning Outcomes (PLO)																
CLR-1:		Understand the concepts of Managerial Economics helps in Optimal Decision Making in Business Environment.							1			2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:		Remember the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods, services and income of the consumer							Level of Thinking (Bloom)			Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3:		Analyze the Supply Situation and Maximize the profits of the Firm.																										
CLR-4:		Identify the different costs of production and how they affect short and long run decisions.																										
CLR-5:		Create Market and Fix Price for the goods and services for maximization of Sales																										
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																										
CLO-1:		Apply the economic way of thinking in the Business Decisions and Forward Planning							3			80	75	H	-	L	-	-	-	M	M	M	H	M	M	H	L	-
CLO-2:		Develop critical thinking skills and analytical abilities is identifying the demand for various goods and Services							3			80	75	H	H	L	-	-	-	M	M	M	H	M	M	H	L	H
CLO-3:		Create Techniques for the Production to Minimize the Cost and Maximize the Profit							3			75	70	H	-	M	L	L	-	M	M	M	H	M	M	H	H	-
CLO-4:		Analyze the different Costs Concepts used in the Short Run and Long Run Production							3			70	65	H	H	M	L	L	L	M	M	M	H	M	M	H	H	H
CLO-5:		Create different Markets for Sale and Pricing Strategies for Maximization of Profits							2			80	75	H	-	M	L	L	L	M	M	M	H	M	M	H	H	-
Duration (hour)		Learning Unit / Module 1			Learning Unit / Module 2			Learning Unit / Module 3			Learning Unit / Module 4			Learning Unit / Module 5														
		18			18			18			18			18														
S-1		SLO-1	An Overview of Economics and Managerial Economics		Demand and Consumer Analysis		Supply and Production Analysis			Costs Analysis			Market Analysis															
		SLO-2	Economics - Meaning - Definitions		Demand - Meaning and Definition		Supply- Meaning and Definition Determinants of Supply			Concept of Costs			Concept of Market															
S-2		SLO-1	Important Terms in Economics		Types of Demand		Law of Supply			Classification of Costs			Classifications of Market Structure															
		SLO-2	Goods and Services – Kinds of Goods		Determinants of Demand -Demand Function		Shifts and Movement in the Supply Curve			Explicit and Implicit of Costs, Actual and Opportunity Costs			Competitive Markets															
S-3		SLO-1	Nature of Economics		The Law of Demand		Elasticity of Supply			Fixed Cost, Variable Cost, and Total Cost			Perfect and Imperfect Market															
		SLO-2	Scope of Economics		Exceptions to Law of Demand		Determinants of Elasticity of Supply			Relation between Fixed Cost, Variable Cost, and Total Cost			Price Determination in the Perfect Market															
S – 4 to S-6		SLO-1	Difference between Micro and Macro Economics		Importance of Law of Demand		Production - Meaning and Definition			Average Fixed Cost Curve			Price - Output Determination in the Perfect Market															
		SLO 2	Economic Problems and Economic Systems		Shift and Movement along Demand Curve		Factors of Production			Average Variable Cost Curve			Imperfect Markets															

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-7	SLO-1	Capitalism	Individual Demand and Market Demand	Classification - Factors of Production	Average Total Cost Curve	Monopoly Market
	SLO-2	Socialism	Elasticity of Demand - Meaning and Definition - Determinants of Elasticity of Demand	Economies of Scale	Marginal Cost	Features - Types of Monopoly
S-8	SLO-1	Mixed Economy	Price Elasticity of Demand	Internal Economies of Scale	Marginal Cost Analysis	Price - Output Determination in the Monopoly Market
	SLO-2	Managerial Economics – Meaning and Definition	Income Elasticity of Demand	External Economies of Scale	Relationship Between Average Cost and Marginal Cost	Oligopoly Market
S-9	SLO-1	Objectives of Managerial Economics	Cross Elasticity of Demand	Dis - Economies of Scale	Cost-Output Relationship	Features and Kinds of Oligopoly
	SLO-2	Nature of Managerial Economics	Utility - Meaning and Definition	Internal Dis-Economies of Scale	Cost-Output relationship in the Short-Run	Price - Output Determination in the Oligopoly Market
S-10 to S-12	SLO-1	Scope of Managerial Economics	Kinds of Utility	External Dis-Economies of Scale	Long-Run Costs	Monopolistic Markets
	SLO-2	Significance of Managerial Economics	Cardinal Utility - Theories of Cardinal Utility	Production Function	Cost-Output relationship in the Long-Run	Features of Monopolistic Market
S-13	SLO-1	Usefulness of Managerial Economics	Law of Diminishing Marginal Utility	Total Product, Average Product and Marginal Product	Concept of Revenue	Pricing - Meaning
	SLO-2	Distinction between Economics and Managerial Economics	Law of Equi-Marginal Utility	Production function in the short Run	Meaning and Definition	Pricing Policy and Pricing Methods
S-14	SLO-1	Managerial Economics and its relationship with other disciplines	Ordinal Utility - Theories of Cardinal Utility	Production function in the Long Run	Average Revenue, Marginal Revenue and Total revenue	Objectives of Pricing Policy
	SLO-2	Factors Influencing Managerial Economics	Indifference Curve	Marginal Rate of Technical Substitution	Revenue Curve in the Perfect Market	Importance of Pricing Policy
S-15	SLO-1	Role of Managerial Economist	Properties of Indifference Curve	Production Isoquant	Revenue in the Imperfect Market	Factors affecting Pricing Policy
	SLO-2	Responsibilities of Managerial Economist	Indifference Map	Characteristics of Isoquant	Break -Even Analysis	Pricing Methods
S-16 to S-18	SLO-1	Basic/Fundamental concepts of Managerial Economics	Consumer Equilibrium	Isoquant Map	Break Even Point	Pricing Strategies
	SLO-2	Career Options in Managerial Economics	Illustration of Consumer Equilibrium	Producers Equilibrium	Use and Limitations of Break -Even Analysis	Pricing in Public Utilities
Learning Resources:		<b>Textbooks:</b> 1. Managerial Economics, H L Ahuja, S. Chand and sons 2. Managerial Economics, DN. Dwivedi, Vikash Publishing House Pvt. Ltd. 3. Jhingan, M.L and Stephen, J.K(2014), 'Managerial Economics', Second Edition, 2014 Vrinda Publishing (P) Ltd. 4. T. Aryamala Managerial Economics – Vijay Nicole Publications		<b>References:</b> 1. Managerial Economics –Concepts and Applications, Christopher R. Thomas & S. Charles Maurice, 8th edition, Tata McGraw Hill 2. Managerial Economics, PL Mehta Sultanchand & Co. 3. Managerial Economics Theory and Applications, DM Mithani Himalaya Publishing House		

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Mr.Naveen Prakash, Director, Global Logistics Solutions India Pvt., Ltd., Nungambakkam, Chennai	1. Dr. P.G. Babu, Director, Madras Institute of Development Studies, 79, II Main Road, Gandhi Nagar, Adyar, Chennai. 2. Dr. Merlin Juliat Arulthangam, Associate Professor, Department of Economics, Madras Christian College, East Tamaram, Chennai	1. Dr. K. Selvasundaram, Professor and Head, Dept. of CS and AF, SRM IST, KTR.
		2. Ms. J. Ramadevi, Assistant professor, Dept. of CS and AF, FSH, SRMIST, Kattankulatur,
		3. Dr. N. Venkatesan, Assistant Professor, Dept. of Commerce, CSH, SRMIST, Trichy Campus
		4. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur

Course Code	UCD23S01L	Course Name	QUANTITATIVE APTITUDE AND LOGICAL REASONING	Course Category	S	Skill Enhancement Course	L	T	P	0	C
							0	0	2	2	1

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

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 :		Critically evaluate basic mathematical concepts related to profit, loss, interest calculations, average and interpret data			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :		Enable students to understand reasoning skills																				
CLR-4 :		Use the basic mechanics of Grammar																				
CLR-5 :		Acquire time management skills and expose students to the requirements of the job market																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :		Understand the concepts of LCM, HCF, ratio and proportions, percentages and approach questions in a simpler and innovative method			3	80	70	M	-	M	H	H	-	M	M	-	M	-	M	M	-	M
CLO-2 :		Develop, solve, analyze, and use simple mathematical models that are relevant to daily life.			3	80	75	M	-	M	H	H	-	M	M	-	M	-	M	M	-	M
CLO-3 :		Solve problems on reasoning			3	85	70	-	H	-	M	-	-	M	M	M	H	H	M	H	M	M
CLO-4 :		Understand the different parts of speech and use them in sentences appropriately			3	85	80	M	-	M	H	H	-	-	M	-	M	-	M	M	-	M
CLO-5 :		Instill confidence in students and develop skills necessary to face the audience			3	85	75	M	-	M	-	H	L	M	M	-	M	-	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
		6	6	6	6	6
S-1	SLO-1	Speed Maths and Simplification	Profit and Loss-Introduction	Number Series	Most Logical Choice	Self-Introduction - Introduction
	SLO-2	Simplification Techniques and Tricks	Profit and Loss- Basic Problems	Number Series – Solving Problems	Most Logical Choice – solving problems	Self-Introduction - Session 1
S-2	SLO-1	Divisibility	Simple Interest-Introduction, Formulas & Problems	Word Series	Logical Order	Self-Introduction - Session 2
	SLO-2	Power cycle, Reminder cycle	Compound Interest-Introduction, Formulas & Problems	Word Series – Solving Problems	Logical Order – tips and tricks	Self-Introduction - Session 3
S-3	SLO-1	Problems On H.C.F and L.C.M	Averages-Introduction& Basics	Odd man out	Synonyms	Self-Introduction - Session 4
	SLO-2	Problems On H.C.F and L.C.M Solving problems	Averages-Tricky Problems	Missing number and wrong number	Antonyms	Self-Introduction - Session 5
S-4	SLO-1	Linear and Simultaneous Equation	Algebra –Introduction	Image Based Problems- Introduction	Essential Part	Self-Introduction - Session 6

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	6		6		6		6		6	
	SLO-2	Linear and Simultaneous Equation – solving problems		Algebraic Expressions Concepts		Image Based Solving Problems		Parts of Speech - Worksheets		Self-Introduction - Session 7
S-5	SLO-1	Ratio and Proportions-Introduction		Data Interpretation – Bar chart, Pie Chart		Inequalities		Spotting Error		Basics of Written Communication
	SLO-2	Ratio and Proportions-Basics Problems		Data Interpretation – Table, Line Graph		Inequalities - methods		Spotting Error – Concord, Prepositional usage, Usage of Articles		Basics of Written Communication Methods
S-6	SLO-1	Percentage -Introduction		Quadratic Equations		Coding – Decoding-Introduction		Sentence Correction – Vocabulary based		Time Management Skills
	SLO-2	Percentage- Basic problems		Quadratic Equations – Formulas and Methods		Coding – Decoding-Different types		Sentence Correction – Grammar Based		Time Management Skills - Activity

Learning Resources	<b>Textbooks:</b>									
	1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th 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 <b>References:</b> 1. Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition 2. Singh O.P., Art of Effective Communication in Group Discussion and Interview, S Chand & Company, 2014 3. Bhatnagar R P, English for Competitive Examinations, Trinity Press, 2016									

Learning Assessment						
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)				
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%)	
		Practice	Practice	Practice	Practice	
Level 1	Remember	30%	30%	30%	10%	
	Understand					
Level 2	Apply	30%	30%	30%	50%	
	Analyze					
Level 3	Evaluate	40%	40%	40%	40%	
	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, Extempore, 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
Mr. M. Ponmurugan , Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore	1. Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
		2. Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance, FSH, SRMIST

Course Code	UCD23V01T	Course Name	Universal Human Values	Course Category	V	Value Addition Course	L	T	P	O	C
							2	0	0	2	2

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1:		Help the students to understand need of value education, appreciate the essential complementarity between 'values' and 'skills' and to ensure sustained happiness and prosperity which are the core aspirations of all human beings,	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:		Help students initiate a process of dialog within themselves to know what they really want to be' in their life and profession.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qualities	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
CLR-3:		Help students to understand the meaning of happiness and prosperity for a human being. understanding holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way.				L	M	M	-	M	L	H	M	-	H	-	H	-	-	-
CLR-4:		Help students on right understanding of the Human reality and the rest of existence, harmony at all the levels of human living, and live accordingly.				-	M	M	-	M	-	H	M	M	H	-	H	-	M	-
CLR-5:		Highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.				-	M	M	H	M	-	H	M	-	H	M	H	-	-	M
						-	M	M	-	M	-	H	M	-	H	-	H	-	M	-
						-	M	M	-	M	-	H	M	-	H	-	H	L	-	-
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:		Evaluate the significance of value inputs in formal education and start applying them in their life and profession	3	80	70															
CLO-2:		Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.	3	80	75															
CLO-3:		Analyze the value of harmonious relationship based on trust and respect in their life and profession	3	85	70															
CLO-4:		Examine the role of a human being in ensuring harmony in society and nature.	3	85	80															
CLO-5:		Apply the understanding of ethical conduct to formulate the strategy for ethical life and profession.	3	85	75															

Duration (hour)	6	6	6	6	6
S-1	SLO	Right Understanding, Relationship and Physical Facility	Understanding Human being as the Co-existence of the Self and the Body	Harmony in the Family – the Basic Unit of Human Interaction	Understanding Harmony in the Nature
S-2	SLO	Understanding Value Education	Distinguishing between the Needs of the Self and the Body	Trust – the Foundational Value in Relationship	Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature
S-3	SLO	Self-exploration as the Process for Value Education	The Body as an Instrument of the Self	Respect – as the Right Evaluation	Exploring the Four Orders of Nature
S-4	SLO	Continuous Happiness and Prosperity – the Basic Human Aspirations	Understanding Harmony in the Self	Other Feelings, Justice in Human-to-Human Relationship	Realizing Existence as Co-existence at All Levels
S-5	SLO	Happiness and Prosperity – Current Scenario	Harmony of the Self with the Body	Understanding Harmony in the Society	The Holistic Perception of Harmony in Existence
					Natural Acceptance of Human Values
					Definitiveness of (Ethical) Human Conduct
					A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order
					Competence in Professional Ethics
					Holistic Technologies, Production Systems and Management Models-Typical Case Studies

Duration (hour)		6	6	6	6	6
S-6	SLO	Method to Fulfill the Basic Human Aspirations	Programme to ensure self-regulation and Health	Vision for the Universal Human Order	Exploring Co-existence in Existence	Strategies for Transition towards Value-based Life and Profession

<b>Learning Resources</b>	1. Gaur R.R., Sangal R., Bagaria G.P., 2019 (2nd Revised Edition), A Foundation Course in Human Values and Professional Ethics, Excel Books, New Delhi. 2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.	3. A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak. 4. A N Tripathy, 2003, Human Values, New Age International Publishers. 5. Baskar – Value Education – Vijay Nicole Publications
---------------------------	---	---

<b>Learning Assessment</b>					
<b>Level</b>	<b>Bloom's Level of Thinking</b>	<b>Continuous Learning Assessment (100% weightage)</b>			
		<b>CLA – 1 (20%)</b>	<b>CLA – 2 (20%)</b>	<b>CLA – 3 (30%)</b>	<b>CLA – 4 (30%)#</b>
		<b>Theory</b>	<b>Theory</b>	<b>Theory</b>	<b>Theory</b>
Level 1	Remember	30%	30%	30%	30%
	Understand				
Level 2	Apply	40%	40%	40%	40%
	Analyze				
Level 3	Evaluate	30%	30%	30%	30%
	Create				
Total		100 %	100%	100%	100%

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

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

<b>Course Designers</b>		
<b>Experts from Industry</b>	<b>Experts from Higher Technical Institutions</b>	<b>Internal Experts</b>
-	-	Dr. Supraja P, UHV University Coordinator, SRMIST Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST Dr. Sweetly Bakyarani E, Department of Computer Science, FSH, SRMIST

**SEMESTER II**

Course Code	UL T23G02J	Course Name	TAMIL – II	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

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

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

CLR-1:	சங்க இலக்கியங்கள் வழி தொன்மை அக புற வாழ்வியலை அறியச் செய்தல்	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	தமிழ்ச்சமூகத்தின் அறவியல் குறித்து தெரியச் செய்தல்	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:	பக்தி இலக்கியங்கள் போதித்த மனித மாண்புகளை உணரச் செய்தல்																		
CLR-4:	பண்டைத் தமிழ்ச்சமூகத்தின் தொல் இலக்கியங்கள் வளர்ச்சி பெற்ற வரலாற்றைப் புரியச் செய்தல்																		
CLR-5:	சிறுகதைகள் சொல்லும் வாழ்வியல் நெறி மொழியின் நுட்பங்கள் ஆகியவற்றைத் தெரியச் செய்தல்																		

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:	பண்டைத் தமிழ்ச்சமூகத்தின் அக புற வாழ்வியல் இன்றைய சமூக மேம்பாட்டிற்கு வழிகாட்டி நிற்பதை அறிந்துகொள்ளுதல்	2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	-	-	-
CLO-2:	தமிழ்ச்சமூகம் அறத்தை வலியுறுத்திய சமூகம் என்பதன் வழி மாணுட அறத்தைத் தெரிந்துகொள்ளுதல்	2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-
CLO-3:	பக்தி இலக்கியம் மூலம் இறைத் தந்துவங்களை அறிந்து மாணுட ஒற்றுமை மேம்பாட்டை அறிந்துகொள்ளுதல்	2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-
CLO-4:	தொல் தமிழ்ச்சமூகம் இலக்கியம் அரசியல் அறம் பக்தி ஆகியவற்றில் தழைத்தோங்கியதைத் தெரிந்துகொள்ளுதல்	2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-
CLO-5:	வாழ்வியலின் நெறிகளைச் சொல்லும் கதைகளைப் படைக்கும் திறனோடு மொழி ஆளுமையையும் அறிந்துகொள்ளுதல்	2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-

Duration (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
	12	12	12	12	12
S-1	SLO-1 காலந்தோறும் தமிழ் அகத்திணை மரபு	சங்க மருவிய காலம்	பல்லவர் காலம்	பண்டைக்காலத் தமிழகம்	தமிழ்ச் சிறுகதைப் போக்குகள்
	SLO-2 அக இலக்கியத்தின் கட்டமைப்பு உள்ளடக்கம்	அறமும் வாழ்வியலும்	பல்லவர் கால இலக்கியங்கள்	சங்ககால மக்களின் வாழ்வியல்	தமிழ்ச் சிறுகதையும் தமிழ்ச் சமூக வாழ்வியலும்

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-2	SLO-1	எட்டுத்தொகை நூல்களும் பகுப்புமறையும்	உலகப்பொதுமறை - திருக்குறள்	பக்தியும் தமிழும்	முச்சங்கம் - அறிமுகம்	புதுமைப்பித்தன் - சங்குத்தேவனின் தர்மம்
	SLO-2	ஐங்குறுநூறு (375)	திருக்குறளின் கட்டமைப்பு	பக்தி இலக்கியத் தோற்ற நிலை	முச்சங்க வரலாறு	கள்வனின் தர்மம்
S-3	SLO-1	உடன்போக்கும் நற்றாய் புலம்பலும்	திருக்குறள் வான்சிறப்பு (2)	சைவ சமய இலக்கியங்கள்	பத்துப்பாட்டும் எட்டுத் தொகையும்	நபிச்சமூர்த்தி - வேப்பமரம்
	SLO-2	ஐங்குறுநூறு (391)	மழையும் வாழ்வும்	சைவக்குரவர் நால்வர்	சங்க கால மக்களின் வாழ்வியல்	மரபும் நம்பிக்கைகளும்
S-4	SLO-1	உடன் போக்கும் தமிழர் பறவையியல் அறிவும்	திருக்குறள் - புலவி நுணுக்கம்	தேவாரம் - திருஞான சம்பந்தர் - பாடல் - 2834	எட்டுத்தொகை நூல்களின் வரலாறு	தமிழருவி மணியன் - ஒற்றைச் சிறகு
	SLO-2	குறுந்தொகை (02)	ஊடலின் அழகியல்	தேவாரம் - திருநாவுக்கரசர் - பாடல் - 4262	எட்டுத்தொகை நூல்களின் கட்டமைப்பு	உறவின் மேன்மை
S-5	SLO-1	இயற்கைப் புணர்ச்சியும் தலைவி நலம் பாராட்டலும்	நீதி இலக்கியங்கள்	திருவாசகம் அறிமுகம்	பத்துப்பாட்டு நூல்களின் வரலாறு	ஆர். சூடாமணி - மூடநம்பிக்கை
	SLO-2	குறுந்தொகை (03)	நாலடியார்	மாணிக்கவாசகர் பாடல் - ஆனந்த பரவசம் - பாடல் 10	பத்துப்பாட்டும் தமிழர் வாழ்வியலும்	சமூகத்தில் மூடநம்பிக்கைகள்
S-6	SLO-1	தலைவனின் மேன்மைத் தன்மையும் இயற்கையும்	வைகலும் - பாடல் (39)	வைணவ சமயம்	பதினெண் கீழ்க்கணக்கு நூல்கள்	மூடநம்பிக்கைகளின் சிக்கல்கள்
	SLO-2	அகநானூறு (238)	நிலையாமையும் அறமும்	வைணவ சமய வளர்ச்சிப்போக்கு	பதினெண் கீழ்க்கணக்கும் தமிழர் அற மரபும்	திருஷ்ணா டாவின்ஸி - காலா அருகே வாடா
S-7	SLO-1	இயற்கையும் அகவாழ்வுச் சிக்கிரிப்பும்	தமிழர் மருத்துவம்	நாலாயிரத் திவ்யப் பிரபந்தம்	நீதி இலக்கியங்கள்	மனித வாழ்வில் மருத்துவம்
	SLO-2	நள்ளியின் கொடைத்திறம்	நீதி இலக்கியத்தில் மருந்து நூல்கள்	குலசேகராழ்வார் பாடல் - 678	நீதி இலக்கியங்களின் பன்முகத் தன்மைகள்	பாரம்பரிய மருத்துவம்
S-8	SLO-1	கவித்தொகைப் பாடல் - (11)	சிறுபஞ்சமூலம் (64)	ஆண்டாள் பாடல் - 574.	காப்பிய இலக்கணம்	மொழிப்பயிற்சி
	SLO-2	அறம் பொருள் இன்பம் சிறப்பு	சுகையின் சிறப்பு	திருமழிசை ஆழ்வார் பாடல் - கணிகண்ணன்	காப்பியத்தின் போக்குகள்	சொற்களை உருவாக்குதல்
S-9	SLO-1	குழலியலும் மனித வாழ்வும்	பழமொழி நானூறு அறிமுகம்	தமிழில் இஸ்லாமிய இலக்கியங்கள்	காப்பியங்களின் வகைமை	எழுத்துகளில் இருந்து சொற்களைக் கண்டுபிடித்தல்
	SLO-2	தமிழர் புறமரபு	பழமொழி நானூறு - கனித்தன்மைகள்	இஸ்லாமிய இலக்கியங்களின் கொடை	ஐம்பெருங்காப்பியங்களின் கனித்தன்மைகள்	படம் பார்த்துக் கதை எழுதுதல்
S-10	SLO-1	புறநானூறு (107) பாரியும் மாரியும்	பழமொழி நானூறு (184)	சிறாப்புராணத்தின் அமைப்பு	தமிழ்ச் சமூகமும் சமயத் தத்துவங்களும்	படம் பார்த்துக் கவிதை எழுதுதல்
	SLO-2	புறநானூறு (110) பாரியின் வள்ளல் தன்மை	பழமொழியும் அறிவுரையும்	விடமீட்டப் படலம் (10 பாடல்கள்)	சமயத் தத்துவங்களும் வாழ்வியல் விழுமியங்களும்	கற்பனைத்திறன் - வளர்த்தல்
S-11	SLO-1	புறநானூறு (112) கையறுநிலை	பண்டைக்காலப் போரும் வாழ்வும்	கிறித்தவ சமய இலக்கியங்கள்	சைவத் திருமுறை - அறிமுகம்	கற்பனையும் படைப்பும்
	SLO-2	சிறுபாணாற்றுப்படை (84-115)	புற இலக்கியங்கள்	கிறித்தவ இலக்கியங்களின் தமிழ்க் கொடை	பன்னிரு திருமுறை - வரலாறு	தமிழில் வாசகம்
S-12	SLO-1	கடையெழு வள்ளல்களின் சிறப்புகள்	களவழி நாற்பது (40)	கிறித்துவின் அருள்வேட்டல் - திரு.வி.க	நாலாயிரத் திவ்வியப் பிரபந்தம் - அறிமுகம்	விளம்பரத்திற்கு வாசகம் எழுதுதல்
	SLO-2	பட்டினப்பாலை (40-50) அட்டில் சாலைகளின் நிலை	போர்க்களமும் யானைப்படையும்	அலகொலையி - 5 பாடல்கள்	வைணவ ஆழ்வார்கள் வரலாறு	வாசகம் எழுது முறைகள்

Learning Resources	<b>Textbooks:</b> <ol style="list-style-type: none"> <li>கொன்றை, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், தமிழ்த்துறை, எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023</li> <li>தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2017</li> </ol>	<b>References:</b> <ol style="list-style-type: none"> <li>மு. அருணாசலம், தமிழ் இலக்கிய வரலாறு, நூற்றாண்டு முறை (9ஆம் நூ. முதல் 16 வரை), தி பார்க்கர், சென்னை, 2005</li> <li>தமிழ் இணையக் கல்விக்கழகம் - <a href="http://www.tamilvu.org/">http://www.tamilvu.org/</a></li> <li>மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - <a href="https://www.projectmadurai.org/">https://www.projectmadurai.org/</a></li> </ol>

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%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	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
<i>Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanimiyur, Chennai – 600 041.</i>	<i>1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language &amp; Literature, Pondicherry University, Pondicherry</i>	<i>1. Dr. B.Jaiganesh, Associate Professor &amp; Head, Dept. of Tamil, FSH, SRMIST</i>
		<i>2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.</i>
		<i>3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.</i>
		<i>4. Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i>
		<i>5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i>

Course Code	ULH23G02J	Course Name	HINDI-II	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	HINDI-I	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:		
CLR-1 :	They get to learn Ancient, Medieval, and Modern poetry	Level of Thinking (Bloom)	2	3
CLR-2 :	To understand the Significance of poems of great poets like Kabir, Tulsidas, Bihari and Dhananand			
CLR-3 :	To Enhance and Enrich their knoeledge through poetry			
CLR-4 :	Media based understanding for employability			
CLR-5 :	Job Oriented writing skills			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able		
CLO-1 :	To provide a brief Introduction of Hindi poetry (Bhaktikal, Reetikal and Aadhunikkal)	2	75	80
CLO-2 :	To Discuss the origin and development of various forms of poetry in Hindi	2	80	90
CLO-3 :	Focus on Evaluating the social changes through poetry	2	75	95
CLO-4 :	To Examine Transcreation in advertisement	2	80	90
CLO-5 :	To guide the students in the learning of the technical aspect of the Hindi Languge, this would help them in the field administration	2	85	90

Learning			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	M	L	H	L	M	L	L	H	M	-	-	-			
H	H	H	M	L	H	H	M	L	L	H	M	-	-	-			
H	H	M	L	H	H	M	H	M	M	H	H	-	-	-			
H	H	L	H	M	H	L	H	H	M	H	H	-	-	-			
M	H	M	H	L	H	H	L	H	M	H	H	-	-	-			

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		12	12	12	12	12
S-1	SLO-1	Bhakti kalin kavita	Riti kalin Kavita	Adhunik kavita	Vigyapan	Patra lekhan & paribhashik shabdavali
	SLO-2	Bhakti kalin kavita ki avadharna	Avadharna	Avadharna	Avadharna	Avadharna
S-2	SLO-1	Swarup	Swarup	Swarup	Arth	Arth
	SLO-2	Mahatva	Riti kal vibhajan	Mahatva	Paribhasha	Swarup
S-3	SLO-1	Uddeshya	Mahatva	Uddeshya	Swarup	Paribhasha
	SLO-2	Bhaktikal ki prasangikta	Uddeshya	Mathli sharan gupt- nar ho na nirash karo man ko	Vigyapan ke prakar	Prayojan
S-4	SLO-1	Dohe- kabirdas	Dohe- Bihari	Kavi parichaya	Vigyapan ki visheshtayen	Prayog
	SLO-2	Sant parichay	Kavi parichaya	Kavita ka visleshan	Vigyapan mang	Mahatva
S-5	SLO-1	Dohe ka visleshan	Dohe ka visleshan	Ashavadi drishtikon	Vigyapan ka prabhav	Patralekhan kala
	SLO-2	Guru ka mahatva	Kanak ka mahatva	Sangharsh ki aor prerna	Vigyapan mahatva	Prakar
S-6	SLO-1	Gurutva se ishvaratva ki aor	Viprit swabhav ki charcha	Suryakant tripathi nirala- var de	Vigyapan ki bhasha	Vyaktigat patra
	SLO-2	Gurutva se ishvaratva ki aor	Prakriti ka atal rup	Kavi parichaya	Vigyapan aur bazar	Aupcharik patra
S-7	SLO-1	Bahya adambar ka virodh	Yamak alankar ka prayog	Kavita ka visleshan	Vigyapan aur rozgar	Sarkari patra
	SLO-2	Murti pooja ka virodh	Sneh ke mahatva ki charcha	Sarshwati ke patri samarpan	Print vigyapan	Ardha sarkari patra

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-8	SLO-1	Gharelu vashtuon ki upyogita	Bihari ki kavya shaili ka mahatva	Bhakti ki bhavana	Electronic vigyapan	Paribhashik shabdavali
	SLO-2	Ahnkar ka parityag	Dohe- ghananand	Nagarjun-- akal aur uske bad	Vigyapan pariyojana	Avadharna
S-9	SLO-1	Dohe- tulshidas	Kavi parichaya	Akal ka vashtavik chitran	Vigyapan aur samaj	Shabdavali ki avshyakta
	SLO-2	Paropkar ki bhavana	Dohe ka visleshan	Akal ke purva ka chitran	Vigyapan ki vyapakta	Karyalyin shabdavali
S-10	SLO-1	Daya ka mahatva	Sneh ki sarita ka varman	Akal ke bad ka chitran	Vigyapanlekhan kala	E ek din ek shabd
	SLO-2	Ishvar ki mhatta	Prem ka mahatva	Kattis- badrinarayan	Vigyapan aur jagrupta	Hindi se angreji shabd
S-11	SLO-1	Madhur vahan ki upyogita	Nayika ke prati smarpan	Samband vicched ki paricharcha	Uddeshya	Angrej se hindi shabd
	SLO-2	Ram ki mahima	Ghananand ki kavya shaili ka mahatva	Swarth nihit bhavana	Vigyapan ki spastta	Abhyash karya
S-12	SLO-1	Dhoha paricharcha	Dhoha paricharcha	Kavya paricharcha	Vigyapanparicharcha	Paricharcha
	SLO-2	Prashnaabhyash	Prashnaabhyash	Prashnaabhyash	Prashnaabhyash	Prashnaabhyash

Learning Resources	<b>Edited Book: ""SAMANYA HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.</b>			3.	BHAKTI ANDOLAN AUR SURDAS KA KAVYA – MANAGER PANDEY
	1.	KABIR – HAZARI PRASAD DWEDI		4.	BIHARI – VISHVNATH PRASAD MISHR
	2.	SURDAS – RAM CHANDRA SHUKL		5.	Aadhunik Vigyapan aur Jansampark – Tareh Bhatia

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%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	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	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	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
		4. Dr.Nisha Murlidharan Assistant Professor, VDP, SRM IST

Course Code	ULF23G02J	Course Name	FRENCH-II	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

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

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				Level of Thinking (Bloom)	2	75	80	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations																						
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																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1 :	Acquire knowledge about French language					2	75	80															
CLO-2 :	Strengthen the knowledge on concept, culture, civilization and translation of French					2	80	90															
CLO-3 :	Develop content using the features in French language					2	75	80															
CLO-4 :	Interpret the French language into other language					2	75	90															
CLO-5 :	Improve the communication, intercultural elements in French language					2	80	75															

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	Temps libre	Le pronom indéfini on	Vendre	Il faut	Les gallicismes
	SLO-2	Les activités quotidiennes	Les activités	Les exemples	C'est / Il est	Les activités
S-2	SLO-1	Les exemples	Les adjectifs interrogatifs	Acheter	Le verbe devoir	Les pronoms personnels COI
	SLO-2	Les activités	Les activités	Les exemples	Les activités	Les exemples
S-3	SLO-1	Les moments de la journée	Les prépositions avec les noms géographiques	Les aliments	Le verbe pouvoir	Le pronom y
	SLO-2	Les exemples	Les activités	Les exemples	Le verbe savoir	Les exemples
S-4	SLO-1	Les matières scolaires	Les verbes prendre et sortir	Les emballages	Le verbe vouloir	Des pronoms compléments
	SLO-2	Les exemples	Les activités	Les exemples	Les sons	Les activités
S-5	SLO-1	Les activités	Les sons	Les quantités	Demander et dire le prix	Les nombres ordinaux
	SLO-2	Les loisirs	Les activités	Les exemples	Les activités	Les exemples
S-6	SLO-1	Les exemples	Parler de ses goûts	Les commerces	Faire des achats	Les verbes écrire et voir
	SLO-2	Les activités	Les activités	Les activités	Expliquer une recette de cuisine	Les activités
S-7	SLO-1	La fréquence	Parler de ses préférences	les commerçants	Les activités	Le E caduc ou instable

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
	SLO-2	Les exemples	Les activités	Les exemples	Les courses
S-8	SLO-1	Les activités	Parler de sa routine	L'impératif	Les activités
	SLO-2	Les verbes pronominaux	Les activités	Les activités	Vendre et acheter
S-9	SLO-1	Les exemples	A la recherche d'un cadeau –.	Les articles partitifs	Mots et expressions
	SLO-2	Les activités	Les activités	Les exemples	Grammaire
S-10	SLO-1	Les pronoms personnels COD	Temps libre	Très ou beaucoup (de)	Communication
	SLO-2	Les exemples	Les activités	Les exemples	Tout le monde s'amuse
S-11	SLO-1	Les activités	Mots et expressions	Le pronom en (la quantité)	Les sorties
	SLO-2	Les adjectifs démonstratifs	Les activités	Les exemples	Les saisons
S-12	SLO-1	Les exemples	Grammaire –Communication	La phrase négative (2	Les fêtes
	SLO-2	Les activités	Les activités	Les exemples	Les messages

Learning Resources	<b>Theory:</b> 1. “ <b>Nouvelle Génération-AI</b> ” Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions Didier, Paris, 2018. 2. <b>Cahier d'activités avec deux disques compacts.</b> 3. <a href="https://www.fluentu.com/blog/french/french-grammar">https://www.fluentu.com/blog/french/french-grammar</a>	4. <a href="https://www.elearningfrench.com/learn-french-grammar-online-free.html">https://www.elearningfrench.com/learn-french-grammar-online-free.html</a> 5. <a href="https://www.lawlessfrench.com/grammar">https://www.lawlessfrench.com/grammar</a> <a href="https://blog.gymglish.com/2022/12/15/basic-french-grammar">https://blog.gymglish.com/2022/12/15/basic-french-grammar</a>
--------------------	--	---

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%	50%	50%	40%	50%	50%	50%	50%	40%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	30%	-
	Create										
Total		100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar Danasegarane, Process Expert, Maersk Global Service Center Pvt. Ltd	Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigalai Assistant Professor, SRMIST, VDP

Course Code	UES23AE1T	Course Name	ENVIRONMENTAL STUDIES	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							3	0	0	2	3

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	To create awareness on Environment and Renewable and Non-renewable resources	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	To understand about ecosystem and Biodiversity	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	To understand the natural and anthropogenic impact of the environmental pollution	Expected Proficiency (%)	Application of Concepts
CLR-4 :	To create awareness on different environmental problems	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	To create awareness on various Environment Protection acts and the impact of human population on environment		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

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 :	Applying knowledge on Renewable and Non-renewable resources	2	80	65	L	H	L	M	L	H	L	L	L	H	L	M	-	-	M
CLO-2 :	Understanding about ecosystem and Biodiversity	2	80	70	M	H	L	M	L	H	L	L	L	H	L	M	-	-	M
CLO-3 :	Gathering knowledge on impact of environmental pollution	2	80	70	L	H	L	M	L	H	M	M	M	H	L	M	-	-	M
CLO-4 :	Understanding of different environmental problems	2	80	70	M	H	L	M	L	H	M	M	M	H	L	M	-	-	M
CLO-5 :	Having knowledge on various Environment Protection acts and the impact of human population on environment problems	2	80	65	M	H	L	M	L	H	L	M	L	H	L	M	-	-	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Multidisciplinary nature of environmental studies	Energy flow in the ecosystem	Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity	Disaster management- Nature Floods, Earthquakes	Environment Protection Act
	SLO-2 Definition, Scope and Importance of Environmental Studies	Energy flow in the ecosystem	Environmental Pollution- Definition		Air (Prevention and Control of Pollution) Act
S-2	SLO-1 Need for public awareness.	Ecological succession	Causes, Effects and Control Measures of Air Pollution	Cyclones Landslides	Water (Prevention and control of Pollution) Act
	SLO-2 Institutions in Environment	Food chains, Food webs and Ecological pyramids			Wildlife Protection Act
S-3	SLO-1 People in Environment	Ecosystem, Introduction, Types, Characteristic features, Structure and functions	Causes, Effects and Control Measures of Water Pollution	Social Issues and the Environment: From Unsustainable to Sustainable Development	Forest Conservation Act
	SLO-2 Introduction to natural resources- Associated Problems	Forest ecosystem			Issues involved in enforcement of environmental legislation
S-4	SLO-1 Renewable and Nonrenewable resources	Grassland ecosystem	Causes, Effects and Control Measures of Soil Pollution	Urban problems related to energy	Public awareness
	SLO-2 Forest resources	Desert ecosystem		Water Conservation	
S-5	SLO-1 Water Resources	Aquatic ecosystems (ponds, lakes, streams)	Causes, Effects and Control Measures of Marine pollution	Rain Water Harvesting, Watershed	Human Population and the Environment: Population growth, variation among nations
	SLO-2 Mineral Resources	Aquatic ecosystems (rivers, estuaries, oceans)			

Duration (hour)		9	9	9	9	9
S-6	SLO-1	Food Resources	Biodiversity and its conservation- genetic, species and ecosystem diversity	Causes, Effects and Control Measures of Noise Pollution	Environmental Ethics: Issues and Possible Solutions	Population explosion – Family Welfare Programme
	SLO-2	Energy Resources	Biogeographical classification of India			Environment and human health
S-7	SLO-1	Land Resources	Value of Biodiversity	Causes, Effects and Control Measures of Thermal Pollution	Climate change & Global warming	Human Rights
	SLO-2	Role of an individual in conservation of natural resources	Biodiversity at Global, National and Local Levels			Value Education
S-8	SLO-1	Equitable use of resources for sustainable lifestyles	India as a Mega Diversity Nation	Causes, Effects and Control Measures of Nuclear hazards	Acid rain & Ozone layer depletion	HIV/AIDS
	SLO-2	Concept of an ecosystem	Hot-spots of biodiversity			
S-9	SLO-1	Structure and Functions of an ecosystem	Threats to biodiversity: habitat loss, poaching of wildlife man-wildlife conflicts	Solid Waste Management Causes, Effects and Control Measures of Urban and Industrial Waste	Nuclear Accidents and Nuclear Holocaust	Women and Child Welfare
	SLO-2	Producers, consumers and decomposers	Endangered and endemic species of India			
				Role of Individuals In Pollution Prevention	Wasteland Reclamation	Role of Information Technology in Environment and human health

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

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

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

Course Designers		
Experts from Industry	Experts from Academic	Internal Experts
Dr.Arumugam Perumal, Director ARMATS BIOTEK Training and Research Institute, Chennai	Dr.N.Banu, Assistant Professor Bharathi Womens College (Autonomous), Chennai	1. Dr. P. Parthipan, Assistant Professor, Department of Biotechnology, FSH, SRMIST 2. Dr. D. Sankari, Professor and Head, Department of Biotechnology, FSH, SRMIST

Course Code	UAF23201J	Course Name	FINANCIAL ACCOUNTING - II	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	FINANCIAL ACCOUNTING - I	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	--------------------------	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	Learn budgeting and financial planning				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	Understand Financial accounting which promotes transparency and integrity in financial reporting.				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills		
CLR-3 :	Acquire Financial accounting skills which are transferable and applicable across various industries and sectors.							H	-	H	H	H	-	H	M	M	H	H	H	H	H	H	H	-
CLR-4 :	Learn Financial accounting ensures compliance with accounting standards and regulations.							H	H	H	H	H	M	H	M	M	H	H	H	H	H	H	H	H
CLR-5 :	Understanding financial accounting principles helps individuals identify and mitigate financial risks.							H	-	H	H	H	M	H	M	M	H	H	H	H	H	H	M	-
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			2	75	60	H	-	H	H	H	-	H	M	M	H	H	H	H	H	-		
CLO-1 :	Prepare the Hire purchase and important terms				2	80	70	H <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>M</th> <th>H</th> <th>M</th> <th>M</th> <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>M</th> <th>H</th>	H	H	H	H	M	H	M	M	H	H	H	H	M	H		
CLO-2 :	Prepare accounts Branch accounts and different types				2	70	65	H <th>-</th> <th>H</th> <th>H</th> <th>H</th> <th>-</th> <th>H</th> <th>M</th> <th>M</th> <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>-</th>	-	H	H	H	-	H	M	M	H	H	H	H	H	-		
CLO-3 :	Evaluate the importance of partnership and features, P&L of Partnership A/C				2	70	70	H <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>M</th> <th>H</th> <th>M</th> <th>M</th> <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>H</th>	H	H	H	H	M	H	M	M	H	H	H	H	H	H		
CLO-4 :	Explain the dissolution and distribution of firms				2	80	70	H <th>-</th> <th>H</th> <th>H</th> <th>H</th> <th>-</th> <th>H</th> <th>M</th> <th>M</th> <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>M</th> <th>-</th>	-	H	H	H	-	H	M	M	H	H	H	H	M	-		
CLO-5 :	Prepare Accounting Standards in IFRS and GAAP				2	70	70	H <th>-</th> <th>H</th> <th>H</th> <th>H</th> <th>-</th> <th>H</th> <th>M</th> <th>M</th> <th>H</th> <th>H</th> <th>H</th> <th>H</th> <th>M</th> <th>-</th>	-	H	H	H	-	H	M	M	H	H	H	H	M	-		

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	18		18		18		18		18	
	SLO-2		Wholesale branch system and final account system – Meaning		Maintenance of records		Simple and weighted average profits			
S-8	SLO-1	In the books of hire vendor	Accounting treatment of dependent branches– debtors system		Allocation of expenses	Basis of apportionment	Treatment of goodwill on admission of a partner	Application of AS 10	Problems related to death of a partner	
	SLO-2									
S-9	SLO-1	Calculation of Interest	Accounting treatment of dependent branches – stock and debtors system		Direct expenses	Indirect expenses	Adjustment of revaluation assests and liabilities and capital	Problems related to admission of a partner	Dissolution – Meaning	Modes of dissolutions
	SLO-2									
S-10-12	SLO-1	Default and repossession	Accounting treatment of dependent brancheses – Wholesale branch system		Inter-departmental transfer - meaning	Inter-departmental transfer at cost price	Retirement of a partner – Introduction	Accounting problems – profit sharing ratio and gaining ratio	Settlement of accountns	Accounting treatment
	SLO-2	Types of repossession								
S-13	SLO-1	Computation of profit	Accounting treatment of dependent brancheses – Final system		Inter-departmental transfer at selling price		Treatment of goodwill on retirement	Adjustment of capital after retirement	Journal entries for dissolution	Treatment of dissolution
	SLO-2									
S-14	SLO-1	Debtors method	When goods are sent to branch at cost price -problems		Stock reserve	Apportionment of common expense	Revaluation account	Memorandum revaluation account	Treatment of unrecorded assests	Treatment of unrecorded liability
	SLO-2	Stock and debtors system	When goods are sent to branch at invoice price – problems							
S-15	SLO-1	Accounting under Installment purchase system	Wholesale branch system - Difference between wholesale and retail profit at branch		Asertainment of cost of departmental purchase	General profit and loss account	Capital account	Balance sheet	Realisation account	Capital account
	SLO-2	In the books of buyer and vendor								
S-16-18	SLO-1	Problem related to complete repossession	Stock and debtors system - when godos are sent at cost price		Problems on General profit and loss account	Problems on departmental accounting	Problem related to retirement	Retirement cum admission	Bank account	Problems related to dissolution
	SLO-2	Problem related to Partial repossession	Stock and debtors system - when godos are sent at invoice price							
Learning Resources:		Textbooks:				References:				
		1. R.L. Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi. 2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi. 3. T.S.Reddy & A. Murthy, Financial Accounting - Margham Publications - Chennai. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). Advanced Accounts. Vol.-I. New Delhi: Sultan Chand Publishing. 4. K. Murugadoss, M. Jeya et al – Financial Accounting – Vijay Nicole Publications				1. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi. 2. P.C. Tulsian – Financial Accounting 6. S. Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi.				

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4 Dr.K.Karthikeyan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, KTR
		5 Dr.Aamir Rashid Bhat, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST

Course Code	UAF23202J	Course Name	BUSINESS LAW	Course Category	C	Discipline Specific Core Course	L	T	P	0	C
							3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

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

CLR-1:	Understand the frame work of Indian Business Laws	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Analyze the knowledge of the legal environment in which a consumer and businesses operates	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3:	Apply the Provisions of General Contract and Special Contract in the Business				H	-	L	L	L	H	L	L	M	M	M	M	M	-	-
CLR-4:	Evaluate the various modes of Creation of Agency Contracts				H	-	L	L	L	L	M	M	M	H	M	M	M	-	-
CLR-5:	Remember the Legal Provisions of Negotiable Instruments In the day-to-day Business				H	M	M	L	H	H	M	M	M	H	M	M	M	M	M

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1:	Analyze the role of law in an economic, political and social context	2	85	80	H	-	L	L	L	H	L	L	M	M	M	M	M	-	-
CLO-2:	Elaborate the fundamental legal principles behind contractual agreements	2	80	75	H	-	L	L	L	L	M	M	M	H	M	M	M	-	-
CLO-3:	Distinguish the Special contracts of Bailment, Pledge, Contract of Indemnity and Guarantee	3	85	75	H	-	L	L	L	L	L	L	M	H	M	M	M	-	-
CLO-4:	Evaluate the Contract of Agency, Conditions and Warranties in a contract of sale	3	80	75	H	M	M	L	H	H	M	M	M	H	M	M	M	M	M
CLO-5:	Apply the Legal Provisions of Negotiable Instruments Act 1881	3	80	75	H	M	L	L	L	L	L	M	M	H	M	M	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
	18	18	18	18	18
S-1	SLO-1 Business - Meaning and Definition	Indian Contract Act 1872	Special Contracts	Sales of Goods Act 1930	Negotiable Instruments Act 1881
	SLO-2 Business Environment	Agreement - Meaning and Definition	Bailment and Pledge	Meaning - Definition and Scope of the Act	Negotiable Instruments - Definition
S-2	SLO-1 Features of Business Environment	Offer and Acceptance	Basics of Bailment	Essential Elements of Contract of Sale	Characteristics of Negotiable Instruments
	SLO-2 Factors affecting Business Environment	Types of Offers	Essentials of Valid Bailment	Types of Goods	Types of Negotiable Instruments
S-3	SLO-1 Micro Environment	Legal Rules for a Valid Offer	Kinds of Bailment	Concept of Condition and Warranty	Parties to Negotiable Instruments
	SLO-2 Macro Environment	Acceptance	Rights and Duties of Bailor		Liabilities of Parties to Negotiable Instrument
S - 4-6	SLO-1 Law - Nature of Law	Legal Rules for a Valid Acceptance	Bailee - Meaning and definition	Kinds of Condition	Functions of Negotiable Instrument
	SLO 2 Business Law	Contract	Rights and Duties of Bailee	Warranty -Kinds of Warranty	Promissory Notes
S7	SLO 1 Sources of Business Law	Essentials for a Valid Contract	Concept of Finder of Lost Goods	Difference between Condition and Warranty	Essential Elements of Promissory Notes
	SLO-2 Legal aspects of Business Environment	Offer and Acceptance	Pledge	Doctrine of Caveat Emptor	Important points of Promissory Notes to be Noted

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-8	SLO-1	Types of Legal Environment	Intention to create Legal Relationship	Basics of Pledge	Exceptions to Doctrine of Caveat Emptor	Bills of Exchange
	SLO-2	Different aspects of Legal Environment	Lawful Object and Lawful Consideration	Rights and Duties of Pawnor	Transfer of Property	Parties to Bills of Exchange
S-9	SLO-1	Company Law	Capacity to Contract	Rights and Duties of Pawnee	Rules Regarding Transfer of Property	Features of Bills of Exchange
	SLO-2	Contract Law	Contract by a Minor, Unsound Mind Persons Disqualified by Law	Similarities of Bailment and Pledge	Nemo Dat Quod Non-Habet (Sale by Non-Owner)	Essentials Elements of Bills of Exchange
S-10-12	SLO-1	Labour Law	Free Consent	Difference between Bailment and Pledge and Duties of Pawnee	Performance of Contract	Types of Bills of exchange
	SLO-2	Competition Law	Coercion, Undue Influence, Fraud, Misrepresentation and Mistake	Contract of Indemnity	Unpaid Seller	
S-13	SLO-1	Consumer Protection Law	Possibility of Performance	Features of Contract of Indemnity	Rights of an Unpaid Seller	Advantages and Disadvantages of Bill of Exchange
	SLO-2	Intellectual Property Law	Agreement not Declared to be Void	Rights and Duties of Indemnifier	Contract of Agency	Difference between Promissory Note and Bill of Exchange
S-14	SLO-1	Environmental Protection Law	Legal Formalities	Rights and duties of Indemnity Holder	Essentials for the formation of contract of agency	Cheque - Definition
	SLO-2	Impacts of Legal Environment on Businesses in India	Kinds of Contract	Contract of Guarantee	Types of Agents	Characteristics of Cheque -Number of Parties
S-15	SLO-1	Government policies and Legislations and governing Legal Environment	Performance of Contract	Essentials of Contract of Guarantee	Rights and Duties of Agent	Types of Cheque
	SLO-2	Business Activities and the related Laws	Discharge/ Termination of Contract	Features of Contract of Guarantee	Termination of Agency	Essential Elements of a Cheque
S-16-18	SLO-1	Benefits of Studying Legal Environment	Breach of Contract	Difference between Contract of Indemnity and Guarantee	Rights and Liabilities of Principal and Agent before termination and after Termination	Difference Between Cheque and Bill of Exchange
	SLO-2	Limitations of Studying Legal Environment	Remedies for Breach of Contract			

<b>Learning Resources:</b>	<b>Textbooks:</b> 1. Kapoor N.D. Business Laws, Sultan chand and Sons 2. Shukla M.C. Business Laws, S Chand & Co 3. Dr.V.K. Jain & CA Shashank s. Sharma, Business Laws, Taxman Publications 4. Balachandran – Business Law, 3e – Vijay Nicole Publications	<b>References:</b> 1. Pillai, R.S.N.&Chand, S, Business Law, S Chand & Co, Delhi 2. M.C. Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India. 3. Sreenivasan, M.R. Business Laws, Margam Publications.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com">info@baccuracy.com</a>	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4 Ms.J.Ramadevi, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, KTR
		5 Dr.Aamir Rashid Bhat, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST

Course Code	UEY23204J	Course Name	INDIAN ECONOMY	Course Category	C	Discipline Specific Core Course	L 3	T 0	P 2	O 2	C 4
-------------	-----------	-------------	----------------	-----------------	---	---------------------------------	--------	--------	--------	--------	--------

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1:	Remember the past, present economic conditions of the country.		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:	Analyze the success and failure of various Economic policies and Programmes					Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3:	Familiarize with Economic Policies and Programmes.																			
CLR-4:	Have an in-depth analysis of the Sectoral contributions of Agriculture, Industry and Trade sector in India																			
CLR-5:	Acquainted with the latest developments in the Economy																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	CLO-1:	Evaluate the Economic Growth of India and the Models of Economic Development		H	-	L	L	H	H	L	L	M	-	M	M	M	-	-
CLO-2:		Understand the importance, growth and the distribution of Natural Resources and Human Resources In the Economic Development of a country	2	2	80	H	-	L	L	L	L	M	M	M	H	M	M	M	-	-
CLO-3:		Illustrate the progress and changing nature of agricultural sector and its contribution to the economy as a whole	2	2	80	H	-	L	L	L	L	L	L	M	H	M	M	M	-	-
CLO-4:		Analyze the development of Industrial sector and its importance in the Economic Development	2	2	80	H	M	M	L	H	H	M	M	M	H	M	M	M	M	M
CLO-5:		Apply the Policies, Rules and Regulations in the Internal and International Trade.	2	2	80	H	M	L	L	L	L	L	M	M	M	M	M	M	M	M

Duration (hour)		Learning Unit / Module 1 15	Learning Unit / Module 2 15	Learning Unit / Module 3 15	Learning Unit / Module 4 15	Learning Unit / Module 5 15
S-1	SLO-1	Indian Economy in the Pre-Independent Era	Resources Development	Agricultural Development	Industrial Development	Trade Development
	SLO-2	Indian Economy in the Post Independent Era	Land Resources	Contribution of Agriculture to India's Economic Development	Pattern of Industrialization and Effects of Industrialization	Internal/Domestic Trade
S-2	SLO-1	Indian economy as a Developing Economy	Land Utilization pattern in India	Employment in Agriculture	Industrial Development during the Five-Year Plans	Importance of Internal Trade
	SLO-2	Major issues of Development	Land use Classification			Advantages and Disadvantages of Internal Trade
S-3	SLO-1	Determinants of Economic Development	Forest Reserves	Agricultural Problems in India	Industrial Policy – Meaning and definition	State Trading
	SLO-2	Economic Factors	Types of Forests			Arguments in Favour and Against State Trading
S-4 - 5	SLO-1	Non-Economic Factors	Advantages and Disadvantages of Forest	Agricultural Holdings, Subdivisions and Fragmentation	Industrial Licensing Policy - Overall Objectives and Legislative measures to Implement Industrial licensing	State Trading Corporation (STC) - Incorporation of STC
	SLO 2	Stages of Economic Development	Problem of Deforestation	Agricultural Production		Objectives of STC

S6	SLO 1	Rostow's Stages of Economic Development	Forest Policies	Agricultural Productivity	FEMA Act 1999	Functions of STC
	SLO-2	Economic Growth				
S-7	SLO-1	Difference between Economic Development and Economic Growth	Forest Policy of 1952	Causes and Measures to improve the Productivity	New Industrial Licensing Policy 1991- Features and Criticism	Evaluation of STC and Weaknesses of STC
	SLO-2	Models of Economic Growth	National Forest Policy 1988	Crop Pattern - Factors influencing Crop Pattern	Industrial Sickness - Causes and Rehabilitation	
S-8	SLO-1	Gandhi vs Nehru Model	Water Resources in India and Water policies	Mechanization of Agriculture	Industrial Finance	India's Foreign Trade - Evolution and Importance of Foreign Trade
	SLO-2	Nehru Vs Mahalanobis Model			Classification of Financial Institutions in India	Components of Foreign Trade
S-9-10	SLO-1	Rao – Manmohan Model	Mineral Resources	Green Revolution	Role of Public Sector for the development of Indian Economy	India's Volume of Foreign Trade
	SLO-2	PURA Model		Achievements of Green Revolution		
S-11	SLO-1	Parallel Economy in India	Mineral Policy 1993	Weaknesses of Green Revolution	Role of Private Sector for the development of Indian Economy	India's Composition of Foreign Trade India's
	SLO-2	Black Income in India	National Mineral Policy 2019	Agricultural Credit	Small Scale industries contribution to Economic Development	Directions of Foreign Trade
S-12	SLO-1	Factors responsible for Generation of Black Money	Human Resources	Sources of Agricultural Credit	Industrial Sickness in India	Balance of Trade and Balance of Payment
	SLO-2		The Theory of Demographic Transition	Institutional Sources of Farm Credit	Causes for Industrial Sickness	Components of Balance of Payment Account
S-13	SLO-1	Impact of Black Income	Population Growth as a retarding factor to Economic Development	Non-Institutional Sources of Farm Credit	Role of BIFR	Export Promotion
	SLO-2	Measures undertaken to unearth Black Income		Agricultural Marketing		
S-14-15	SLO-1	Tax Evasion, Demonetization	Economic Development and Environment Degradation	Measures taken by the Government in the field of Marketing	Industrial Finance	Import Substitution
	SLO-2	Voluntary Disclosure Scheme, Special Bearer Bond Scheme	Industrialization and Atmospheric Pollution	Food Security - Public Distribution System - Significance, Issues and Revamps of PDS	Classification of Financial Institutions in India	India's Foreign Trade Policy of 2023

<b>Learning Resources:</b>	<b>Textbooks:</b>	<b>References:</b>
	1. Gaurav Datt & Ashwani Mahajan - Indian Economy - S Chand & Co Ltd 2. Agarwal.A.N. (2004) Indian Economy, Wishwa Prakashan, New Delhi. 3. S.K. Misra and V.K. Puri – Indian Economy – Himalaya Publishing House – Mumbai. T. Aryaamala – Indian Economy – Vijay Nicole Publications	1. Government of India, Economic Survey (Annual issues). Ministry of Finance, New Delhi 2. I.C. Dhingra – The Indian Economy (Environment and Policy) – Sultan Chand and Sons- New Delhi. 2. S. Sankaran - Indian Economy (Problems, Policies and Development) Margham Publications Chennai.

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
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		
Expert from Industry	Experts from Academic	Internal Experts
Mr.Naveen Prakash, Director, Global Logistics Solutions India Pvt., Ltd., Nungambakkam, Chennai	1. Dr. P.G. Babu, Director, Madras Institute of Development Studies, 79, II Main Road, Gandhi Nagar, Adyar, Chennai. 2. Dr. Merlin Juliat Arulthangam, Associate Professor, Department of Economics, Madras Christian College, East Tamaram, Chennai	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa,Associate Professor and Head i/c, Dept. of Commerce (AF), CSH,SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST, VDP.
		4 Ms.J.Ramadevi, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST,KTR
		5 Dr.Aamir Rashid Bhat, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST

Course Code	UCD23S02T	Course Name	VERBAL ABILITY AND SKILL DEVELOPMENT	Course Category	S	Skill Enhancement Course	L	T	P	O	C
							2	0	0	2	2

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1:	Critically evaluate basic mathematical concepts related to mixtures and allegations, Numbers, time and work			
CLR-2:	Use their logical thinking and analytical abilities to solve reasoning problems			
CLR-3:	Develop soft skills relating to the need for job recruitment			
CLR-4:	Provide students with the necessary skills to generate and interpret data sufficiency, problems on Chain Rule, Pipes and Cisterns, Boats and streams,			
CLR-5:	Enable students to understand problems on graphs and also increase their ability in language skills			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1:	Understand the concepts of mixtures and allegations, Numbers, time and work and to approach questions in a simpler and innovative method			
CLO-2:	Establish a student's interest and awareness in seating arrangements, mathematical operations, logical reasoning			
CLO-3:	Acquire soft skills that will help for applying jobs			
CLO-4:	Demonstrate various principles involved in aptitude problems			
CLO-5:	Ability to solve problems on reasoning and to interpret English language			

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

Program Learning Outcomes (PLO)															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership	Readiness/Qualities	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills

M	-	M	H	H	-	M	M	-	M	-	M	M	-	M
M	-	M	H	H	-	M	M	-	M	-	M	M	-	M
-	H	-	M	-	-	M	M	M	H	H	M	H	M	M
M	-	M	H	H	-	-	M	-	M	-	M	M	-	M
M	-	M	-	H	L	M	M	-	M	-	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
		6	6	6	6	6
S-1	SLO-1	Time and Distance – Introduction	Seating Arrangements (Circular and table) Introduction	Resume Building - Introduction	Chain Rule, Pipes and Cistem – Introduction	Functions and Graphs Introduction
	SLO-2	Time and Distance – Problems	Seating Arrangements (Circular and table) – Problems	Resume Building	Chain Rule, Pipes and Cistem – Problems	Functions and Graphs – Problems
S-2	SLO-1	Time & Work- Introduction	Mathematical Operations – Basic Problems	Group Discussions - Introduction	Data Sufficiency – Introduction	Comprehension
	SLO-2	Time & Work – Problems	Mathematical Operations – Tricky Problems	Group Discussions – Mock GD	Data Sufficiency – Problems	Comprehension – Practise session
S-3	SLO-1	Alligation or Mixture – Introduction	Data Arrangements - Introduction	Group Discussions - Activity 1	Logarithms – Introduction	Idioms and Idiomatic Expressions – Introduction
	SLO-2	Allegation or Mixture - Problems	Data Arrangements – Problems	Group Discussions - Activity 1	Logarithms – Problems	Idioms and Idiomatic Expressions – Practise Session
S-4	SLO-1	Numbers – Basic Problems	Logical Deductions – Introduction	Group Discussions - Activity 2	Boats and Streams – Basic Problems	Cause and Effect - Introduction
	SLO-2	Numbers – Tricky Problems	Logical Deductions – Problems	Group Discussions - Activity 2	Boats and Streams – Tricky Problems	Cause and Effect – Practise Session
S-5	SLO-1	Problems on Trains – Introduction	Letter and Symbol Series – Basic Problems	Leadership Skills Introduction	True Discount – Introduction	Theme detection – Introduction

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	6		6		6		6		6	
	<b>SLO-2</b>	Problems on Trains – Problems	Letter and Symbol Series – Tricky Problems		Leadership Skills		True Discount – Problems		Theme detection – Activity	
<b>S-6</b>	<b>SLO-1</b>	Races and Games – Basic Problems	Input Output Tracing Introduction		How to Handle Criticism and Feedback		Geometry and Mensuration Introduction		Ordering of words _ Introduction	
	<b>SLO-2</b>	Races and Games – Tricky Problems	Input Output Tracing – Problems		How to Handle Criticism and Feedback		Geometry and Mensuration – Problems		Ordering of words – Practise Session	

Learning Resources	<b>Textbooks and references:</b>	3. Archana Ram, <i>Place Mentor: Tests of Aptitude for Placement Readiness</i> , Oxford University Press, Oxford, 2018
	<ol style="list-style-type: none"><li>1. James Barrett &amp; Tom Barrett - <i>Ultimate aptitude tests: over 1000 practice questions for abstract visual, numerical, verbal, physical, spatial and systems tests</i>, Kogan Page, London, 2018. Fourth edition</li><li>2. Kathy A. Zahler &amp; Over Drive, Inc (Distributor) <i>Conquering GRE verbal reasoning and analytical writing</i>. McGraw-Hill Education. New York. 2020 Second Edition</li></ol>	<ol style="list-style-type: none"><li>4. David Bartlett, <i>The art of general practice: soft skills to survive and thrive</i>, Scion, Banbury, 2018, eBook, 2018</li><li>5. Zolt Nagy, <i>Soft skills to advance your developer career: actionable steps to help maximize your potential</i>. A press. Berkeley. CA. 2019. eBook. 2022</li></ol>

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	30%	20%	30%	30%	
	Understand					
Level 2	Apply	30%	50%	30%	30%	
	Analyze					
Level 3	Evaluate	40%	30%	40%	40%	
	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.,

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore	Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST
		Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST

Course Code	UEN23V01L	Course Name	COMMUNICATION SKILLS	Course Category	V	Value Addition Course	L	T	P	O	C
							0	0	4	2	2

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning				Program Learning Outcomes (PLO)														
CLR-1:	Develop fluency in spoken English by practicing and engaging in various speaking activities.	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				
CLR-2:	Improve pronunciation and intonation to enhance clarity and effectiveness in oral communication.																						
CLR-3:	Expand vocabulary and idiomatic expressions to communicate more accurately and expressively.																						
CLR-4:	Enhance listening skills to understand and respond appropriately to spoken English in different situations.																						
CLR-5:	Employ effective communication strategies, such as active listening, summarizing, paraphrasing, and asking clarifying questions, to enhance interpersonal and intercultural communication.																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1:	Demonstrate improved fluency in spoken English by expressing ideas and thoughts confidently and coherently.	2	75	60																			
CLO-2:	Pronounce English words and phrases accurately, using appropriate intonation and stress patterns.	2	80	70																			
CLO-3:	Expand and effectively use a range of vocabulary and idiomatic expressions to enhance communication.	2	70	65																			
CLO-4:	Understand and comprehend spoken English in various contexts, including informal conversations, lectures, and presentations.	2	70	70																			
CLO-5:	Deliver well-structured and engaging oral presentations, incorporating effective body language and visual aids.	2	80	70																			

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 to Listening Skills.	Introduction to Reading Skills. Discussion of techniques of Reading Skill	Introduction to Speaking Skills. Explaining the importance of phonetics and vocabulary	Introduction to Writing Skills Importance of writing skills	Introduction to appreciation of texts.
	SLO-2	Exploring Effective Ways of Listening. Barriers of Listening. Active and Passive Listening.	Identifying common reading problems in students after making them read a few passages.	Explaining the usage of the Oxford Learner's Dictionary to learn phonetics of the words at the fundamental level.	Explaining various forms of writing with examples:	Encouraging the students to share a few of their favourite lines from any sources they have read or sharing a few lines from paditthadhill piditthadhu.
S-2	SLO-1	Introduction to Digital language lab/ usage of mobile applications	Learners are enabled to record their speech and listen to it in order to correct their problematic areas	The right enunciation of certain words to be taught through phonetic representation and decoding the phonetic symbols by learning to use the dictionary.	Introduction to letter writing. Types of letters- Formal and Informal letters with examples. Learning E-mail etiquette.	Explaining why appreciating texts creates a good reader.
	SLO-2	Equipping the listening skill of the learners	repetitive practices of reading select paragraphs from web resources, their standard will be measured.	Observe and repeat and learn the phonetic pronunciation of words by practicing continuously.	Class Assignment - write a formal letter and informal letter and check for e-mail etiquettes in writing.	Enabling the students to reflect in the classroom about any of their favourite books/ articles or magazines.

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-3 – S-4	SLO-1	Introducing google podcasts.	The speed, fluency, pronunciation, comprehension of the words in the paragraph	Teaching the usage of Thesaurus to understand and develop various words and improve vocabulary.	Enabling the students to unleash their potentials in creative writing through writing transcripts for advertisements of any product.	Introducing the text of Letters by Mathrubootham published in the Hindu.
	SLO-2	Task to write down the words from the audio they have listened to. This activity should be done in two steps. 1. Jotting down the words simultaneously as they listen to the speaker. 2. Writing the transcript of the audio through repetitive play and pause.	hints and tricks to follow where the pauses are to be followed. 1.	Identifying common errors in concord, preposition, direct speech and indirect speech.	write a review of any book or a movie or an interview or a debate.	Reading and recitation of the text of the first letter-Enjoy within limits, says Mr. Mathrubootham Understanding characters by analyzing the usage of their style of language
S-5	SLO-1	Imitating the speakers by listening to them and attempting to learn the pronunciation of the words uttered in the audio.	Students group 1- reads – group 2 identifies the flaws in reading.	Identifying common errors in tenses, punctuation, and syntactical errors.	Mechanics of writing like capitalization, punctuation, spelling, correct pronoun, preposition, concord usage can be taught.	Reading of the second letter- Nobel? What Nobel, asks Mr. Mathrubootham.
	SLO-2	Repetitive listening to enhance pronunciation skills	The roles have to be exchanged between the two groups and the activity should be practiced.	Rectifying the common errors and instructing the learners about the right usage in order to avoid common errors.	mechanics of writing - assessed and evaluated.	Mathrubootham's humour and the language of code switching from Tamil to English and vice –versa.
S-6	SLO-1	Introducing to the audios of TED TALK American Speakers. Listening to the native speakers of English Language through TED TALKS.	Identify the key arguments in a passage - introductory point, lead point, supportive argument statement, concluding point and the common connecting word between all the key words in the passage.	Practicing how to avoid common errors.	Teaching effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Reading of the third letter -Mr. Mathrubootham is fully supporting all new technologies
	SLO-2	Introducing to the audios of TED TALK British Speakers. Listening to the native speakers of English Language through TED TALKS.	encouraged to identify the key arguments in other passages on their own.	The learners are introduced to collocations for quick choice of learning how to speak in short time and how to speak effectively.	Practicing effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Mathrubootham's frustration over the failure of technologies and the language that he positively uses to denote hopelessness over technologies.
S-7 – S-8	SLO-1	American and British styles can be differentiated.	Guiding the act of reading through scanning and skimming by model reading of the passages by the instructor.	Practice collocations	common errors in tenses, direct and indirect speech and syntax structure.	Reading of the fourth letter in the classroom and discussion Pizza maavu: Welcome to Mr. Mathrubootham food recipe website,
	SLO-2	The recognition of different accents should be practiced by speaking after listening.	scanning and skimming activities	Idioms and phrases	Practicing effective writing by learning to avoid common errors in tenses, direct and indirect speech and syntax structure.	Mathrubootham's love for food and the miscommunication about food.

S-9	SLO-1	Learning advanced pronunciation and vocabulary through various computer applications like Woodpecker.	Loud reading and slow mind reading	A speaking task to learn-collocations, idioms and phrases, vocabulary and phonetic pronunciation	Teaching how to write statement of purpose for admission to higher educations, and practicing the same.	Analysing the text for regional relevance and National significance.
	SLO-2	imitate the different sounds and accents - repeat it after listening to any of the videos from the library based on individual interest.	Pauses, pronunciation, comprehension and fluency can be checked for improvement at this stage through repetitive practices.	Their speaking activity is to be recorded and played again to rectify the errors and highlight the problematic areas in speaking.	Teaching how to write a story by looking at a picture. Developing the writing skill through word ladders.	Appreciating the aesthetics of the comic element and the embodiment of humour in the narrative in the letter
S-10	SLO-1	Repeat listening to the same time frames and move from 02.01 to 03.00	Students -groups -checking the comprehension skills. Analyse the text of a passage.	Automating vocabulary through engaging the students in various activity games like solving crossword puzzle and playing scattergories.	Introduction to blog writing and steps to become an effective blog writer.	importance of bringing in the Indianized way of speaking the English Language in order to depict the character called Mathrubootham.
	SLO-2	Choosing any particular time frame and practicing it.	Brainstorming the comprehension skills-questioning the key points in the passage.	Engaging the students to play the games in order to learn the vocabulary.	Encourage the readers to create their own blogs and post articles on a regular basis.	relatable characters of both formal and informal everyday life experiences.
S 11 - S 12	SLO-1	Interested students can complete listening and reflecting the complete audio listening practice and speaking.	Cross check with misunderstanding if any and rectify- match the question and answers.	Spur of the moment speech.:	Selecting any news article and learning the writing style in it.	Talk about their favourite letter from the letters of Mathrubootham by recollecting the appreciation of the text according to their perception and understanding.
	SLO-2	Group activities and games can be conducted to test the listening skills by responding to the speech given by other students	Passages for reading comprehension are to be given for practice that tests their reading skills.	Prepared speech: Giving a speaking task to the students to speak on their own choice	Students are given chances to write reports on various topics.	Enabling the students to share their appreciation of any of their favourite lines form the books they have read.

Learning Resources	<b>Textbooks:</b>	<b>References:</b>
	1. <i>Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020</i> 2. <i>English Grammar in Use by Raymond Murphy</i> 3. <i>Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007</i>	1.R.P. Bhatnagar, <i>English for Competitive Examinations, Trinity Press, 3<sup>rd</sup> Edition, 2016</i> 2. <a href="http://www.aptitudetests.org/verbal-reasoning-test">http://www.aptitudetests.org/verbal-reasoning-test</a> 3. <a href="https://www.assessmentday.co.uk/aptitudetests_verbal.htm">https://www.assessmentday.co.uk/aptitudetests_verbal.htm</a>

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 – 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
Krishna Raj Sutherland Krishna.Raj1@sutherlandglobal.com	Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English Ethiraj College for Women Chennai jmbwilson97@gmail.com	1. Dr. Shanthichitra, Professor, & Head, Department of English, FSH, SRMIST
	Dr. K S Antonyksamy Associate Professor and Head, Dept. of English Loyola College Chennai antonyksamyks@loyolacollege.edu	2. Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST

Course Code	UNS23M01L/UNC23M01L/UNO23M01L/UYG23M01L	Course Name	NSS/NCC/NSO/YOGA	Course Category	M	Mandatory Courses	L	T	P	O	C
							0	0	0	0	0

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	NSS/NCC/NSO/YOGA	Data Book / Codes/Standards			

Assessment is Fully Internal	
Learning Assessment	
Assessment Tools	Marks
Continuous Learning Assessment –I (CLA-I)	20 Marks
Continuous Learning Assessment –II (CLA-II)	30 Marks
Continuous Learning Assessment –III (CLA-III)	30 Marks
Continuous Learning Assessment –IV (CLA-IV)	20 Marks
<b>Total Marks</b>	<b>100 Marks</b>

**SEMESTER III**

Course Code	UAF23301J	Course Name	CORPORATE ACCOUNTING - I	Course Category	C	Discipline Specific Core Courses	L 3	T 0	P 3	O 2	C 4
-------------	-----------	-------------	--------------------------	-----------------	---	----------------------------------	--------	--------	--------	--------	--------

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																	
CLR-1:		Gain knowledge about issue of shares and debentures and underwriting			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:		Understand the provision regarding redemption of preference shares and debentures						Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills			
CLR-3:		Learn the concept of profit prior to incorporation and knowledge in preparing the final account of companies.						H	-	H	H	H	M	H	M	M	H	H	H	H	H	H	M	H	
CLR-4:		Understand the concept of goodwill and shares and its valuation						H	H	H	H	H	M	H	M	M	H	H	H	H	H	H	H	M	H
CLR-5:		Aware the situation for internal reconstruction and procedure						H	H	H	H	H	M	H	M	M	H	H	H	H	H	H	H	M	-
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																							
CLO-1:		Gain knowledge shares, debentures and underwriting			2	80	75	H	-	H	H	H	-	H	M	M	H	H	H	H	H	-			
CLO-2:		Enhance knowledge in redemption of shares and debentures			2	80	70	H	H	H	H	H	M	H	M	M	H	H	H	H	M	H			
CLO-3:		Equip the knowledge in profit prior to incorporation and preparation of company final account			3	75	70	H	-	H	H	H	-	H	M	M	H	H	H	H	H	-			
CLO-4:		Enrich knowledge in valuation of goodwill and shares			3	80	75	H	H	H	H	H	M	H	M	M	H	H	H	H	H	H			
CLO-5:		Get strong knowledge in internal reconstruction of company's financial structure			3	80	70	H	-	H	H	H	-	H	M	M	H	H	H	H	M	-			

Duration (hour)		Learning Unit / Module 1 18	Learning Unit / Module 2 18	Learning Unit / Module 3 18	Learning Unit / Module 4 18	Learning Unit / Module 5 18
S-1	SLO-1	Shares	Redemption of Preference shares	Profit prior to incorporation	Goodwill	Alteration of share capital
	SLO-2	Types of shares	Conditions for redemption	Treatment of profit or loss of prior incorporation.	Type of goodwill	Alteration which does not require court approval
S-2	SLO-1	Difference between equity shares and preference shares	Capital profit	Treatment of profit or loss of post incorporation	Factors determine goodwill	Increase of capital
	SLO-2	Difference between Shares and Debentures	Revenue profit	Time Ratio		Consolidation of shares
S-3	SLO-1	Kinds of share capital	Use of reserve and surplus	Sales Ratio	Sources for goodwill	Sub division of shares
	SLO-2	Types of share capital	Premium on redemption	Time ratio Problem	Need for valuation of goodwill	Cancellation of unissued shares
S - 4-6	SLO-1	IPO / Lumpsum payment	Computation of minimum fresh issue of shares	Sales Ratio Problem	Methods of calculating goodwill	Conversion of shares into stock
	SLO 2					Conversion of shares into stock - Problem
S-7	SLO 1	Problems related to IPO	Journal entries for redemption of preference shares	Method of ascertainment	Average Profits Method - Problems	Conversion of stock into shares - Problem
	SLO-2					
S-8	SLO-1	Bonus issue – Introduction	Problems for redemption of Preference shares	Basis for apportionment	Super Profits Method - Problems	Journal entries for alteration of share capital
	SLO-2					
S-9	SLO-1	Rights issue - Introduction		Direct allocation	Capitalization Method - Problems	

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	18		18		18		18		18	
	SLO-2		Purchase of debenture and immediate cancellation		Ascertainment of profit or loss prior incorporation				Journal entries for alteration of share capital - Problems	
S-10-12	SLO-1	Employee Stock Ownership Plan (ESOP) and Buyback of shares	Purchase of debenture and retained as investment		Calculation of life assurance fund		Liquidator remuneration - Meaning		Computation of gain or loss on monetary items	
	SLO-2				Statement of profit or loss		Liquidator remuneration - Format			
S-13	SLO-1	Underwriting of Shares - Introduction	Ex interest quotation		Performa of statement of profit or loss		Liquidator remuneration calculation		Problems on reduction of share capital	
	SLO-2		Cum interest quotation		Notes to statement of profit or loss				Procedure for reducing share capital	
S-14	SLO-1	Meaning & Definition of Underwriting	Journal entries for purchase of debentures in the open market		Extraordinary item		Calculation of value per share under net assets method		Capital reduction	
	SLO-2	Methods of Underwriting			Preparation of statement of profit or loss				Appreciation in the value of assets	
S-15	SLO-1	Methods of Underwriting - Problems	Conditions for redemption		Treatment of profit or loss of prior incorporation.		Computation of Profit after tax		Reduction of share capital	
	SLO-2		Redemption of debenture		Balance sheet				Any sacrifice of debenture holder or debenture	
S-16-18	SLO-1	Marked and Unmarked application	Redemption out of profit redemption by provision-		Performa of balance sheet		Computation of Profit available for equity shareholders		Writing of losses as per scheme	
	SLO-2	Need of underwriting							Deficit in capital reduction account	

Learning Resources	<b>Textbooks:</b> 1 R.L. & Radhaswamy M(2012), "Sultan Chand & Sons", New Delhi 2. & Narang(2010), "Advanced Accountancy" – Kalyani Publishers 3. Palaniappan R: "Corporate Accounting" – Vijay Nicole Publications, Chennai.	<b>References:</b> 1.Jyengar S.P, "Advanced Accounting" - Sultan Chand & Sons, New Delhi 2.Shukla M.C.Grewal, T.S.Gupta S.C., "Advanced Accounts" – S.Chand & Co. Ltd, New Delhi.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com.info">info@baccuracy.com.info</a>	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus,Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa,Associate Professor and Head i/c, Dept. of Commerce (AF), CSH,SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST, VDP.
		4 Mrs. S. Sivakavitha, K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5 Dr. Ila Nakkeeran Assistant professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23302J	Course Name	FINANCIAL SERVICES	Course Category	C	Discipline Specific Core Course	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Recite the financial System in India			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 :	Learn about the different financing services						Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills	
CLR-3 :	Gain knowledge about Investment						H	L	L	-	-	M	M	M	M	H	H	M	H	L	-	
CLR-4 :	Recite Importance of credit worthiness						H	-	M	L	L	M	M	M	M	H	H	M	H	H	-	
CLR-5 :	Importance of factoring and Financial Agencies						H	H	M	L	L	M	M	M	M	H	H	M	H	H	H	
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			2	75	60	H	-	L	-	-	M	M	M	H	H	M	H	L	-	
CLO-1 :	Financial system needs and importance			2	80	70	H	H	L	-	-	M	M	M	M	H	H	M	H	L	H	
CLO-2 :	Knowledge about different financial services			2	70	65	H	-	M	L	L	M	M	M	M	H	H	M	H	H	-	
CLO-3 :	Financial Market importance			2	70	70	H	H	M	L	L	M	M	M	M	H	H	M	H	H	H	
CLO-4 :	Knowledge about creditworthiness			2	80	70	H	-	M	L	L	M	M	M	M	H	H	M	H	H	-	
CLO-5 :	Use Factoring and also Understand the need and Importance and different Financial Agencies			2	80	70	H	-	M	L	L	M	M	M	M	H	H	M	H	H	-	

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Financial services Meaning	Lease Financing	Securitization	Credit Rating	Factoring Meaning
	SLO-2	Importance of Financial service	Lease Financing legal aspects	Securitization and Bonds	Benefits to Investors	Steps involved in factoring
S-2	SLO-1	Indian Financial System	Types of Leasing	Securitization process	Benefits to companies	Parties Involved in Factoring
	SLO-2	Significance of Financial system			Benefits to Public	Key elements of Factoring
S-3	SLO-1	Objectives of Indian financial system	Advantages	Merits of Securitization	Basis for Credit rating	Types of Factoring -RBI Guidelines
	SLO-2	Financial Institutions	Limitations			
S-4-6	SLO-1	Fund based and Non fund based activates in financial markets	Financial lease vs Operating Lease	Securitization India	Process of Credit rating	Types of Factoring Introduction
	SLO-2		Difference between Lease and Hire Purchase	Hire purchase Meaning		
S-7	SLO-1	Financial Instruments	Housing finance	Features of Hire purchase agreement	Credit rating symbols	Financial Factoring
	SLO-2					
S-8	SLO-1	Players in financial service sector	Advantages of Housing Finance	Contents in Hire purchase agreement	Types of Credit rating	Non-financial factoring
	SLO-2	Merchant Banking	Export Finance	Tax benefits		Benefits of Financial Factoring

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-9	SLO-1	Classification of Merchant bankers	Need for export finance	Hire purchase Vs Leasing	Defects of credit rating	Benefits of Non-Financial Factoring
	SLO-2		Types export Finance	Hire purchase Vs Instalment	CRISIL	Demerits of Factoring
S-10-12	SLO-1	Functions of Merchant Banking	Underwriting-Meaning	Hire Purchase in India	Unit trust of India	Sources of finance for factors
	SLO-2		SEBI guidelines	Mutual Funds	Structure	Legal aspects of factoring
S-13	SLO-1	Code of conduct for merchant Bankers	Types of underwriters	Need for mutual funds	Investment policies	Difference between factoring and Bills Discounting
	SLO-2			Benefits of Mutual funds	Various product verities	Cost of Factoring
S-14	SLO-1	Venture capital: Meaning	Advantage Underwriting in India	Types of Mutual funds	Investor mobilization	Factoring in India
	SLO-2					
S-15	SLO-1	Types of Venture capital	Terms in underwriting	Mutual funds Regulations	Specific Invest scheme of UTI	RBI Guidelines
	SLO-2	Advantages - Venture capital	Consumer Finance		Recent Developments	
S-16-18	SLO-1	Limitations Stages of venture capital	Benefits of consumer finance	Mutual fund in India	Problems of Unit trust of India	Factoring vs leasing
	SLO-2	Venture capital in India	Consumer loan			

Learning Resources	<b>Textbooks</b>	<b>References</b>
	1. Gurusamy – Essentials of Financial Services – Vijay Nicole Pblications 2. Joseph Anbarasu, Boominathan, P. Manoharan and G. Gnanaraj, Financial Services, Sultan Chand & Sons – 2022 3. Khan M.Y., Financial Services, Tata McGraw-Hill, 2009	1. Shashi & Gupta, Financial Services, Kalyani Publishers, 3rd Edition, 2010. 2. Financial services banking and insurance by Kalyani publications

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

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com">info@baccuracy.com</a> .info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4 Dr. P. Shanthi Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5 Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23303J	Course Name	HUMAN RESOURCE MANAGEMENT	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																
CLR-1 :		Offer knowledge about basic concept related to managing Human resources	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :		Give knowledge about Recruitment, Selection, training, and performance appraisal	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills		
CLR-3 :		Give to give Human Resources Planning activity				H	-	H	L	L	L	-	M	H	H	L	L	L	L		L	-
CLR-4 :		Study the essential elements of disciplinary system				H	H	H	L	L	L	H	M	M	H	H	L	M	M		H	
CLR-5 :		Examine the methods that are used to appraise the employees				H	-	H	L	L	L	H	M	H	H	H	L	M	M		-	
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				H	H	H	L	H	H	H	M	M	H	H	L	M	M	H		
CLO-1 :		Understand the functions and purpose of HRM	2	75	60																	
CLO-2 :		Understand the methods of recruiting and selection of employees	2	80	70																	
CLO-3 :		Recite the various process of managing people in an organization	2	70	65																	
CLO-4 :		Utilize the knowledge of employee welfare	3	75	70																	
CLO-5 :		Apply the employee and employer relations and Grievance procedure	3	80	75																	

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	HRM- Definition, Nature	Job analysis, Definition	Employee selection	Performance appraisal	Incentives
	SLO-2	Objectives of HRM	Objectives of Job analysis	Purpose of employee selection	Objectives of performance appraisal	Characteristics of incentives
S-2	SLO-1	Importance of HRM	Importance of job analysis	Steps in selection process	Methods of performance appraisal	Types of incentives
	SLO-2	Functions of HRM	Process of job analysis			
S-3	SLO-1	3P's of HRM	Methods of collecting data	Selection tests	Importance of performance appraisal	Importance of incentives
	SLO-2	HR Manager Skills	Importance of collecting data	Placement	Characteristics of an effective appraisal	Employee assistance program
S-4 -6	SLO-1	HRM and IT	Job description	Lay- off	Measures of a performance appraisal	Objectives of employee assistance program
	SLO 2		Importance of job description	Reasons in downsizing		Employee welfare facilities
S-7	SLO 1	Strategic HRM	Job specifications	Steps in training process	Process of a performance appraisal	Features of welfare facilities
	SLO-2	Benefits of Strategic HRM	Elements of job specification	Importance in training		Importance of welfare facilities
S-8	SLO-1	Role of HRM	Purpose of job specification	Methods of training	Uses of Performance appraisal	Types of employee welfare facilities
	SLO-2		Job evaluation			Team work
S-9	SLO-1	Outsourcing Strategic HRM	Job design	New training techniques	Functions of performance appraisal	Importance of team work
	SLO-2	Human Resource Planning - meaning	HR audit			

S- 10-12	SLO-1	Objectives of HRP	Benefits of job design	Limitations of training	Potential appraisal	Team Building
	SLO-2	Importance of HRP	Issues of job design	Succession planning	Objectives of potential appraisal	Process of team building
S-13	SLO-1	Factors affecting HRP	Recruitment	Features in succession planning	Purpose of potential appraisal	Needs for team building
	SLO-2		Constraint and Challenges	Steps in succession planning	Advantages of potential appraisal	Employee Grievances
S-14	SLO-1	Process of HRP	Recruitment process	Merits in succession planning	Disadvantages in potential appraisal	Grievance Procedure
	SLO-2	E- HRM		Executive development	Steps of potential appraisal	Kinds of discipline
S-15	SLO-1	Meaning, Nature of E- HRM	Sources of recruitment	Factors influencing executive development	Errors in performance appraisal	Punishments
	SLO-2	Importance of E HRM	Internal factors		Possible errors in appraisal process	Essential of a good disciplinary system
S-16-18	SLO-1	Advantages of E- HRM	Retention practices in India	Methods of executive development	Case Study	Stress Management
	SLO-2	Role of E - HRM	Retention of employees			Benefits

<b>Learning Resources:</b>	<b>Textbooks:</b> 1.C B Gupta, Human Resource Management, sulthana Chand & Sons, 2016 2. Sundar – Essentials of Human Resource Management – Vijay Nicole Publications 3. V S P Rao, Human Resource Management, Excel Books, 2016 4. Dessler, Garry, Human Resource Management, Prentice Hall of India	<b>References:</b> 1. Ian, Beardwell, and Len Holden, Human Resource Management, Prentice Hall 2. P Subbah Rao, Personnel & Human Resource Management, Himalaya Publication House, 2018 3. K Ashwathappa, Human Resource Management, Tata McGraw Hill, 2017

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4 Dr.M.Sivasankari, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5 Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR



Duration (hour)	9	9	9	9	9
S-8	SLO-1	ணகர - னகர - நகர வேறுபாடு	சொற்களின் தன்மைகள்	நுண்ணறிவு வெளிப்படுத்தல்	போட்டிக் கட்டுரை
	SLO-2	லகர - ளகர - ழகர வேறுபாடு	ஒரு சொல் பல பொருள்	கதை மரபில் நாட்டுப்புறக் கதைகள்	அனுபவக் கட்டுரை
S-9	SLO-1	சொல்லும் பொருளும்	ஒரு பொருள் பல சொல்	தமிழில் நாட்டுப்புறக் கதைகள்	பயணக் கட்டுரை
	SLO-2	காலந்தோறும் சொற்கள்	சொல் உருவாக்கத்தின் பயன்கள்	நாட்டுப்புறக் கதைகளும் சமூக வரலாறும்	இதழியல் கட்டுரைகள்
					சிறுகதை
					கதை எழுதும் முறை
					சமூக உணர்வின் வெளிப்பாடு
					நிகழ்வைக் கதை வழியே வெளியிடல்

Learning Resources	<ol style="list-style-type: none"> <li>1. நல்ல தமிழ் எழுத வேண்டுமா?, அ. கி. பரந்தாமனார், பாரி நிலையம், 2010.</li> <li>2. நாட்டுப்புற இயல் ஆய்வு, க. சக்திவேல், மணிவாசகர் பதிப்பகம், சென்னை, 2006.</li> <li>3. படைப்புக்கலை, மு. சுதந்திரமுத்து, அறிவுப் பதிப்பகம், சென்னை, 2008.</li> <li>4. கதையியல், க. பூரணச்சந்திரன், அடையாளம் பதிப்பகம், சென்னை, 2012.</li> <li>5. இணைய வழித் தரவுகள்: <a href="https://tamilheritage.org/">https://tamilheritage.org/</a></li> </ol>
--------------------	--

	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%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	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. P.R.Subramanian, Director, Mozhi Trust, Thiruvannamipur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R. Hebzbah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S. Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULH23AE1J	Course Name	APPLIED HINDI-I	Course Category	AE	Ability Enhancement Courses (AE)	L	T	P	O	C
							1	0	2	2	2

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

<b>Course Learning Rationale (CLR):</b>	The purpose of learning this course is to:
<b>CLR-1 :</b>	Explain and appreciate the Constant moral values of India
<b>CLR-2 :</b>	Focus on Evaluating the social changes through prose
<b>CLR-3 :</b>	To Display moral and social values in the field of religion and communal Unity
<b>CLR-4 :</b>	To make translation of good literature and any relevant document from the Hindi Language to English and vice –versa
<b>CLR-5 :</b>	To help the learners to tackle Administrative terminology

<b>Course Learning Outcomes (CLO):</b>	At the end of this course, learners will be able to:
<b>CLO-1 :</b>	Understand the various forms of Prose and different aspects of social issues
<b>CLO-2 :</b>	To create an awareness on Ramayana
<b>CLO-3 :</b>	To Examine the accuracy in Translation
<b>CLO-4 :</b>	To Provide technical writing skills
<b>CLO-5 :</b>	To evaluate the nuance in essays

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	75	80
2	80	90
2	75	95
2	80	90
2	85	90

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	M	L	H	L	M	L	L	H	M	-	-	-
H	H	H	M	L	H	H	M	L	L	H	M	-	-	-
H	H	M	L	H	H	M	H	M	M	H	H	-	-	-
H	H	L	H	M	H	L	H	H	M	H	H	-	-	-
M	H	M	H	L	H	H	L	H	M	H	H	-	-	-

Duration (hour)		9	9	9	9	9
S-1	SLO-1	KAHANI	NIBANDH	BAL RAMAYAN	ANUVAD	PARIBHASHIK SHABDAVALI
	SLO-2	AVDHARNA	AVDHARNA	KHATHA VASHTU	AVDHARNA	ARTH
S-2	SLO-1	ARTH	ARTH	AVADHPURI MEN RAM	ARTH	PARIBHASHA
	SLO-2	SWARUP	SWARUP	RAM KE ADARSH KE PRATI PRERIT KARNA	SWARUP	SWARUP
S-3	SLO-1	PARIBHASHA	PARIBHASHA	RAMAYAN KE PRATI RUCHI JAGANA	PARIBHASHA	PRAKAR
	SLO-2	KAHANI KE TATVA	MAHABHARAT KE SAMAY KA BHARAT-BHALKRISHNA BHATT	RAMAYAN KA SAMAJ MEN MAHATVA	PRAKAR	AVADHARNA
S-4	SLO-1	UDDESHYA	LEKHAK PARICHAYA	LOKJEEVAN KE PRATI JAGRUP KARNA	MAHATVA	PRAYOJAN
	SLO-2		PATH KA VISLESHAN	JANGAL AUR JANKPUR	UDDESHYA	UDDESHYA
S-5	SLO-1	ANTASH MAN KI JAGRITI	UDDESHYA	GURU KE PRATI ADAR BHAV	ANUBAD PRAKRIYA	MAHATVA
	SLO-2	EIDGAH – KAHANI PREMCHAND	SAMAJIK SAMRASTA	VIRTA KE BHAV KO JAGANA	VIVIDH PRAYOG	PRAYOG
S-6	SLO-1	KAHANI KA PARICHAYA	PAURANIK KAHANIYO SE AVAGAT KARANA	VIDHARM KA PRATIFAL	HINDI SE ANGREZI ANUVAD	UDDESHYA
	SLO-2	KAHANI VISLESHAN	MAHABHARAT EVAM RAMAYAN KE SAMAJ KI TULNA	VAN JEVAN SE AVAGAT KARANA	ANGREZI SE HINDI ANUVAD	TAKANIKI SHABDAVALI KA MHATVA

Duration (hour)		9	9	9	9	9
S-7	SLO-1	BAL MANOVIGYAN	BABUL AUR KAKTASH-RAMDARASH MISHRA	SITA KE ADARSH CHARITRA SE AVAGAT KARANA	ANUVAD KA PRAYOJAN	HINDI SE ANGREZI SHABD
	SLO-2	ASMANTA KA CHITRAN	LEKHAK PARICHAY	RAM KE CHARITRA SE AVAGAT KARANA	ANUVAD KA PRAYOG	ANGREZI SE HINDI SHABD
S-8	SLO-1	DIP SE DIP JALE- USHA YADAV	PATH KA VISLESHAN	VIRTA KE BHAV JAGANA	SHROT BHASHA KA GYAN	EK DIN EK SHABD
	SLO-2	SAPNE KE LIYE SANGHARSH	MANVATA KO JIVIT RAKHANE KI PRERNA	PATH KA VISLESHAN	LAKSHYA BHASHA KA GYAN	SHABDON KA VISLESHAN
S-9	SLO-1	SAMASYA KA SMADHAN JAD MEN HOTA HAI	AAJ KE SANDARBH ME MAHABHARAT KI UPYOGITA	PATH PRICHARCHA	ANUVAD KA DAYITVA	PATH PRICHARCHA
	SLO-2	PRASHNABHAYASH	PRASHNABHAYASH	PRASHNABHAYASH	ANUVAD KA ABHYASH	PRASHNABHAYASH PUNRIKSHAN

Learning Resources	<b>Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.</b>			3.	<a href="https://ncert.nic.in/textbook.php?fhbr1=0-12">https://ncert.nic.in/textbook.php?fhbr1=0-12</a>	
	1.	Srijanlok Literary Magazine, Ara (Bihar – 802301)			4.	Prayojan mulak Hindi, Dr. Sontakke
	2.	<a href="https://hindisamay.com/">https://hindisamay.com/</a>			5.	<a href="https://raibhasha.gov.in/hi/ol_clause">https://raibhasha.gov.in/hi/ol_clause</a>

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	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	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
Editor : Srijanlok Magazine		2. Dr. Md.S. Islam Assistant Professor, SRMIST
Place: Vashishth Nagar, Ara – 802301		3.Dr. S. Razia Begum, Assistant Professor, SRM IST
		4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23AE1J	Course Name	FRENCH FOR SPECIFIC PURPOSE - I	Course Category	AE	Ability Enhancement Courses (AE)	L	T	P	O	C
							1	0	2	2	2

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:
CLR-1 :	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

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

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

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

Duration (hour)	9	9	9	9	9
S-1	SLO-1 TP de chimie	Le jour des examens	L'impératif négatif	Comprendre une lettre de motivation	Comprendre la structure d'un rapport de stage
	SLO-2 Les exemples	Les activités	-Le passé composé avec être	Les exemples	Trouver des mots clés-
S-2	SLO-1 - Un TP au laboratoire-	Le sms à la française -	Les exemples	Repérer le présent	Les activités
	SLO-2 Les exemples	Les activités	Le passé composé des verbes pronominaux	Les activités	Comprendre un texte technique-
S-3	SLO-1 Comprendre un TP	Les examens	-La recherche de stage -	, le passé composé et	Les activités
	SLO-2 Les exemples	Les activités	Les exemples	Les activités	Les exemples
S-4	SLO-1 -Suivre un protocole expérimental -	-Donner des conseils	Les activités	le futur dans un texte	Relever des arguments dans un texte-
	SLO-2 Les activités	Les exemples	Le stage en France	Les exemples	Les activités
S-5	SLO-1 Lire des équations chimiques -	-Écrire et comprendre un sms -	Les activités	- Le rapport de stage et le domaine des carburants -	Les exemples
	SLO-2 Les activités	Comprendre une interdiction	Le CV français	Les activités	Les activités
S-6	SLO-1 Identifier des formules chimiques à l'oral	Les activités	Les exemples	Le stage	Les activités
	SLO-2 Les exemples	-Donnez des consignes -	La lettre de motivation-	Les exemples	Les pronoms COI

Duration (hour)		9	9	9	9	9
S-7	SLO-1	- L'infinif pour exprimer un ordre ou	Les exemples	Comprendre une offre de stage	La méthode du plan détaillé-	Les exemples
	SLO-2	Les activités	Comprendre	Les exemples	Les activités	Les exemples
S-8	SLO-1	un conseil (dans les consignes) -	Les exemples	Les activités	Les exemples	Les activités
	SLO-2	Les exemples	et parler d'actions passées-	Comprendre et réaliser un CV	Le contenu du rapport de stage	Quelques verbes et leur préposition
S-9	SLO-1	La nominalisation	Les exemples	Les activités	Les exemples	Les activités
	SLO-2	Les exemples	L'impératif des verbes pronominaux	Les exemples	Les activités	Les exemples

Learning Resources	<b>Theory:</b> 1. “ <b>Tech French</b> ” French for Science and Technology, Ingrid Le Gargasson, Shariva Naik, Claire chaize, Les éditions Didier, India, 2011. 2. <a href="https://www.fluentu.com/blog/french/french-grammar">https://www.fluentu.com/blog/french/french-grammar</a> 3. <a href="https://www.elearningfrench.com/learn-french-grammar-online-free.html">https://www.elearningfrench.com/learn-french-grammar-online-free.html</a> 4. <a href="https://www.lawlessfrench.com/grammar">https://www.lawlessfrench.com/grammar</a> 5. <a href="https://blog.gymglish.com/2022/12/15/basic-french-grammar">https://blog.gymglish.com/2022/12/15/basic-french-grammar</a>
--------------------	--

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%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	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. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigail, Assistant Professor, SRMIST, VDP

Course Code	UMS23G05J	Course Name	STATISTICS FOR BUSINESS	Course Category	G	Generic Elective Courses	L	T	P	O	C
							3	0	2	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Mathematics and 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 (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3:	To enable the use of statistical, graphical and algebraic techniques wherever relevant.																		
CLR-4:	To apply statistical techniques to various business applications																		
CLR-5:	Get understanding on the different methods of index numbers, Employ appropriate methods in time series																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Recognize the importance and value of statistical thinking and approach to problem solving	L	-	-	M	L	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Interpret and analyze the data by graphical and different measures of averages	L	-	-	-	H	-	-	-	-	-	-	-	-	M	-	-	-	-
CLO-3:	Calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases.	H	-	-	-	M	-	-	-	-	-	-	-	-	M	-	-	-	-
CLO-4:	Calculate and apply correlation and Regression concepts	H	-	-	-	M	-	-	-	-	-	-	-	-	M	-	-	-	-
CLO-5:	Understand the basic notions of time series and index numbers and its applications	M	-	-	H	M	-	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		Learning Unit / Module 1 15	Learning Unit / Module 2 15	Learning Unit / Module 3 15	Learning Unit / Module 4 15	Learning Unit / Module 5 15
S-1	SLO-1	Introduction of Statistics, Definitions Background of statistics, Origin and growth of statistics	Introduction of central tendency, good measure of central tendency	Measures of Dispersion-Definition- Methods of Dispersion	Concept of univariate and bivariate distribution	Introduction of Times series-background
	SLO-2	Characteristics of statistics, Nature and scope of statistics	Definitions of central tendency, functions of Averages	Range- definitions-merits and demerits-problems	Correlation Analysis: Correlation - Definition and uses	Definition and uses of time series
S-2	SLO-1	Application, Functions of statistics, Limitations of statistics	Characteristics and types of averages	Quartile deviations- definitions-merits and demerits	Types of correlation	Mathematical and additive model of time series
	SLO-2	Functions of Statistics	Arithmetic mean -definitions-merits and demerits	Quartile deviations --problems-raw data	Methods of studying correlation --Graphical and mathematical methods	Secular trend-uses
S-3	SLO-1	Introduction of Statistical enquiries	Arithmetic mean, Problems on raw data, discrete series	Quartile deviations- Discrete data-problems	Scattering diagram	Secular trend -methods
	SLO-2	Planning and design of statistical enquiry	Arithmetic mean -problems- continuous data	Quartile deviations- Continuous data-problems	Methods for Finding Correlation Coefficient	Graphical method

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		15	15	15	15	15
S-4, S-5	<b>SLO-1</b> <b>SLO-2</b>	Practical – Statistical Enquiry	Practical – Arithmetic mean -problems-shortcut methods	Practical - Problems on Quartile deviation	Practical – Scatter diagram applications	Practical – Models of time series applications
S-6	<b>SLO-1</b>	Sources and method of data collection	Median-definitions-merits and demerits,	Mean deviations- definitions-merits and demerits	Properties of correlation coefficient	Semi average method- problems
	<b>SLO-2</b>	Various sampling designs	Median-Raw data-problems	Mean deviations –problems-raw data	Karl Pearson's Correlation Co-efficient	Moving average method-procedure-uses-
S-7	<b>SLO-1</b>	Primary data and its sources	- Median-Raw data-problems	Mean deviations- Discrete data- problems	Karl Pearson's Correlation Co-efficient-deviation method-problems	Method of least square method-procedure
	<b>SLO-2</b>	Secondary data and its sources	Median -problems-discrete data	Mean deviations- Continuous data-problems	Karl Pearson's Correlation Co-efficient-deviation method-from an assumed mean -problems	Methods of least square problems
S-8	<b>SLO-1</b>	Classification of data- Types of classification of data	Median -problems-discrete data	Standard deviations- definitions-merits and demerits	Karl Pearson's Correlation Co-efficient-deviation method-from an actual mean - problems	Methods of least square problems
	<b>SLO-2</b>	Tabulation – Definition of tabulation, Parts of a table	Median -problems- continuous data	Standard deviations –problems-raw data	Spearman's Rank Correlation Coefficient-definition-simple problems	Seasonal indices-procedure and problems
S-9, S-10	<b>SLO-1</b> <b>SLO-2</b>	Practical - Classification and Tabulation	Practical – Applications of Median problems	Practical – Problems on Mean deviation	Practical - Problems on correlation	Practical – Problems on least square method
S-11	<b>SLO-1</b>	Diagrammatic presentation- Types of diagrams	Mode-definitions-merits and demerits, raw ,	Standard deviations- Discrete data-problems	Regression Analysis: Regression - Regression Coefficients	Introduction of Index Number
	<b>SLO-2</b>	Bar diagrams	Mode-discrete data Problems	Standard deviations- Continuous data-problems	Definition and Uses	Unweighted index number
S-12	<b>SLO-1</b>	Pie diagram	Mode -problems- Discrete data	Coefficient of Variation problems	Types of Regression Equations	Weighted index number
	<b>SLO-2</b>	Histogram-Frequency polygon	Mode -problems- Continuous data	Applications of Coefficient of Variation	Regression Equation of X on Y and Regression Equation of Y on X	Test of consistency – Time Reversal test
S-13	<b>SLO-1</b>	Cumulative frequency curve (ogive)	Empirical relationship between Mean, median, and mode	Graphical representation of dispersion- Lorenz curve	Relationship between Correlation and Regression Coefficients	Test of consistency – Factor Reversal test
	<b>SLO-2</b>	Cumulative frequency curve Less than and more than(ogive)	Problems on Empirical relationship	Measures of Skewness- Absolute and Relative measure of skewness	Problems on the Relationship between the Coefficients	Consumer price index number, definition, uses and problems
S-14, S-15	<b>SLO-1</b> <b>SLO-</b>	Practical – Graphical representation of Statistical data	Practical – Applications of Mode problems	Practical - Skewness and its applications	Practical – Regression equations	Practical – Applications of index number

<b>Learning Resources/Reference Book</b>	<b>Textbooks:</b> 1. Gupta S.P (2012), Statistical Methods, 4 <sup>th</sup> Edition, Sultan Chand & Sons, New Delhi 2. S.P. Rajagopalan – Business Statistics – Vijay	<b>References:</b> 1. R.S.N. Pillai and Bagavathi, Statistics, Chand.S and company Pvt.Ltd, New Delhi
--	---	--

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr. M. Vasantha, ICMR, Chennai	Dr. V. Prakash, Dr. Ambedkar Government Arts College, Chennai	Ms. Madhumitha J, Ass. Prof., FSH, SRM IST

Course Code	UAF23S01L	Course Name	OFFICE AUTOMATION	Course Category	S	Skill Enhancement Courses	L 0	T 0	P 2	O 2	C 1
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance		Data Book / Codes/Standards		Nil

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand the fundamentals of computers			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	Learn to work with MS office			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills	
CLR-3 :	Learn to work with MS Excel																					
CLR-4 :	Learn to work with MS Power point																					
CLR-5 :	Learn to work with MS Outlook																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			2	75	60	H	L	L	L	L	M	H	H	L	L	L	L	L	L	
CLO-1 :	Learn the basics of computer			2	80	70	H	H	M	H	H	H	M	H	M	H	H	H	H	H	H	
CLO-2 :	Use MS word efficiently			2	70	65	H	H	M	H	H	M	H	M	M	H	H	H	L	H	H	
CLO-3 :	Use MS excel effectively			2	70	70	H	M	M	-	H	H	M	H	M	H	H	H	H	L	H	
CLO-4 :	Use MS power point effectively			2	80	70	H	H	M	H	H	M	H	M	M	H	H	H	H	H	H	
CLO-5 :	Use MS outlook effectively for writing reports																					

Duration (hour)		Learning Unit / Module 1: Introduction to MS office	Learning Unit / Module 2: Microsoft Word	Learning Unit / Module 3: Microsoft Excel	Learning Unit / Module 4: Microsoft Power point	Learning Unit / Module 5: Microsoft Outlook
		6	6	6	6	6
S-1	SLO-1	Introduction about computer and various computer peripherals	Introduction to Word interface	Tabs and ribbons	Creating a presentation, Formatting a presentation	Introduction
	SLO-2	History of Microsoft	Menus, Keyboard shortcuts, typing	Menus, Shortcuts and Cells	Adding effects to the presentation	Options for viewing email messages
S-2	SLO-1	Introduction about MS word	Tables, charts	Usage of Formula and Calculation	Reusability and Templates of the presentation	Create and send an email
	SLO-2	Introduction about excel	Styles, Page formatting	Different Charts	Different views of Slides; Files in power point presentation	Contacts
S-3	SLO-1	Introduction about power point	Creating an outline	Functions – Tables and Formatting	Printing Handouts	Calendar
	SLO-2	Introduction about MS outlook	Inserting images, shapes, links, smart art	Importing data	Tables, Columns and Lists	
S-4	SLO-1	Introduction about MS projects	Resume writing.	Number crunching	Adding Graphics, Sounds and Movies of a Slide	Multiple email accounts
	SLO 2	Operating System: Single User & Multi User	Report / Document writing	Pivot table	Objects, Design, Effects, Animation - Multimedia in PPT	Signatures
S-5	SLO-1	Software: System Softwar	File Operations – Cut, Copy and Paste	Pivot table – Practice 1	Slide show, Transition and Timings	Outlook setting
	SLO 2	Application Software	Drag and Drop – Dynamic Data exchange – Templates.	Pivot Table – Practice 2	Diagrams	
	SLO-1	Internet and Intranet.		Formatting for print ready	Clipart and Pictures	Outlook setting - Practice

S- 6	SLO 2		Formula – Undo – Redo – Find and Replace - Auto correct			
------	-------	--	---	--	--	--

<b>Learning Resources:</b>	<b>Textbooks:</b> 1. Lisa A. Bucki John Walkenbach Faithe Wempen Michael Alexander Dick Kusleika, 'Microsoft office 2013 BIBLE', John Wiley & Sons publications 2. V. Raja Raman, 'Fundamentals of computers' Prentice- Hall of India, 2014.	<b>References:</b> 1. Anita Goel, 'Computer Fundamentals', Pearson publications, 2010 2. P. K. Sinha, 'Computer Fundamentals', Publisher: BPB Publications, 2004. 3. Archana Kumar, Computer Basics with Office Automation, 2013
----------------------------	--	---

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuray.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V. Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP
		4. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur
		5. Dr. M. Thinesh Kumar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur

Course Code	UAF23P01L	Course Name	INTERNSHIP – I	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	0	0	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :		Give idea about research project			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 :		Identify the research problem						Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills	
CLR-3 :		Review of literature						H	L	H	M	L	M	M	M	M	M	M	M	M	M	M	L	L
CLR-4 :		Give idea about data collection						H	L	M	L	L	L	H	H	H	H	H	H	H	H	H	L	L
CLR-5 :		Give knowledge on statistical tools and project preparation.						H	L	H	L	L	L	H	H	H	H	H	H	H	H	H	L	L
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			2	80	80	H	M	H	L	L	M	H	H	M	M	M	M	L	L			
CLO-1 :		Gained knowledge about research project			2	75	70	H	L	M	L	L	L	H	H	H	H	H	H	L	L			
CLO-2 :		Increased knowledge on research problem			2	85	80	H	L	H	L	L	L	H	H	H	H	H	H	L	L			
CLO-3 :		Improved practice in review of literature			3	80	75	H	H	H	L	L	L	H	H	H	H	H	H	L	H			
CLO-4 :		Well versed in data collection			3	75	70	H	M	H	L	L	M	H	H	H	H	H	H	L	H			
CLO-5 :		Gained knowledge on statistical tools and project preparation																						

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		5	5	5	5	5
S-1 to S- 5	SLO-1	Topic selection	Review of literature	Research design	Data Collection and analysis	Interpretation and conclusion

## INTERNSHIP PROJECT DESCRIPTION

### GUIDELINES

- Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
- The field of specialization is Human Resources, Marketing, Finance and related commerce and management-based topics.
- The project work should be neatly presented in not less than 60 pages and not more than 100 pages
- Paper Size should be A4
- 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style – (Font: Times New Roman / Font Size: 12 for text)
- Subheading shall be typed in the Font style (Font: Times New Roman I / Font Size: 14 for headings) The report should be professionally prepared.
- The candidate should submit periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce
- Each candidate should submit hardcopy (3 copies) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate
- After the Evaluation of the project report one hard copy will be returned to the candidate.

**EVALUATION SCHEME**

Project Evaluation and viva voce – Internal Examiner – 50 Marks

Project Evaluation and viva voce – External Examiner – 50 Marks

TOTAL MARKS - 100 Marks

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination.

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info</i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in</i>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V. Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR.
		5. Dr. Ila Nakkeeran Assistant professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UCD23V04T	Course Name	INDUSTRY ORIENTED EMPLOYABILITY SKILLS FOR COMMERCE	Course Category	V	Value Addition Course	L	T	P	O	C
							2	0	0	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Guidance Cell	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 related to permutation and combination and probability and interpret data	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Learn the basic mechanics of Grammar	Bloom	Cognitive (%)	Affective (%)	Knowledge	Skills	Attitudes	Values	Character	Leadership	Teamwork	Communication	Critical Thinking	Problem Solving	Self-Directed Learning	Life-Long Learning	Professionalism	Employability	Entrepreneurship
CLR-3 :	Develop resume-building practice and presentation skills in students																		
CLR-4 :	Prepare students for job interviews																		
CLR-5 :	Instill confidence in students and develop the necessary skills to face interview																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qualities	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
CLO-1 :	Understand the concepts of permutation and combinations, probability and approach questions in a simpler and innovative method	3	80	70	-	-	H	H	H	-	M	-	-	-	-	-	-	-	L
CLO-2 :	Understand the different parts of speech and use them in sentences appropriately	3	85	75	M	H	-	-	-	-	M	M	H	H	M	M	-	-	-
CLO-3 :	Understand the importance of resume preparation and building a resume	3	85	80	M	H	M	-	-	-	M	M	H	M	H	M	M	M	-
CLO-4 :	Face interviews confidently	3	85	80	H	M	H	M	-	M	L	M	M	M	M	L	H	M	M
CLO-5 :	Develop their domain skills to face the interview	3	85	80	H	M	H	M	-	M	L	M	M	M	M	L	H	M	M

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		6	6	6	6	6
S-1	SLO-1	Permutation and Combination – Introduction	Puzzles Selections – Introduction	Resume Writing – Introduction	Negotiation Skills - Introduction	Present FY Budget Analysis – Introduction
	SLO-2	Permutation and Combination – Problems	Puzzles Selections – Problems	Resume Writing – Formats	Negotiation Skills – Practise Session	Present FY Budget Analysis
S-2	SLO-1	Probability – Introduction	Puzzles Distribution - Introduction	Resume Writing – Practise Session I	Negotiation Skills - Activity	Advanced Excel - Large Data Handlers & Pivot – Introduction
	SLO-2	Probability – Problems	Puzzles Distribution – Problems	Resume Writing – Practise Session II	Negotiation Skills – Feedback Session	Large Data Handlers & Pivot – Practise Session
S-3	SLO-1	Data Sufficiency – Introduction	Change of Voice – Introduction	Presentation – Introduction	Prioritising Activities for a Productive Work Day	Advanced Excel - VLookup, XLookup, HLookup – Introduction
	SLO-2	Data Sufficiency – Problems	Change of Voice – Rules & Conversions	Presentation - Do's and Don'ts	Prioritising Activities for a Productive Work Day – Feedback Session	VLookup, XLookup, HLookup – Practise Session

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		6	6	6	6	6
S-4	SLO-1	Escalator Problems – Introduction	Change of Speech – Introduction	Presentation – Types and Rules	How to collect, analyse and share Feedback	Advanced Excel – Functions – Introduction
	SLO-2	Escalator Problem – Tricky Problems	Change of Speech – Rules & Exercises	Presentation – Using Visual Elements	How to collect, analyse and share Feedback	Functions – Practice Session
S-5	SLO-1	Surds and Indices – Introduction	Attention to Details – Introduction	Presentations – Oral & PPT – Mock Presentation	Introduction to Economics, Business & Banking	Tally - Overview & Usage – Introduction
	SLO-2	Surds and Indices – Problems	Attention to Details – Benefits and its Importance	Suggestions and Tips to improve	Economics, Business & Banking – Characteristics and scope	Tally – Overview & Usage – Practice Session
S-6	SLO-1	Cubes & Cuboids – Introduction	Completing Statements – Introduction	Types of Interviews - Group / Stress / HR – Introduction	Banking & Budget Terminology – Introduction	GST - Overview & Monthly Filings for GST & IT – Introduction
	SLO-2	Cubes & Cuboid – Problems	Completing Statements – Types & Rules	Types of Interviews - Mock Interview	Banking & Budget Terminology – Types and Methodologies	GST - Overview & Monthly Filings for GST & IT – Practice Session

Learning Resources	<b>Textbooks and References:</b>				
	1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition 2. Scott Bennett, The Elements of Resume Style: Essential Rules for Writing Resumes and Cover Letters That Work, AMACOM, 2014 3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007				

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

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
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore	1.Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST 2.Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST

**SEMESTER IV**

Course Code	UAF23401J	Course Name	CORPORATE ACCOUNTING - II	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	CORPORATE ACCOUNTING - I	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	--------------------------	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)															
CLR-1 :	Gain knowledge on accounting methods relating to business				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	Make the students specialized in the accounting							Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills	
CLR-3 :	Understand about Bank Accounts and the preparation of Profit & Loss account and Balance sheet							H	-	H	H	H	H	M	M	H	H	H	H	H	H	H	-
CLR-4 :	Understand about Insurance Company and the preparation of Final accounts as per IRDA							H	H	H	H	H	M	H	M	M	H	H	H	H	H	M	H
CLR-5 :	Understand about the Liquidation of Company and to prepare the liquidators final statement of account and Financial Reporting							H	-	H	H	H	M	H	M	M	H	H	H	H	H	M	-
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1 :	Solve the problems of Amalgamation, Absorption and Reconstruction				2	75	60	H	-	H	H	H	-	H	M	M	H	H	H	H	H	-	
CLO-2 :	Solve the problems relating to Banking Accounts				2	80	70	H	H	H	H	H	M	H	M	M	H	H	H	H	M	H	
CLO-3 :	Students can learn more things about Insurance Company Accounts				2	70	65	H	-	H	H	H	-	H	M	M	H	H	H	H	H	-	
CLO-4 :	Understand the provisions and accounting treatment relating to Liquidation of Companies.				2	70	70	H	H	H	H	H	M	H	M	M	H	H	H	H	H	H	
CLO-5 :	Learned more things about Inflation accounting and Indian Accounting Standards				2	80	70	H	-	H	H	H	-	H	M	M	H	H	H	H	M	-	

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Introduction to amalgamation absorption and external reconstruction	Banking companies' introduction	Insurance companies' introduction	Liquidation of companies - Introduction	Inflation accounting
	SLO-2	Types of amalgamation	Business is not carried out by banking companies.	Types of insurance	Modes of winding up	Need for inflation accounting
S-2	SLO-1	Condition for amalgamation in the nature of merger	Non-banking assets classification	Principles of insurance	Winding up by the court	Limitations of inflation accounting
	SLO-2	Condition for amalgamation in the nature of purchase	Provision for Non performing account	Terminology in insurance	Petition for winding up	Current purchase method
S-3	SLO-1	Calculation of purchase consideration – Net asset method	Rebate on bills discounted	Premium calculation	Voluntary winding up	Cost of sales adjustment account
	SLO-2	Calculation of purchase consideration – Net payment method	Computation of rebate on bills discounted	Problems on Premium calculation	Winding up subject to the supervision of court	Depreciation adjustment

S – 4-6	SLO-1	Journal entries in the books of selling company	Treatment of interest on NPA	Claim calculation	Contributory	Monetary working capital adjustment
	SLO 2	Journal entries in the books of purchasing company	Journal entries for bad debts recovered	Claim calculation	Adjustment of right of contributory	Gearing adjustment
S-7	SLO 1	Preparation of realization account	Performa of Profit or loss Account	Calculation of life assurance fund	Order of payment	Computation of gain or loss on monetary items
	SLO-2	Preparation of cash account	Performa of balance sheet	Calculation of life assurance fund	Liquidator remuneration calculation	Computation of gain or loss on monetary items
S 8	SLO-1	Preparation of new company balance sheet	Schedule to profit or loss account	Performa revenue account of life insurance companies	Calculation of liquidator remuneration on when full amount paid to unsecured creditors	Hybrid method
	SLO-2	Closing of selling company books	Schedules to balance sheet	Notes to revenue account	Calculation of liquidator remuneration on when sufficient amount is not available to pay unsecured creditors	Comparative profit analysis
S-9	SLO-1	Calculation of excess purchase consideration over the net worth of selling company	Operating expenses, Interest expended, Interest earned, other income, provision and contingencies	Performa of Profit and loss account	Calculation of liquidator remuneration on cash and bank balance	Objectives of Accounting standards
	SLO-2	Adjustment of excess amount paid	Profit and loss appropriation	Profit and loss appropriation account	Preferential creditors	Need for accounting standard
S-10-12	SLO-1	Discharge of liabilities by the selling company	Capital, reserve and surplus, deposit, borrowings	Performa of balance sheet of life insurance companies	List of preferential creditors	Significance of accounting standard
	SLO-2	Discharge of liabilities of selling company by purchasing company	Other liabilities and provision	Notes to balance sheet	Treatment of income tax due	Indian accounting standards
S-13	SLO-1	Realisation Expenses of selling company borne by purchasing company	Cash and balance with RBI, Money at call and short notice, Investment and advances	Preparation of revenue account	Adjustment of rights of contributories	Scope of accounting standards
	SLO-2	Adjustment of Accumulated profits	Fixed assets, current assets, contingent	Preparation of profit and loss account	Format of Liquidators final statement of account	Procedure for formulation of accounting standards
S-14	SLO-1	Transfer of statutory reserve	Calculation of provision for bad debts	Preparation of balance sheet	Preparation of Liquidators final statement of account	AS-1
	SLO-2	Amalgamation adjustment	Calculation of provision for bad debts	Adjustments in the balance sheet	With adjustments	AS-2
S-15	SLO-1	Closing of selling company books	Calculation of rebate on bills discounted	Performa of revenue account – General insurance companies	Assets are not specifically pledged	AS-3 TO 10
	SLO-2	Closing of selling company books	Calculation of rebate on bills discounted	Notes to revenue account	Assets specifically pledged	AS-11 TO 14
S-16-18	SLO-1	Problem on opening of purchasing company book.	Treatment of interest received on NPA account	Performa of balance sheet – General insurance companies	Payment to preferential creditors	AS-15 TO 18
	SLO-2	Problem on Amalgamation, Absorption and External Reconstruction	Treatment of interest received on NPA account	Notes to balance sheet	Payment unsecured creditors	AS-19 TO 21

<b>Learning Resources:</b>	<b>Textbooks:</b>	<b>References</b>
	1. Reddy T.S. & Murthy A (2013): “Corporate Accounting” – Margham Publications Chennai 2. Palaniappan R: “Corporate Accounting” – Vijay Nicole Publications, Chennai. 3. R.L. &Radhaswamy M (2013) – “Corporate Accounting” – Sultan Chand & Sons, New Delhi References:	1. Shukla M.C. Grewal, T.S. Gupta “Advanced Accounts’ – S.Chand& Co. Ltd. New Delhi 2. Jain & Narang, “Advanced Accountancy” – Kalyani Publishers

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Create										
Total		100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4 Mrs. S. Sivakavitha, K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5 Dr. Ila Nakkeeran Assistant professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23402J	Course Name	MANAGEMENT ACCOUNTING	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To understand the fundamentals of concepts of Management Accounting				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To study about various ratios				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	To familiarize with fund and cash flow																					
CLR-4 :	To study the techniques of budget																					
CLR-5 :	To study various technique of making decisions related to Management Accounting																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			2	75	60	H	-	H	H	-	-	M	H	-	H	H	H	M	M	-
CLO-1 :	Find out the ideal source of Management Accounting				3	80	70	H	-	H	H	-	-	-	H	-	H	H	H	M	M	-
CLO-2 :	Ascertain the financial conditions using Management Accounting				3	70	65	H	-	H	H	-	-	-	H	-	H	H	H	M	-	-
CLO-3 :	Apply the various tools of Management Accounting				3	70	75	H	-	H	H	H	-	-	H	-	H	H	H	M	-	-
CLO-4 :	Efficient implication of budget				3	70	60	H	-	H	H	H	-	M	H	-	H	H	H	M	-	H
CLO-5 :	Make a decision on the Management Accounting				3	80	75	H	-	H	H	H	-	-	H	-	H	H	H	M	-	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Management Accounting - Introduction & Definition	Ratio Analysis - Meaning, Definition and Introduction	Working Capital Management - Concept, Nature, Planning of Working Capital	Cash Flow Analysis introduction.	Marginal costing: Concept and assumptions of marginal costing
	SLO-2	Functions and Objectives of Management Accounting	Advantages and Limitations, Significance of Ratio Analysis	Estimation / Projection of Working Capital Requirement in case of Trading and Manufacturing Organization	Cash Flow Analysis introduction, meaning, objectives	Marginal costing vs Absorption costing
S-2	SLO-1	Advantages and Limitations of Management Accounting	Various Types of Ratios and Purposes of various ratios	Operating Cycle and Problems related to Working Capital Management	Advantages and limitations of cash flow statement	Advantages and limitations of marginal costing
	SLO-2	Differences between Financial accounting and management accounting	Liquidity Ratios	Problems related to Working Capital Management	Legal status of Cash flow statement	Characteristics of Marginal Costing
S-3	SLO-1	Financial statement analysis and Meaning and Nature of Financial statement analysis	Problems on Liquidity ratios	Budget and Budgetary Control introduction	Classification of cash flows	BEP, Margin of safety, P/V ratio Decision Making problems includes
	SLO-2	Significance of Financial statement analysis	Profitability Ratios	Definition and Objectives and Budget and Budgetary Control: Essentials	Cash flows from operating activities	Key Factor, Sales Mix, Make/Buy, Export
S - 4-6	SLO-1	Limitation of Financial statement analysis and Types of Financial Analysis	Problems on Profitability ratios	Uses and Limitations Budget and Budgetary Control Production	Cash flows from investing activities	Standard costing & Variance analysis:

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
	SLO 2	Balance sheet and Income statement / Revenue statements in vertical form suitable for analysis	Turnover Ratios	Cash Budget	Cash flows from financing activities	Types of variance analysis, Material and Labour
S-7	SLO 1	Relationship between items in Balance Sheet and Revenue statement	Problems on Turnover ratios	Problems on Cash budget	Procedure and steps in preparing cash flow statement	Concept and difference between estimated costing and standard costing
	SLO-2	Various Tools of analysis of Financial Statements	Capital Structure Ratios	Flexible Budget and Fixed Budget		Absorption Costing Meaning, Steps, Overhead Absorption
S-8	SLO-1	Problems on Financial statement analysis	Problems on Capital structure ratios	Problems on Flexible and Fixed budget	Procedure for reporting	Difference between Absorption Costing and Marginal Costing
	SLO-2		Leverage Ratios			Accounting Rate of Return Method
S-9	SLO-1	Problems on Interpretation of Financial Statements	Problems on Leverage ratios	Production Budget	Reporting cash flows on a net basis	Elements of Marginal Costing
	SLO-2		Problems on Leverage ratios	Problems on Production budget	Format of Cash from operations	Profit Planning, Fixed cost, Variable cost, Margin of safety
S-10-12	SLO-1	Trend Analysis	Solvency ratios	Sales Budget	Format of Fund from operations	Sales to earn profit
	SLO-2		Problems on Solvency Ratios		Format for Cash flow statement	Problems on PV Ratio
S-13	SLO-1	Problems on Trend Analysis	Fixed Assets ratio	Problems on Sales budget	Problems on Cash from operations	Problems on CVP Analysis
	SLO-2	Comparative statements				Problems on BEP Analysis
S-14	SLO-1	Problems on Comparative statements Income Statement	Combined Ratio:	Purchase Budget	Problems on Fund from operations	Problems on Statement of Marginal Costing
	SLO-2		Return on capital employed (Including Long Term Borrowings)	Materials Budget		Problems on Break even in rupees
S-15	SLO-1	Common size statements	Return on proprietor's Fund (Shareholders Fund and Preference Capital)	Problems on Materials and Purchase budget	Problems on Cash flow statement	Problems on Break even in units
	SLO-2	Problems on Common size statements Income statement	Return on Equity Capital			Problems on Margin of safety
S-16-18	SLO-1	Problems on Common size statements Income statement	Preparation of Financial Statement from Ratios	Problems -1 on Zero base Budgeting	Cash Flow Statement as Per AS 3	Problems on Sales to earn profit
	SLO-2		Computation of Ratios from Financial Statements	Problems - 2 on Zero base Budgeting		Revision on Marginal Costing Analysis

Learning Resources:	<b>Textbooks:</b>	<b>References:</b>
	1. S.N. Maheswari, Management Accounting – Sultan Chand & Sons, New Delhi 2. Murthy – Management Accounting – Vijay Nicole Publications 3. S.P. Gupta, Management Accounting – Sultan Chand & Sons, New Delhi 4. R.S.N. Pillai & Bhagavathi, Management Accounting – S. Chand & Co. Ltd., New Delhi	1. T.S. Reddy & Hari Prasad Reddy, Management Accounting – Margham Publications, Chennai 2. Manmohan & Goyal, Management Accounting – Sahithiya Bhavan, Agra

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
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
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com">info@baccuracy.com</a>	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP 3.Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. 4.Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR 5. Dr. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR.

Course Code	UAF23403J	Course Name	E-COMMERCE	Course Category	C	Discipline Specific Core Courses	L 3	T 0	P 3	O 2	C 4
-------------	-----------	-------------	------------	-----------------	---	----------------------------------	--------	--------	--------	--------	--------

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	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 basics of E-commerce, Current and Emerging Business Models.				Level of Thinking (Bloom)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To Familiarize with basic Business Operations such as sales, Marketing, HR etc. on the web.								Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	To acquire knowledge about mercantile business model								H	L	H	-	-	-	H	H	H	H	L	L	L	L	-
CLR-4 :	To have a idea about e-payment system								H	L	H	-	-	-	H	H	H	H	L	M	H	L	L
CLR-5 :	To Familiar with EDI standards and e-commerce								H	M	H	-	H	H	H	H	H	H	M	H	M	M	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 :	Understand about e-business				2	75	60																
CLO-2 :	Understood the basic concepts and framework of e-commerce				3	80	70																
CLO-3 :	Acquired knowledge about mercantile business model				3	70	65																
CLO-4 :	Complete idea about e-payment system				3	70	70																
CLO-5 :	Familiar with EDI standards and e-commerce				3	80	70																

Duration (hour)		Learning Unit / Module 1 18	Learning Unit / Module 2 18	Learning Unit / Module 3 18	Learning Unit / Module 4 18	Learning Unit / Module 5 18
S-1	SLO-1	Introduction to E-Commerce – Meaning	Rationale of transacting online	Web Analytics and its Applications	Introduction to Operating Systems	E-commerce security – meaning
	SLO-2	Objectives E-Commerce	E-commerce applications in various industries.			E-commerce security – issues
S-2	SLO-1	Scope of E-Commerce	E-commerce applications in various industries (Banking, insurance, payment of utility bills and others)	Meaning, Objectives, Methodologies	Open Source (ASP)	Security threats in the E-commerce
	SLO-2	Importance of E-Commerce				
S-3	SLO-1	Advantages of E-Commerce	E-tailing, online services, e-auctions	Search Engine Optimization (SEO)	HTML	Environment security intrusions and breaches
	SLO-2	Disadvantages of E-Commerce	Online portal, online learning		ERP	
S-4-6	SLO-1	Evolution of E-Commerce	Online portal, online learning	Types of SEO	FTP	Attacking methods of hacking
	SLO 2		e-Publishing and e-entertainment, online shopping	On-page SEO	ISP	
S-7	SLO 1	E – Business Models – B2C	Introduction to E-Marketing	Off-page SEO	URLs	Attacking methods of sniffing
	SLO-2	E – Business Models – B2B	Channels of E-Marketing	Local SEO	E-Business Solutions - Domain Management	
S-8	SLO-1	E – Business Models – C2C	E-Marketing Mix	Technical SEO		Attacking methods of cyber-vandalism

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
	SLO-2	E – Business Models – C2B		On-Page vs Off-Page	An Overview of Domain Registrars & Hosting Services	
S-9	SLO-1	Other emerging E-commerce models	Web Salesmanship & Advertising	Techniques, AdWords, Call-to-Action	E – Security	Technology solutions- encryption
	SLO-2		Web Salesmanship & Advertising: Scope & Limitations			
S-10-12	SLO-1	Design and launch of E-commerce website	E – Branding – Social Media Advertising	Conversion Rate	Firewalls for Protection	Security channels of communication
	SLO-2		Types of E-Payment Systems	Path		
S 13	SLO-1	Decisions regarding Selection of hardware	E-Payment process and Components of an effective E-Payment System	Cohort analysis, Clickthrough rate	Case Study 1	Information Technology Act 2000- provisions related to offences
	SLO-2					
S-14	SLO-1	Decisions regarding Selection of hardware and software	Pros & Cons of E-Payment System - Digital signature	Hashtag	Case Study 2	Information Technology Act 2000- provisions related to offences
	SLO-2	Outsourcing development of a website		Clickbait		
S-15	SLO-1	In house development of a website	Case Study - 1	E – Income Avenues: social media	Case Study 3	Secure electronic records, digital signatures
	SLO-2	Outsourcing vs in house				
S-16-18	SLO-1	Development of a website	Case Study - 2	E – Income Avenues: YouTube, & other online platforms	E – Security & Firewalls for Protection.	Penalties and adjudication
	SLO-2	Case Study Discussion		YouTube vs other online platforms	E – Security & Firewalls for Protection.	

Learning Resources:	<b>Textbooks:</b>		<b>References:</b>	
	1. E-Commerce: Strategy, Technologies and Applications – Whitely - Tata McGraw-Hill – Indian Edition – 2017 2. E – Commerce - Breanne LA Camera - 21st Century Skills Innovation Library - Kindle Edition – 2020 3. Srinivasa Vallbhan – E-Commerce – Vijay Nicole Publications		1. Electronic Commerce, Framework Technologies and Applications - Bharat Bhasker - McGraw- Hill- 3rd Edition – 2009. 2. "E-commerce Marketing Strategies: Techniques to Drive Online Sales" by Neil Patel 3. "Building a Successful E-commerce Website: Key Considerations" by Entrepreneur.	

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
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
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. 4. Dr. P. Shanthy Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR 5. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	ULT23AE2J	Course Name	APPLIED TAMIL – II	Course Category	AE	Ability Enhancement Courses (AE)				
						L	T	P	O	C
						1	0	2	2	2

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1:	அகராதி, கலைச்சொல் குறித்த நுட்பங்களை அறியச் செய்கல்	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	நேர்காணல் செய்யும் கிறமைச் செய்தி வாசிப்பு முறைகளையும் தெரியச் செய்கல்	Level of Thinking (Bloom)	Expected Proficiency	Expected Attainment	Fundamental Knowledge	Application of Knowledge	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:	விமர்சனத்தின் கன்மைகளும் செய்கியறிக்கை தயாரிக்கும் முறையையும் அறியச் செய்கல்																		
CLR-4:	பேச்சுக்கலையின் கனித்துவங்களைப் பறியச் செய்கல்																		
CLR-5:	கணினித்தமிழின் பல்வேறு நுட்பங்களைத் தெரியச் செய்தல்																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	அகராதிக்குறை, கலைச்சொல்லாக்கத் துறையைத் தெரிந்துகொள்ளுதல்	2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	-	-	-
CLO-2:	ஊடகங்களில் மொழி அண்மையோடு செயல்படும் கிறன் பெறுதல்	2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-
CLO-3:	கலை, இலக்கிய விமர்சன முறைகளையும், செய்கியறிக்கை தயாரிக்கும் நுட்பங்களையும் தெரிந்துகொள்ளுதல்	2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-
CLO-4:	பல்வேறு வடிவங்களைக் கொண்ட பேச்சுக்கலையை அறிவதன்வழி, சிறந்த மேடைப் பேச்சாளராக உருவாகும் தகுதியைப் பெறுதல்	2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-
CLO-5:	தமிழைக் கணினி வழி, இணையம் வழிகொண்டுசேர்க்கும் உலகளாவிய செயல்பாடுகளை அறிந்துகொள்ளுதல்	2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-

Duration (hour)	9	9	9	9	9
S-1	SLO-1 கமியில் அகராதிகள்	நேர்காணல் அறிமுகம்	விமர்சனம்- அறிமுகம்	பேச்சுக்கலை	கணினிக்கமியம்
	SLO-2 ஒரு மொழி இருமொழி அகராதி	அண்மைத்திறன்	விமர்சனத்தின் நோக்கம்	பேச்சின் அடிப்படைகள்	கணினி வழிக் கட்டச்சு
S-2	SLO-1 பன்மொழி அகராதி	நோக்கம்- கண்டறிதல்	விமர்சன வகைகள்	கன்னம்பிக்கையும் பேச்சும்	கட்டச்சு செய்யும் மென்பொருட்கள்
	SLO-2 உயிர் மெய் எழுத்துகள்	நேர்காணல் முறைகள்	இலக்கிய விமர்சனம்	பேச்சின் வகைகள்	எழுத்துருக்கள்
S-3	SLO-1 உயிர்மெய் எழுத்துகள்	இனிய சொற்கள் பயன்பாடு	திரை விமர்சனம்	மேடைப் பேச்சு	யூனிகோடு எழுத்துருக்கள் பிற எழுத்துருக்கள்
	SLO-2 அகராதிக்கான அடிப்படைகள்	நேர்காணல் வகைகள்	கலை விமர்சனம்	பட்டமென்றப் பேச்சு	கால் வழி கட்டச்சு
S-4	SLO-1 அகராதி உருவாக்கப் பயிற்சி	நோடியாக வினா விடை	விமர்சகர் கருவிகள்	சொற்பொழிவு முறை	எழுத்து வழி கட்டச்சு
	SLO-2 அகராதி உருவாக்கப் பயிற்சி	அச்சு ஊடக நேர்காணல்	கேர்த்துப் பல்மை	பேச்சின் நுட்பங்கள்	கட்டச்சு செய்யும் பயிற்சி
S-5	SLO-1 கலைச்சொல் அறிமுகம்	காட்சி ஊடக நேர்காணல்	எழுத்துவடிவ விமர்சனம்	பேச்சாளர்களும் பேசும் முறைகளும்	கட்டச்சு செய்யும் பயிற்சி
	SLO-2 பிறமொழிச் சொற்களும் தமிழில் கலைச் சொற்களும்	கேட்டி ஊடக நேர்காணல்	காட்சி வடிவ விமர்சனம்	பேச்சு- எழுத்துரைப்பும் உடல்மொழியும்	பிழை திருத்திகள்
S-6	SLO-1 கலைச்சொல்லாக்க நெறிமுறைகள்	கன ஆய்வில் நேர்காணல்	விமர்சனம் செய்யும் பயிற்சி	நவீன தொழில்நுட்பங்களில் பேச்சு முறைகள்	தமிழில் பிழை திருத்தம் செய்யும் மென்பொருட்கள்
	SLO-2 கலைச்சொல் உருவாக்க உத்திகள்	நேர்காணல் செய்யும் பயிற்சி	விமர்சனம் செய்யும் பயிற்சி	பேச்சாளர்களின் கருவிகள்	வலைப்ப உருவாக்கம்
S-7	SLO-1 கணினிச் சொற்கள்	நேர்காணல் செய்யும் பயிற்சி	செய்கியறிக்கை	பேச்சுப் பயிற்சி	வலைப்பவின் எழுத்து முறைகள்
	SLO-2 புகிய கண்டுபிடிப்புகளும் கலைச்சொற்களும்	செய்கி வாசிப்பு முறைகள்	சமூக நிகழ்வை எழுத்துகள்	பேச்சுப் பயிற்சி	வலைப்பவின் பயன்கள்

Duration (hour)	9	9	9	9	9
S-8	SLO-1 பயன்பாட்டுச் சொற்கள்	செய்தி வாசிப்ப நடப்பங்கள்	செய்தியாளர்க்குரிய கருத்துகள்	கலங்குரையாடலின் நோக்கம்	தமிழ் இணைய நூலகங்கள்
	SLO-2 கலைச்சொல்லாக்கப் பயன்பாடுகள்	உச்சரிக்கல்	உற்றநோக்கங்கள்	கலங்குரையாடலின் கனிக்கன்மைகள்	இணைய நூலகப் பயன்பாடுகள்
S-9	SLO-1 கலைச்சொல் உருவாக்கப் பயிற்சி	பிழையின்றி வாசித்தல்	சமநிலையில் எழுதுதல்	தம் கருத்தைக் தெளிவாக உரைத்தல்	தமிழ்த் தொடரடை வகள்
	SLO-2 கலைச்சொல் உருவாக்கப் பயிற்சி	வாசித்தலும் உணர்வும்	செய்தியறிக்கை தயாரிக்கல்	கலங்குரையாடல் பயிற்சி	தொடரடைவின் பயன்பாடுகள்

Learning Resources	<ol style="list-style-type: none"> <li>1. அகராதியியல், பெ. மாதையன், தமிழ்ப் பல்கலைக்கழகம், தஞ்சாவூர், 1997.</li> <li>2. பேச்சுக்கலை, ம. திருமலை, மீனாட்சி புத்தக நிலையம், மயூராவளாகம், மதுரை, 2009.</li> <li>3. பேச்சாளராக, அ.கி.பரந்தாமனார், பாரி நிலையம், சென்னை, 1961</li> <li>4. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியன், சந்திரோதயம் பதிப்பகம், மதுரை, 2020.</li> <li>5. நேர்காணல், மின்னூலகம், தமிழ் இணையக் கல்விக் கழகம், <a href="https://www.tamilvu.org/">https://www.tamilvu.org/</a></li> </ol>
--------------------	---

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	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. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hebzbah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULH23AE2J	Course Name	APPLIED HINDI-II	Course Category	AE	Ability Enhancement Courses (AE)	L	T	P	O	C
							1	0	2	2	2

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 find and analyze different types of Cinema	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	To Discover the print Media in the present World		
CLR-3 :	Writing report for Employability		
CLR-4 :	Writing Reviews and Create Job Oriented learning		
CLR-5 :	To Acquire technical words for various job Prospects		

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 Understand the History and Documentary in Hindi Cinema	2	75	80	H	H	H	M	L	H	L	M	L	L	H	M	-	-	-
CLO-2 :	To Comprehend Media Studies	2	80	90	H	H	H	M	L	H	H	M	L	L	H	M	-	-	-
CLO-3 :	To Evaluate report Writing	2	75	95	H	H	M	L	H	H	M	H	M	M	H	H	-	-	-
CLO-4 :	Enhance their Writing Skills in Media Studies	2	80	90	H	H	L	H	M	H	L	H	H	M	H	H	-	-	-
CLO-5 :	To Understand and usage of technical words in Hindi	2	85	90	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-

Duration (hour)	9	9	9	9	9
S-1	SLO-1	HINDI CINEMA	MEDIA AUR HINDI BHASHA	REPORTARJ LEKHAN	FILM REVIEW& VIGYAPAN
	SLO-2	CINEMA KI AVDHARNA	AVDHARNA	AVDHARNA	ARTH
S-2	SLO-1	UDBHAV	SWARUP	SWARUP	PARIBHASHA
	SLO-2	VIKASH	MAHATVA	UDDESHYA	SWARUP
S-3	SLO-1	DOCUMENTRI MOVE KI AVDHARNA	MEDIA MEN BHASHA KA PRAYOG	MAHATVA	AWADHARNA
	SLO-2	COMERCIAL MOVE KI AVDHARNA	UTTARDAYITVA	REPORTARJ LEKHAN KE PRATI RUCHI JAGANA	FILM REVIEW KA MAHATTVA
S-4	SLO-1	PRAYOJAN	PRINT MEDIA	REPORTAJ KI BHUMIKA	VIGYAPAN AUR BAZAR
	SLO-2	UDDESHYA	ELECTRONIC MEDIA	PRAYOJAN	VIGYAPAN AUR ROZGAR
S-5	SLO-1	MAHATVA	MEDIA KI JIMMEDARI	PRAYOG	PRINT VIGYAPAN
	SLO-2	PRAKAR	SMACHAR LEKHAN	UTTARDAYITVA	VIGYAPAN KI BHASHA
S-6	SLO-1	PRISHTHBHUMI	REPORTER KE GUN	RIPOTARJ LEKHAN	AWADHARNA
	SLO-2	KARYASHALA	SAHAJTA	PUNRIKSHAN	ARTH
S-7	SLO-1	DOCUMENTRY KI VIDHI	NISPAKSHTA	LEKHAN VIDHI	PARIBHASHA
	SLO-2	DOCUMENTRY AUR COMERCIAL MOVE MEN ANTAR	PEET PATRAKARITA	SAMAJIK DAYRA	SWARUP
S-8	SLO-1	COMERCIAL KI VIDHI	UTTARDAYITVA	SAHITYA ME RIPOTARJ LEKHAN	VIGYAPAN KE PRAKAR
	SLO-2	MOVE VISLESHAN	BHASHA GYAN	PARIYOJNA KARYA	VIGYAPAN KI VISHESHTAYEN
S-9	SLO-1	PARICHARCHA	PARICHARCHA	PARICHARCHA	VIGYAPAN MANG

Duration (hour)	9	9	9	9	9
SLO-2	PRASHNABHYASH	PRASHNABHYASH	PRASHNABHYASH	VIGYAPAN KA PRABHAV	PRASHNABHYASH

Learning Resources	<b>Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.</b>
	1. Film Banti Hai aur Banati Bhi hai, Lekhika – Sonal, Neolit Publication
	2. <a href="https://navbharattimes.indiatimes.com/entertainment/movie-review/articlelist/2325387.cms?curpg=3">https://navbharattimes.indiatimes.com/entertainment/movie-review/articlelist/2325387.cms?curpg=3</a>
	3. <a href="https://epustakalay.com/book/4858-hindi-patrarita-by-dr-krishnbihari-mishra/">https://epustakalay.com/book/4858-hindi-patrarita-by-dr-krishnbihari-mishra/</a>
	4. <a href="https://hindisamay.com/">https://hindisamay.com/</a>
	5. <a href="https://rajbhasha.gov.in/hi/hindi-vocabulary">https://rajbhasha.gov.in/hi/hindi-vocabulary</a>

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	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	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi, CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
Editor : Srijanlok Magazine		2. Dr. Md.S. Islam Assistant Professor, SRMIST
Place: Vashishth Nagar, Ara – 802301		3.Dr. S. Razia Begum, Assistant Professor, SRM IST
		4. Dr.Nisha Murlidharan Assistant Professor, VDP, SRM IST

Course Code	ULF23AE2J	Course Name	FRENCH FOR SPECIFIC PURPOSE - II	Course Category	AE	Ability Enhancement Courses (AE)	L	T	P	O	C
							1	0	2	2	2

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		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations		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 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1 :	o enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French		2	75	80	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French		2	80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3 :	To develop content using the features in French language		2	75	80	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4 :	To interpret the French language into other language		2	75	90	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5 :	To improve the communication, intercultural elements in French language		2	80	75	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

Duration (hour)	9	9	9	9	9
S-1	SLO-1 TOEIC	Les quantificateurs	Les prépositions de lieu	Les verbes irréguliers	La négation
	SLO-2 Qu'est-ce que c'est/	le génitif	Les activités	le futur et	l'interrogation
S-2	SLO-1 À qui est-il destiné ?	Les adjectifs	Les prépositions de temps -	le conditionnel	Les activités
	SLO-2 Les compétences évaluées	et pronoms possessifs	Les activités	les modaux	l'exclamation
S-3	SLO-1 Le nom	les pronoms	les temps et	La suggestion	Les activités
	SLO-2 Le pluriel des noms	Les pronoms personnels	Les activités	le conseil	l'emphase
S-4	SLO-1 Les indéterminables	les pronoms compléments	les aspects-	Les exemples	Les exemples
	SLO-2 Les noms composés	Les activités	Les activités	le reproche	Les activités
S-5	SLO-1 L'adjectif	pronoms réfléchis	Le présent simple	Les activités	l'impératif
	SLO-2 Les comparatifs	Les activités	Les activités	L'obligation	Les activités
S-6	SLO-1 les superlatifs	les adverbes	Le présent be+ing	la permission	la voix passive
	SLO-2 les articles définis (the)	Les activités	Les activités	l'interdiction	Les exemples
S-7	SLO-1 les articles indéfinis (a, an)	La place de l'adverbe dans la phrase	Les exemples	La capacité	les subordonnées relatives

	<b>SLO-2</b>	Les exemples	Les activités	Le prétérit simple - Le prétérit be+ V-ing	l'incapacité	Les activités
<b>S-8</b>	<b>SLO-1</b>	Les adjectifs	L'ordre des adverbes	Les exemples	les verbes à particule	Les subordonnées circonstancielles
	<b>SLO-2</b>	Les exemples	Les activités	- Le présent perfect be+ing	les verbes suivis de V-ing	Les activités
<b>S-9</b>	<b>SLO-1</b>	pronoms possessifs ( this et that)	les prépositions-	Le past perfect simple -	d'un infinitif avec sans to	A ne pas confondre
	<b>SLO-2</b>	Les activités	Les exemples	Le past perfect be + ving -	Les exemples	Les activités

<b>Learning Resources</b>	<b>Theory:</b> 1. <b>“Réussir le nouveau TOEIC”</b> Détails des épreuves, méthodologie, grammaire, et vocabulaire, Studyrama. 2. <a href="https://www.fluentu.com/blog/french/french-grammar">https://www.fluentu.com/blog/french/french-grammar</a> 3. <a href="https://www.elearningfrench.com/learn-french-grammar-online-free.html">https://www.elearningfrench.com/learn-french-grammar-online-free.html</a> 4. <a href="https://www.lawlessfrench.com/grammar">https://www.lawlessfrench.com/grammar</a> 5. <a href="https://blog.gymglish.com/2022/12/15/basic-french-grammar">https://blog.gymglish.com/2022/12/15/basic-french-grammar</a>
---------------------------	--

		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%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	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. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigail, Assistant Professor, SRMIST, VDP

Course Code	UMS23G06T	Course Name	QUANTITATIVE TECHNIQUES FOR BUSINESS DECISION	Course Category	G	Generic Elective Courses	L 4	T 0	P 0	O 2	C 4
-------------	-----------	-------------	---	-----------------	---	--------------------------	--------	--------	--------	--------	--------

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Mathematics and Statistics	Data Book / Codes/Standards	Graphs, Statistical table		

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Understand the concepts of linear programming problem	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Provide the knowledge of optimization techniques and approaches.		
CLR-3 :	Learn the concepts of transportation and assignment problem		
CLR-4 :	Learn the basic concepts of game theory		
CLR-5 :	Understand the sequencing problems and linear programming problem		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1 :	Explain the linear programming problem and its properties	L	75	70	M	L	-	H	H	-	-	H	-	H	-	H	-	-	-
CLO-2 :	Explain the fundamental concepts in linear programming problem and its applications.	L	75	70	M	H	-	H	H	-	-	H	-	H	M	H	-	-	-
CLO-3 :	Explain the concepts of transportation and Assignment problem	H	75	70	M	M	-	H	H	-	-	H	-	H	M	H	-	-	-
CLO-4 :	Relate the different types of game theory	H	75	70	M	M	-	H	H	-	-	H	-	H	M	H	-	-	-
CLO-5 :	Describe the different types of sequencing problems	M	75	70	H	M	-	H	H	-	-	H	-	H	-	H	-	-	-

Duration (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
	12	12	12	12	12
S-1	SLO-1 Introduction to Operations Research (O.R)	Introduction to Transportation model	Introduction of Networking Analysis	Game theory- Introduction	Sequencing Problems: Introduction -
	SLO-2 Scope of O. R	Definition of Feasible, basic feasible and optimal solutions TP	Definitions of Networking and project	Two-person zero sum games	Assumptions made while solving Sequencing problem
S-2	SLO-1 Some O.R. Models	Mathematical Formulation of TP	Basic components of networks	Main characteristics	Basic rules
	SLO-2 Iconic Models, Analogue Models	General Procedure for finding solution of TP	Logical sequencing	Assumptions and limitations	Total elapsed time, Idle time, No passing Rule
S-3	SLO-1 Mathematical Models	Procedure of finding initial basic solution using North west corner	Rules of Network constructions	Saddle point	Procedure for sequencing n jobs on 2 machines
	SLO-2 Static Models, Dynamic Models	finding initial basic solution using Least cost method -problems	Rules of Network constructions	Maximin - Minimax Principle	Problems for sequencing n jobs on 2 machines

		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
Duration (hour)		12	12	12	12	12
S 4	SLO-1	Deterministic Models, Stochastic Models	Procedure of finding initial basic solution using Row minima, column minima method	Numbering the events	Saddle point and value of the game	Problems for sequencing n jobs on 2 machines
	SLO-2	Classification of Models	finding initial basic solution using Row minima, column minima -problems	Problems on Projects and number of events	Problems based on two-person zero sum game	Procedure for Sequencing n jobs on 3 machines
S-5	SLO-1	Characteristics of O.R.	Procedure of finding initial basic solution using Vogel's approximate method	Problems on Projects and number of events	Problems based on Games with saddle point	Problems for sequencing n jobs on 3 machines
	SLO-2	Principles of Modelling	finding initial basic solution using Vogel's approximate method	Problems to practice successor, preceding events	Problems on pure strategy	Problems for sequencing n jobs on 3 machines
S-7	SLO-1	General methods for solving O.R. Models	Unbalanced Transportation problem	Critical path analysis Network	Mixed Strategies, without saddle point	Procedure for sequencing n jobs on m machines
	SLO-2	Main phases of O.R	Unbalanced Transportation problem	Critical path calculations-forward path calculations	2 x 2 rectangular Games—introduction	Problems for Sequencing n jobs on m machines
S-8	SLO-1	Role of O.R in industry	Resolution of Degeneracy TP	Critical path calculations-backward path calculations	2 x 2 rectangular Games— procedure	Problems for Sequencing n jobs on m machines
	SLO-2	Role of O.R. in Various fields	Maximization of TP	Float of an activity event	2 x 2 rectangular Games— problems	Problems for Sequencing n jobs on m machines
S 9	SLO-1	O.R and decision making	Introduction of Assignment Problem	Total float, free float, independent float	Matrix oddment method for 3x3 games	Processing of 2 jobs on n machines - Introduction
	SLO-2	Limitations of O.R.	Definition and Assumption of Assignment problem	Problem on Total float, free float, independent float	Matrix oddment method for n x n games	Method of Processing of 2 jobs on n machines
S-10	SLO-1	Introduction to Linear Programming Problem (LPP)	Mathematical model of Assignment problem	Introduction of PERT	Procedure: graphical method of solving 2 x n games	Advantages and disadvantages of Method of Processing of 2 jobs on n machines
	SLO-2	Mathematical formulation of LPP	Minimization case assignment problem	Definitions Of PERT, Optimistic time, Pessimistic time and most likely time	Procedure: graphical method of solving n x 2 games	Graphical method
S-11	SLO-1	Basic assumptions to formulate LPP	Minimization case assignment problem- Hungarian method	Problems on Optimistic time, Pessimistic time and most likely time	Problems on graphical method of solving games	Procedure for Processing of 2 jobs on n machines
	SLO-2	Procédure for forming a LPP model	Unbalanced assignment problem	Problems on Optimistic time, Pessimistic time and most likely time	Domination Property—General Rule	Problems on Processing of 2 jobs on n machines
S-12	SLO-1	Graphic method of solving LPP	Maximization case assignment problem- Hungarian method	Statistical consideration in PERT	Domination Property—Problems	Problems on Processing of 2 jobs on n machines
	SLO-2	Graphic method Special Cases	Travelling salesman problem	Probability of meeting the schedule time	Domination Property—Problems	Problems on Processing of 2 jobs on n machines

Learning Resources	<b>Textbooks:</b>
	<ol style="list-style-type: none"> <li>Gupta S.P (2012), P.K.Gupta and Dr.Manmohan , Business statistics and operation research, 5<sup>th</sup> Edition, Sultan Chand &amp; Sons, New Delhi</li> <li>Sundersan , V , Ganapathy Subramanian, K.S and Ganesan , K (2011), Research management technique, A.R. Publications-Nagapattinam</li> <li>Gurusamy – Operations Research – Vijay Nicole Publications</li> </ol>
	<b>References:</b>
	<ol style="list-style-type: none"> <li>C.R.Kothari, " Quantitative Techniques", Vikas Publications , New Delhi</li> </ol>

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

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

Course Designers	
Experts from Academic	Internal Experts
Dr. V. Prakash, Dr. Ambedkar Government Arts College, Chennai	Ms. Madhumitha J, Ass. Prof., FSH, SRM IST
Dr. M. Vasantha, ICMR, Chennai	

Course Code	UAF23S02J	Course Name	ACCOUNTING PACKAGE FOR BUSINESS	Course Category	S	Skill Enhancement Course	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1 :		Understand the fundamentals of accounting and Tally ERP software	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-2 :		Learn about vouchers management and inventory in Tally ERP																		
CLR-3 :		Practice advance accounting and inventory in Tally ERP.																		
CLR-4 :		Gained knowledge about Tax related activities in Tally ERP																		
CLR-5 :		Understand payroll accounting and various reports in Tally ERP																		
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1 :		Understand the foundations of accounting and Tally ERP	2	75	60	H	M	-	H	-	-	-	M	M	M	H	M	H	H	H
CLO-2 :		Understand vouchers management and inventory in Tally ERP	2	80	70	H	M	-	H	-	-	-	M	M	M	H	M	H	H	H
CLO-3 :		Understand and perform advance accounting and inventory in Tally ERP.	2	70	65	H	M	-	H	-	-	-	M	M	M	H	M	H	H	H
CLO-4 :		Perform Tax related activities in Tally ERP	2	70	70	H	M	-	H	H	-	-	M	M	M	H	M	H	H	H
CLO-5 :		Perform payroll accounting and various reports in Tally ERP	2	80	70	H	M	-	H	H	-	-	M	M	M	H	M	H	H	H

Duration (hour)		Learning Unit / Module 1: Basic of accounting and Tally ERP	Learning Unit / Module 2: Inventory masters and vouchers entry in Tally ERP	Learning Unit / Module 3: Advance accounting and advance inventory in Tally ERP	Learning Unit / Module 4: Taxes and technical advantages in Tally ERP	Learning Unit / Module 5: Payroll accounting and reports generation in Tally ERP
		6	6	6	6	6
S-1	SLO-1	Basic of accounting: Introduction	Inventory masters: Stock groups	Advance accounting: Bill-wise details	Taxes in Tally: TDS; TDS reports; TDS online payment	Payroll accounting: Employee creation
	SLO-2	Types of Accounts, Accounting principles or concepts	multiple stock groups	Cost centers and cost categories	TDS returns filing; TDS certificate issuing; 26AS reconciliation	Salary defines
S-2	SLO-1	Mode of accounting; rules of accounting	Stock categories	Multiple currencies	TCS; TCS reports	Employee attendance register
	SLO-2	Double-entry system of bookkeeping	Multiple stock categories	Interest calculations; budget and controls	GST; GST returns	Pay heads creation
S-3	SLO-1	Fundamentals of Tally ERP: Company features	Units of measure	Scenario management	EPF	Salary report
	SLO-2	Configuration	Stock items	Bank reconciliation	ESIC; Professional tax	Financial statements: Trading account and Profit & loss account

S4	SLO-1	Getting Functions with tally ERP	Vouchers entries in Tally: Introduction	Advance Inventory: Order processing;	Technical advantages in tally: Tally vault; security controls	Balance sheet; Accounts book and reports
	SLO-2	Creation/ Setting up of Company in Tally ERP	Types of vouchers	recorder levels; Batch-wise details	Tally audit	Inventory books and reports
S5	SLO-1	Accounting masters in tally: Chart of groups	Chart of vouchers	Bill of materials; Batch-wise details	Backup and restore	Exception reports; statutory reports
	SLO-2	Groups; Multiple groups	Accounting vouchers	Different actual and billed quantities	Split company data; import and export of data	Payroll reports; trail balance; day book
S6	SLO-1	Ledgers	Inventory vouchers	Price lists; Zero-valued entries	Printing reports and cheques;	List of accounts; stock summary
	SLO-2	Multiple ledgers	Invoicing	Additional cost details: POS	creating a company logo	Outstanding statement

Learning Resources:	<b>Textbooks:</b> 1. OFFICIAL GUIDE TO FINANCIAL ACCOUNTING USING TALLY.ERP 9. (2018). India: BPB Publications. 2. Singh, S. (2015). Tally ERP 9 (Power of Simplicity): -. India: V&S Publishers. 3. Nadhani, A. K. (2018). GST Accounting with Tally .ERP 9. India: BPB Publications. 4. Tally .ERP 9 Training Guide. (2009). India: BPB Publications.	<b>References:</b> 1. GUPTA, V. (2017). Comdex Tally, Erp 9 Course Kit with Gst and Ms Excel. India: WILEY INDIA. 2. Satapathy, S. (2019). TallyERP9 Book Advanced Usage: A Practical Hands-On Self Study Approach Book on TallyERP 9 Accounting Tutorial for Students, Businessman, Teachers. (n.p.): Independently Published. 3. Jha, N. (2013). Teach Yourself Tally ERP 9. (n.p.): CreateSpace Independent Publishing Platform.

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
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
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. 4. Dr. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur 5. M. Thinesh Kumar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur

Course Code	UCD23V06T	Course Name	CAREER READINESS AND LEADERSHIP MANAGEMENT	Course Category	V	Value Addition Course	L	T	P	O	C
							2	0	0	2	2

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Enable students to understand reasoning skills and mathematical concepts				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Prepare students for job interviews				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	Help learners to develop the vocabulary of a general kind by developing their reading skill																					
CLR-4 :	Nurture a creative and professional mindset																					
CLR-5 :	Develop life-long skills students can use to seek jobs, internships and make career changes																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:						3	80	75	-	-	H	H	H	-	M	-	-	-	-	-
CLO-1 :	Solve the problems on reasoning				3	80	75	M	H	M	-	-	-	M	M	H	M	H	M	M	M	-
CLO-2 :	Face interviews confidently				3	80	75	M	H	H	-	-	-	M	M	H	M	H	M	M	M	-
CLO-3 :	Develop comprehension and interpretation skills				3	75	70	M	M	H	M	-	M	L	M	H	M	H	L	L	M	M
CLO-4 :	Use design thinking as a strategy				3	75	70	M	M	H	M	-	M	L	M	H	M	H	L	L	M	M
CLO-5 :	Assist students in choosing a career path during their course				3	75	70	M	M	H	M	-	M	L	M	H	M	H	L	L	M	M

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		6	6	6	6	6
S-1	SLO-1	Partnership	Self-Image and Self-Presentation	Extempore Practice Session	Entrepreneurship - Introduction	Decision Making
	SLO-2	Partnership related solving problems	Etiquettes	Extempore Practice Session	Entrepreneurship - Vision, Value Proposition	Decision Making – Activity
S-2	SLO-1	Cryptarithmic	Interview Skills – Introduction	How to approach Virtual & In Person Interviews	Entrepreneurship - Business Model	Leadership Skills - Ethics & Ethical Decision Making
	SLO-2	Cryptarithmic – solving problems	Do's and Don'ts During Interview	Tips & Tricks to Crash Interview	Entrepreneurship – Revenue Streams	Leadership Skills -Decision Making – Case Study
S-3	SLO-1	Ordering, Ranking	Mock Interview – Session 1	Types of Paragraphs	Entrepreneurship - Sales	Management – Definition
	SLO-2	Grouping	Mock Interview – Session 2	Paragraph Forming Questions	Entrepreneurship - Marketing Channels	Manager – Traits
S-4	SLO-1	Venn Diagrams	Mock Interview – Session 3	Types of Sentences	Entrepreneurship - Quality Control	Leadership Skills - Management Challenges
	SLO-2	Venn Diagrams solved questions	Mock Interview – Session 4	Ordering of Sentences	Entrepreneurship - Customer Feedback	Change Management

S-5	<b>SLO-1</b>	Races and Games	HR Round – Practice Session	Skimming & Scanning	Leadership Skills	Novel Ways to Manage Energy in Work Place – activity
	<b>SLO-2</b>	Problems on Ages	HR personal Interview -Session	Reading Comprehension	Leadership Skills Strategy	Energy Management
S-6	<b>SLO-1</b>	Clocks & Calendars	Email Etiquettes	Restatement	Leadership Skills – Planning	Work Force management
	<b>SLO-2</b>	Identification of Cross Variable Relation	Email Drafting – Do's and Don'ts	Most Appropriate Restatement	Types of Leadership	Grievance Redressal Policy in Organisations

<b>Learning Resources</b>	<b>Textbooks:</b>	<b>References:</b>
	1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition 2. Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition 3. Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition	1. Bhatnagar R P, English for Competitive Examinations, Trinity Press, 2016. 2. Craig E Johnson, Meeting the ethical challenges of leadership, Sage publications, 2018 3. Allan R Cohen, David L Bradford, Influence without authority, Wiley, 2018 4. T V Rao, Managers who make a difference: Sharpening your management skill, Random House India, 2016

Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%)
		Theory	Theory	Theory	Theory
Level 1	Remember	20%	10%	20%	20%
	Understand				
Level 2	Apply	50%	50%	50%	50%
	Analyze				
Level 3	Evaluate	30%	40%	30%	30%
	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
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore	Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
		Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance, FSH, SRMIST

Course Code	UMI23M01L	Course Name	MY INDIA PROJECT	Course Category	M	Mandatory Course	L	T	P	O	C
							0	0	0	0	0

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil		

Assessment Method – Fully Internal

Assessment Tools	Marks
Review – I (Activities)	50
Review – II (Project report and Presentation)	50
Total	100

**SEMESTER V**

Course Code	UAF23501J	Course Name	INCOME TAX LAW THEORY AND PRACTICE – I	Course Category	C	Discipline Specific Core Course	L 3	T 0	P 3	O 2	C 4
-------------	-----------	-------------	--	-----------------	---	---------------------------------	--------	--------	--------	--------	--------

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):	<b>The purpose of learning this course is to:</b>	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To understand basics concept of income tax	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To aware the component of salary and the taxable portion	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	To compute the taxable portion of profit in lieu of salary																		
CLR-4 :	To assess the income from house property																		
CLR-5 :	To determine the income from business or profession and various income tax components																		
Course Learning Outcomes (CLO):	<b>At the end of this course, learners will be able to:</b>																		
CLO-1 :	Thorough knowledge in income tax	3	85	80	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-2 :	Enriched knowledge in taxable component of salary	3	70	70	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-3 :	Sound knowledge in profit in lieu of salary	3	75	70	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-4 :	Strong in computation of house property income	3	80	75	H	H	M	H	H	H	M	H	H	H	H	H	H	M	H
CLO-5 :	Familiar in computation of income from business or profession	3	80	75	H	H	M	H	H	M	M	H	H	H	H	H	H	M	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Income tax act	Salary	Profit in lieu of salary	Income from House property	Income from business
	SLO-2	Income	Features of salary income	Rules regarding gratuity	Basis of charge	Business definition
S-2	SLO-1	Features of income	Components of salary	Gratuity for government employees	Income from house property wholly exempted	Profession definition
	SLO-2	Concept of income	Gross salary	Gratuity covered by payment of gratuity act	Gross Annual value	Income chargeable to under the head u/s28
S-3	SLO-1	Assessment year	Net salary	Gratuity not covered by payment of gratuity act	Municipal value	Basic principles of computing income from business
	SLO-2	Previous year	Exempted allowances	Gratuity under voluntary retirement scheme	Fair rental value	Admissible deductions
S-4-6	SLO-1	Assessee	Fully taxable allowances	Salary for gratuity not covered	Standard rent	Inadmissible deduction

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	18		18		18		18		18	
	SLO-2	Types of assessee	Partly taxable allowances	Salary for gratuity covered	Actual rent	Treatment of Expenditure on scientific research u/s35				
S-7	SLO-1	Residential status	Calculation of taxable allowances	Calculation taxable gratuity	Computation of income from annual value	Computation of income from business with deemed profit and valuation of under and over valuation of stock				
S-8	SLO-1	Agriculture income	Perquisite	Commutated pension for govt employees	Treatment of unrealized rent	Conditions for allowance of depreciation				
	SLO-2		Types of perquisites	Commutated pension for non govt. employees if gratuity received	Treatment of vacancy period rent	Important details for calculation				
S-9	SLO-1	Undisclosed source of income	Provision regarding rent free accommodation	Problems on Commuted pension	Provision for self-occupied property	Block of assets u/s2 (11)				
	SLO-2	Exempted income- Problem1	Provision regarding concessional rent and hotel accommodation	Uncommuted pension	Treatment of municipal taxes paid by the tenant	Buildings – 3 blocks Furniture and fitting – 1 block				
S-10 – 12	SLO-1	Exempted income - Problem2	Provision regarding value of car owned and expenses met by employer	Retrenchment compensation	Treatment of municipal taxes paid by the assessee	Treatment of municipal taxes paid by the tenant				
	SLO-2	Persons	Provision regarding value of car owned by employee and expenses met by employee	Calculation of taxable portion of commuted pension	Provisions for arrears rent received	Carry forward and set off of unabsorbed depreciation u/s32 (2)				
S-13	SLO-1	Kartha	Obligation met by employer	Leave encashment during service	Treatment of pre-construction interest	Computation of capital gains/loss in case of depreciable assets				
	SLO-2	HUF	Other fringe benefits	Leave encashment after retirement or resign government employees	Interest on borrowed capital	Computation of depreciation under new scheme.				
S-14	SLO-1	BOI VS AOP	Calculation of taxable perquisite value	Calculation of taxable commuted pension and leave encashment	Deduction u/s 24 (a) and 24(b)	Calculation of depreciation and carry forward of unabsorbed				
	SLO-2									
S-15	SLO-1	Artificial judicial person	Provident fund	Deduction under salary	Composite rent	Inadmissible expenses and Allowable expenses				
	SLO-2	Incidence of tax - Introduction	Provident fund		Treatment of Subletting of house by tenant	Treatment of depreciation				
S-16 – 18	SLO-1	Incidence of tax	Provision regarding employer contribution towards provident fund	Computation of salary income – Problem	Income from total business	Availing of deductions for donations to institutions of scientific research				
	SLO-2	TDS/TCS Module	Computation of taxable portion of employer contribution and interest on provident fund		Computation of income from house property	Computation of taxable income from profession				

Learning Resources	<b>Textbooks:</b> 1. Gaur V.P. & Narang D.B., <i>Income Tax Law and Practice</i> , Kalyani Publishers. 2. Reddy T S & Hariprasad Reddy Y - <i>Income Tax Theory, Law and Practice</i> , Margham Publication, Chennai. 3. T. Srinivasan – <i>Income Tax Law and Practice</i> – Vijay Nicole Publications	<b>References:</b> 1. Murthy A “ <i>Income Tax Law &amp; Practice</i> ” – Vijay Nichole Publications, Chennai. 2. Vinod K. Singhania, <i>Students Guide to Income Tax, Taxman. Publication</i> , New Delhi

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com">info@baccuracy.com</a> .info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr.M.Sivasankari, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5. Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23502J	Course Name	COST ACCOUNTING			Course Category	C	Discipline Specific Core Course	L	T	P	O	C
									3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	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 :	Study the various concepts and techniques of inventory control		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	Know about the importance of Labour					H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLR-4 :	Understand the methods of absorption of overhead					H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLR-5 :	Know the various methods and techniques of contract costing and process costing					H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLR-5 :	Know the various methods and techniques of contract costing and process costing					H	H	M	H	H	M	M	H	H	H	H	H	H	M	H
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1 :	Apply the basic concepts of cost accounting		2	85	80	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-2 :	Efficient implication of concepts and techniques of inventory control		3	80	70	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-3 :	Make a decision about the accounting and control of labour cost		3	70	65	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-4 :	Ascertain the methods of absorption of overheads		3	70	70	H	H	M	H	H	M	M	H	H	H	H	H	H	M	H
CLO-5 :	Apply the methods and techniques of contract costing and process costing		3	80	70	H	H	M	H	H	M	M	H	H	H	H	H	H	M	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Cost Accounting - Introduction	Material Control -Meaning	Labour cost – Meaning	Overheads – Meaning	Machine Hour Rate
	SLO-2	Nature and scope of Cost Accounting	Material control – Concepts & Objectives	computation and control -	Classification of overheads	
S-2	SLO-1	Objectives of Cost Accounting	Essentials of material control	computation and control	Classification of overheads	Computation of cost units
	SLO-2	Advantages of cost accounting	Advantages of material control	Time keeping	Allocation and Apportionment of overheads	
S-3	SLO-1	Limitations of cost accounting	Techniques of material control	Methods of wage payment	Allocation and Apportionment of overheads - Problem	Running Distance Cost
	SLO-2	Cost Accounting V Financial Accounting	Perpetual Inventory Control System	Time rate		
S-4-6	SLO-1	Classification of Cost	Perpetual Inventory Control System	Differential Piece rate system	Primary Distribution of overheads	Passenger Transport Cost
	SLO-2		ABC Analysis _Introduction			
S-7	SLO-1	Cost Concepts	ABC Analysis -	Taylors Differential piece rate system	Secondary Distribution of Overheads	Goods Transport Cost
	SLO-2					
S-8	SLO-1	Essentials of good costing system	VED Analysis	Merrick Differential piece rate system	Repeated distribution method	Job Costing
	SLO-2	Installation of costing system	EOQ			
S-9	SLO-1	Preparation of Cost Sheet	Stores control – Meaning	Emerson Method	Step ladder method	Batch Costing
	SLO-2	Elements of cost	levels of stocks			
S-10-12	SLO-1	Purpose of cost sheet	pricing of material issues	Bedaux Method	Simultaneous equation method.	Contract Costing - Basics
	SLO-2	Cost sheet and production account	FIFO -Problems			

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-13	SLO-1	Specimen of cost sheet	FIFO – Problems	Gantt task plan	Miscellaneous Problems	Contract Costing
	SLO-2	Treatment of stock	LIFO – Introduction			
S-14	SLO-1	Stocks of raw materials and finished goods	LIFO – Problems	Idle time and over time	Problems of primary distribution of overheads	Profit or Loss on contracts
	SLO-2	Specimen of cost sheet with inventories	Simple Average Methods	Halsey Plan, Rowan Plan		
S-15	SLO-1	Problems of Quotations and tender	Weighted average Methods	Labour turnover	Problems onsecondary distribution of overheads	Reconciliation of cost and financial accounts
	SLO-2			Separation Method		
S-16-18	SLO-1	Cost center reporting	HIFO	Replacement Method	Preparation of the overhead's allocation - - Problem	
	SLO-2			Flux Method		

Learning Resources	<b>Textbooks:</b> <ol style="list-style-type: none"><li>1. T S Reddy &amp; Y Hari Prasad Reddy (edition 2012.), Cost Accounting, Margham Publications, (All the 5 units)</li><li>2. Murthy – Cost Accounting – Vijay Nicole Publications</li><li>3. Maheswari S N (2013): Problems and Solutions in Cost Accounting, Sultan Chand Sons, New Delhi. (All the 5 units)</li></ol>	<b>References:</b> <ol style="list-style-type: none"><li>1. Reddy T S &amp; Y Hari Prasad Reddy, (2012), “Cost Accounting”, Margham Publications</li><li>2. Iyengar S P(2013): “Cost Accounting Principles and Practice”, Sultan Chand &amp; Sons, New Delhi.</li><li>3. Pillai R S N &amp; V Bagavathi (2013): “Cost Accounting”, S.Chand Publications, new Delhi</li><li>4. Jain S P, K L Narang (2013): “Cost Accounting”, Kalyani Publishers, New Delhi.</li></ol>

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
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
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR.
		5.Dr. S.Amirtha Vasani, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23503J	Course Name	MARKETING MANAGEMENT	Course Category	C	Discipline Specific Core Course	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	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 effectively cater to target markets and create customer-oriented strategies.			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :		To differentiate the brand and gain a stronger market position.																				
CLR-3 :		To allocate resources efficiently and achieve organizational goals.																				
CLR-4 :		To identify opportunities and threats, enabling informed market entry and expansion.																				
CLR-5 :		To maintain consistent messaging across various channels for enhanced brand perception.																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1 :		Analyze consumer behavior to devise tailored marketing approaches.			2	75	60	H	-	H	-	-	-	H	H	H	H	M	H	M	M	-
CLO-2 :		Formulate strategies to gain and sustain competitive advantage in the market.			2	80	70	H	-	M	-	-	-	H	H	M	H	M	H	M	M	-
CLO-3 :		Make strategic marketing decisions based on data and market insights.			2	70	65	H	-	H	-	-	-	H	M	H	H	H	H	H	H	-
CLO-4 :		Conduct thorough market analysis to identify opportunities and threats.			2	70	70	M	H	H	-	-	H	H	H	H	H	M	H	H	H	-
CLO-5 :		Create and implement integrated marketing communication plans.			2	80	70	H	H	H	-	-	M	H	H	M	H	M	H	H	H	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Concepts of Marketing	Market Segmentation: Meaning and definition	Product – Concepts	Channels of distribution – concept, nature and importance	Trends in Marketing: Sustainable Marketing
S-2	SLO-1	Nature and Scope of Marketing	Importance of Segmentation	Levels of Products	Different types of distribution Channels	Sustainable Marketing Principles
S-3	SLO-1	Importance of Marketing	Bases for segmenting a consumer market – Introduction	Product classification	Functions of Channels	Green Marketing
S – 4-6	SLO-1	Marketing Process	Bases for segmenting a consumer market	Major product decisions	Channel management	E-Marketing
	SLO 2	Evolution of Marketing Ideas	Levels of market segmentation	Product Life Cycle	Selection of distribution Channels	Artificial Intelligence
S-7	SLO-1	Marketing outsourcing 7 P's of marketing.	Benefits of market segments	New Product Development Process	Channel Behaviour	Virtual Reality Marketing
	SLO-2	7 C's of Marketing	Factors influencing selection of market segments		Promotion – Meaning, Purpose	Consumerism
S-8	SLO-1	Selling V/S marketing	Factors influencing selection of market segments (continuation)	New Product Development Process (continuation)	Role of promotion in marketing	Environmentalism
S 9	SLO-1	Marketing Environment – Meaning and Importance	Criteria for effective market segmentation	Branding	Promotion methods	Marketing Ethics
S-10-12	SLO-1	Micro Environmental Factors	Practical Case Study for market segmentation	Brand Equity	Integrated Marketing Communication – Concept	Rural Marketing

	<b>SLO-2</b>	Macro Environmental Factors – socio-cultural, technological - Introduction	Target market selection – Introduction	Packaging- Introduction	Barriers of Communication- Introduction	International Marketing Decisions- Introduction
<b>S-13</b>	<b>SLO-1</b>	Macro Environmental Factors – socio-cultural, technological	Target market selection	Packaging	Barriers of Communication	International Marketing Decisions
	<b>SLO-2</b>	Consumer buying decision process and influences	Practical Case Study for Targeting and Positioning	Case Study for Branding and Pricing Strategies	Determining promotion mix	Global Marketing
<b>S-14</b>	<b>SLO-1</b>	Impact of micro and macro environment on marketing decisions	Positioning: Meaning and importance	Price – Meaning, Objectives and Importance	Factors influencing promotion mix	Global Marketing Environment
<b>S-15</b>	<b>SLO-1</b>	Buyer behavior - Need for studying buyer behavior	Bases and process of positioning	Setting the Price for a product	Online Marketing Promotion	Global Marketing Orientation
<b>S-16-18</b>	<b>SLO-1</b>	Factors Influencing Buyer Behaviour	Positioning Strategies	Pricing Strategies for New Product	Promotion Budget	Global Market Entry Strategies
	<b>SLO-2</b>	Consumer vs. business buying behaviour		Pricing Strategies for Product Mix	Socially Responsible Communication	Case Study for emerging trends in marketing

<b>Learning Resources:</b>	<p>References: Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Principles of Marketing (17th edition), Pearson, (2018).</p> <p>2. Chandrasekar – Marketing Management Text and Cases – Vijay Nicole Publications</p> <p>3. Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Principles of Marketing (17th edition), Pearson, (2018).</p> <p>4. K. Sundar - Essentials of Marketing- Vijay Nicole Publications</p>
----------------------------	--

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Create										
Total		100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. 4. Mrs. S. Sivakavitha, K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR 5.Dr. P. Shanthi Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23D01J	Course Name	ENTREPRENEURIAL DEVELOPMENT			Course Category	D	Discipline Specific Elective Course	L	T	P	O	C
									3	0	2	2	4
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil				

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

CLR-1 :	Entrepreneurial development gives the meaning and skill of an entrepreneur	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Basic understanding of various theories																		
CLR-3 :	Know the functions of entrepreneurship development																		
CLR-4 :	Provide information on institutional support, business opportunities and creating new business plan																		
CLR-5 :	Examine the problems and challenges of setting up new business																		
Course Learning Outcomes (CLO):		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1 :	Understand the role of entrepreneurship in economic development	2	75	60	H	-	H	-	-	-	H	H	H	H	H	H	M	M	-
CLO-2 :	Tackle the challenges of entrepreneurship	2	80	70	H	-	M	-	-	-	H	H	H	H	H	H	M	M	-
CLO-3 :	Understand the institutional facilities available to an entrepreneur	2	70	65	H	-	H	-	-	-	H	H	H	H	H	H	H	H	-
CLO-4 :	Understand the process involved in starting a new business venture	2	70	70	M	-	H	-	-	-	H	H	H	H	H	H	H	H	-
CLO-5 :	Study the contemporary topics related to the growth and development of entrepreneurship	2	80	70	H	H	H	-	-	M	H	H	H	H	H	H	H	H	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		15	15	15	15	15
S-1	SLO-1	Defining Entrepreneurship	Entrepreneurial Theories	Business plan formulation	Process of setting up a new business	EDP - Meaning
	SLO-2	Nature of Entrepreneurship	Sociological Theories	Entrepreneurial Motivation		
S-2	SLO-1	Concept of Entrepreneurship	Theories of Religious Belief	Factors of Entrepreneurial Motivation	Documents required for setting up business	Objectives of EDP
	SLO-2		Max Weber Theory	Institutional support for Entrepreneurship		
S-3	SLO-1	Role of Entrepreneurship in Economic development	Theory of Entrepreneurial Supply	SIDCO	Problems in new venture	Indian EDP Model
	SLO-2		Thomas Cochran theory	NISC		
S - 4-5	SLO-1	Factors impacting emergence of Entrepreneurship	Innovation Theory of Schumpeter	NIESBUD	Sources of Financing – Introduction	Phases of EDP
	SLO 2	Significance of Entrepreneurship for Indian economy	Economic Theory of Entrepreneurship	IFCI		
S-6	SLO 1	Managerial Vs Entrepreneurial approach	Hagen's Theory of Entrepreneurship	TCO's	Sources of Financing	Evaluation of EDP
	SLO-2	Entrepreneur – Meaning	Risk Bearing Theory of knight.	IRBI		
S-7	SLO-1	Classifications of Entrepreneurs	Exposure Theory of Entrepreneurship.	Franchising meaning	Start-ups in India	Role of EDP

Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
		15		15		15		15		15	
	SLO-2			Theory of Change in Group Level Pattern		Franchising Law					
S-8	SLO-1	Entrepreneur Vs Manager	Leibenstein's X-efficiency Theory		Evaluating of Franchising opportunities		MUDRA scheme	Achievement of EDP			
	SLO-2		Harvard School Theory		Customer analysis			Women Entrepreneurship			
S-9-10	SLO-1	Qualities of Entrepreneur	Sources of Business Idea		Sales analysis		Stand up India	Empowerment of women through Entrepreneurship			
	SLO-2	Functions of an Entrepreneur	Types of Start-ups		Competition analysis		ASIPRE schemes	Factors governing Women Entrepreneurship			
S -11	SLO-1		Business opportunity		Steps in marketing research			Schemes of Women Entrepreneurs			
	SLO-2	Characteristics of a successful entrepreneur	Features of a sound business plan		Benefits of drivers		Atal Innovation Mission Scheme	Schemes of Women Entrepreneurs			
S-12	SLO-1	Process of Entrepreneur	Significance of Business plan		Perspectives in business plan preparation		Credit Guarantee Scheme for Start-ups	Schemes of Women Entrepreneurs			
	SLO-2	Problems faced by Entrepreneur	Entrepreneurial Motivation		Elements of Business plan		Credit Guarantee Scheme for Start-ups	Rural Entrepreneurship			
S-13	SLO-1	Risks in Entrepreneurship	Sources of innovative ideas				Challenges faced by entrepreneurs		Importance of Rural Entrepreneurship		
	SLO-2	Intrapreneur - Meaning			Business plan failures				Opportunities faced by entrepreneurs		Problems of Rural Entrepreneurship
S-14-15	SLO-1	Role of Intrapreneur	Techniques for generating ideas		Advantages on ongoing Venture		Entrepreneurship In India	Development of Rural Entrepreneurship			
	SLO-2	Entrepreneur Vs Intrapreneur	Impediments to creativity		Examination of key issues		Entrepreneurship In India	Entrepreneurship			

Learning Resources:	<b>Textbooks:</b>				<b>References:</b>			
	1. Poornima M Charantimath, <i>Entrepreneurship Development &amp; Small Business Enterprise</i> , Tata McGraw Hill, 2012. 2. S.S.Khanka, <i>Entrepreneurial Development</i> , S.Chand and Company Ltd, 2017 3. K.Sundhar, <i>Entrepreneurship Development</i> , Vijay Nicole Publications, Chennai 4. Raj Shankar – <i>Entrepreneurship Theory and Practice</i> – Vijay Nicole Publications				1. Nandan, <i>Fundamentals of Entrepreneurship</i> , PHI, First/e, New Delhi, 2009. 2. Hisrich, <i>Entrepreneurship</i> , Tata McGraw Hill, New Delhi, 2001 3. David H Holt, <i>Entrepreneurship: New Venture creation</i> , John Wiley & sons, 2016			

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
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
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. 4., Dr. Sivasankari M, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur 5. Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23D02J	Course Name	DIGITAL BANKING	Course Category	D	Discipline Specific Elective Course	L	T	P	O	C
							3	0	2	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Meet industry demand for digital banking professionals.				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Keep pace with technological advancements in the banking industry.				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	Increase job prospects by possessing expertise in digital banking practices and processes							H	-	H	-	-	-	H	H	H	H	M	H	H	H	-
CLR-4 :	Future-proof skills for a rapidly evolving, financial services industry.							H	-	M	-	-	-	H	H	M	H	M	H	M	M	-
CLR-5 :	Foster entrepreneurship and innovation in the fintech sector.							H	-	H	-	-	-	H	M	H	H	H	H	H	H	H
								M	H	H	-	-	-	H	H	H	H	M	H	H	H	H
								H	H	H	-	H	M	H	H	M	H	M	H	H	H	H
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	Understand the concepts, principles, and technologies underlying digital banking.				2	75	60															
CLO-2 :	Demonstrate knowledge of the regulatory and legal frameworks governing digital banking operations.				2	80	70															
CLO-3 :	Apply digital banking tools and platforms to perform various banking functions, such as payments, transfers, and account management.				2	70	65															
CLO-4 :	Identify and address security and privacy concerns specific to digital banking transactions and data.				2	70	70															
CLO-5 :	Analyze emerging trends and innovations in digital banking, such as blockchain, artificial intelligence, and open banking.				2	80	70															

Duration (hour)		Learning Unit / Module 1 15	Learning Unit / Module 2 15	Learning Unit / Module 3 15	Learning Unit / Module 4 15	Learning Unit / Module 5 15
S-1	SLO-1	Historical overview of the banking industry and the traditional banking model.	Overview of online banking platforms and their features.	Overview of digital account opening processes.	Importance of customer experience in digital banking and its impact on customer satisfaction and loyalty.	Understanding the concept of digital transformation and its impact on the banking industry.
S-2	SLO-1	Factors that have led to the emergence and growth of digital banking.	Exploration of mobile banking applications and their functionalities.	Examination of digital onboarding techniques such as electronic signatures.	Exploration of user interface (UI)	Exploration of key drivers and enablers of digital transformation in banking.
	SLO-2	Comparison of traditional banking and digital banking models.			User experience (UX) design principles in digital banking platforms.	
S-3	SLO-1	Understanding the concept of digital transformation	Discussion on the security measures.	Discussion on the benefits of digital account opening.	Analysis of personalization and customization features to enhance the digital banking customer experience.	Discussion on the challenges and risks associated with digital transformation.
	SLO-2	Significance of digital transformation in the banking sector.	Discussion on the security measures and authentication methods used in online and mobile banking.			Strategies for mitigating the challenges and risks associated with digital transformation
S - 4-5	SLO-1	Understanding the concept of digital transformation and its significance in the banking sector.	Comparison of different online and mobile banking platforms available in the market.	Analysis of the security measures and privacy considerations in digital account opening.	Analysis of personalization and customization features to enhance the digital banking customer experience.	Introduction to strategic planning and its relevance in the digital banking context.

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		15	15	15	15	15
	SLO 2	Exploration of key technologies driving digital transformation, such as mobile apps.			Discussion on omni-channel banking and the seamless integration of various channels (online, mobile, branch) for a consistent customer journey.	
S-6	SLO-1	Impact of digital transformation on traditional banking practices.	Analysis of popular mobile wallets and payment apps, such as Paytm, Google Pay, and PhonePe.	Analysis of alternative financing models, such as peer-to-peer lending.	Overview of digital marketing strategies and techniques for customer acquisition in the digital banking space.	Analysis of strategic frameworks in the context of digital banking.
	SLO-2	Discussion on the challenges associated with digital transformation in the banking industry.	Overview of the Unified Payments Interface (UPI) system in India.	Analysis of alternative financing models, such as crowdfunding.		Discussion on aligning digital banking strategy with the overall organizational goals.
S-7	SLO-1	Discussion on the opportunities associated with digital transformation in the banking industry.	Impact of Unified Payments Interface (UPI) system on digital payments in India.	Exploration of the benefits of digital lending.	Exploration of online advertising, and search engine optimization (SEO) for banks.	Discussion on aligning digital banking strategy with the overall organizational objectives.
	SLO-2	Advantages of digital banking for customers and banks.			Exploration of social media marketing for banks.	Understanding the role of innovation in driving digital banking transformation.
S-8	SLO-1	Benefits of digital banking for customers and banks.	Understanding the fundamentals of blockchain technology.	Overview of cybersecurity threats in the digital banking environment.	Exploration of online advertising, search engine optimization (SEO) and social media marketing for banks.	Understanding the role of innovation in driving digital banking transformation.
	SLO-2	Different digital banking business models, such as neobanks, traditional banks with digital offerings, and fintech collaborations.		Vulnerabilities in the digital banking environment.	Introduction to regulatory technology (RegTech) in digital banking.	Exploration of disruptive technologies on the banking industry.
S-9-10	SLO-1	Different digital banking business models, such as neobanks, traditional banks with digital offerings, and fintech collaborations.	Exploration of blockchain applications in banking and finance.	Examination of common types of digital banking fraud.	Role of regulatory technology in automating compliance processes in digital banking.	Impact of disruptive technologies on the banking industry.
	SLO-2	Key stakeholders in the digital banking ecosystem, including banks, customers, regulators, technology providers, and third-party service providers.			Exploration of compliance management systems, tools, and technologies.	Analysis of innovation strategies, including collaboration with fintech startups and fostering a culture of innovation within traditional banks.
S-11	SLO-1	Regulatory challenges and evolving regulatory landscape in the digital banking industry.	Analysis of the potential benefits and challenges of implementing blockchain in the banking industry.	Discussion on fraud prevention techniques.	Analysis of the benefits and challenges of RegTech in ensuring regulatory compliance in digital banking operations.	Introduction to the process of implementing digital banking initiatives.
	SLO-2		Overview of blockchain consortia and initiatives in the financial sector.			Exploration of change management principles and strategies to facilitate a smooth transition to digital banking.
S-12	SLO-1	Ethical considerations in digital banking.	Introduction to AI and ML and their applications in digital banking.	Overview of customer education and awareness programs to mitigate the risks of digital banking fraud.	Discussion on emerging compliance trends and regulations related to digital banking, such as data protection and anti-money laundering (AML) measures.	Exploration of change management principles and strategies to facilitate a smooth transition to digital banking.
	SLO-2	Privacy concerns and customer consent in the collection and use of personal data.				Analysis of the challenges and considerations in implementing new

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	15		15		15		15		15	
									technologies and digital solutions in banking operations.	
S-13	SLO-1	Regulatory challenges and evolving regulatory landscape in the digital banking industry.	Overview of blockchain consortia and initiatives in the financial sector.		Examination of common types of digital banking fraud.		Data protection and anti-money laundering (AML) measures.		Legal frameworks governing digital banking	
	SLO-2	Ethical considerations in digital banking	Analysis of AI-driven personalization and recommendation systems in digital banking.		Examples of common types of digital banking fraud.		Regtech and Fintech		Challenges in the digital banking domain	
S-14-15	SLO-1	Ethical considerations in digital banking.	Blockchain technology.		Digital banking fraud.		AML Measures		Opportunities in digital banking domain	
	SLO-2	Key stakeholders in the digital banking ecosystem, including banks, customers, regulators, technology providers, and third-party service providers.	AI and ML and their applications in digital banking.		Discussion on fraud prevention techniques.		Discuss emerging compliance trends and regulations related to digital banking, such as data protection and anti-money laundering (AML) measures.		Analysis of the challenges and considerations in implementing new technologies and digital solutions in banking operations.	

Learning Resources:	<b>References:</b>									
	1. Gupta, P., & Sharma, A. (2021). Digital banking in India: Trends, challenges, and opportunities. <i>International Journal of Applied Management Research</i> , 1(1), 48-60. 2. Amin, H., Bannister, F., & Giffinger, R. (2020). Smart banking for inclusive and resilient societies. <i>Cities</i> , 106, 102901. 3. Agarwal, R., Saha, P., & Dutta, A. (2018). Digital banking adoption: An empirical analysis of Indian consumers. <i>International Journal of Bank Marketing</i> , 36(4), 673-688. 4. Dehghantanha, A., Choo, K. R., & Mahmood, A. (2021). Cyber security of digital banking services: A review. <i>Computers &amp; Security</i> , 107, 102347. 5. Prasad, A. R., & Pankaj, M. (2020). Artificial intelligence and machine learning in digital banking: A systematic review. <i>Journal of Internet Banking and Commerce</i> , 25(3), 1-19.									

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Create										
Total		100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com">info@baccuracy.com</a>	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V. Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4.Dr. Aamir Rashid Bhat Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR



Duration (hour)		Learning Unit / Module 1 15	Learning Unit / Module 2 15	Learning Unit / Module 3 15	Learning Unit / Module 4 15	Learning Unit / Module 5 15
S-7	SLO-1	Formation of a Company	Articles of Association	Situations when prospectus is not required	Allotment of Shares -Essentials for a Valid Allotment of Shares	Appointment and Remuneration
	SLO-2				Share Certificate and Share Warrant	Powers of Directors
S-8	SLO-1	Steps in the Formation of a Company	Meaning and Definition	Registration of Prospectus	Transfer of Shares	Duties and Responsibilities of Directors
	SLO-2	Registration Process and Procedure	Forms OF AOA		Procedure for Transfer of Shares	
S-9-10	SLO-1	Promoter -Role of Promoter in the formation of a Company	Contents of AOA	Golden Rules for framing Prospectus	Registration and Restriction of Transfer	Winding up of a Company
	SLO-2				Forged Transfer, Blank Transfer	Modes of winding up – Winding up by the court
S-11	SLO-1	Functions and Responsibilities of Promoter	Alteration of Articles	Misstatement in Prospectus	Nomination of Shares and Transmission Shares	Compulsory Winding up by Tribunal
	SLO-2				Forfeiture and Surrender of Shares, Calls on Shares and Lien on Shares	Procedure for Compulsory Winding up
S-12	SLO-1	Legal Obligations of Promoters	Difference between MOA and AOA	Criminal Liability for Mis-statements	Share Capital - Types and Alteration of Share Capital	Voluntary Winding Up
	SLO-2	Professional Conduct and Ethics of Promoters		Civil Liability for Mis-statements	Increase in Share Capital	Procedure of Modes of Winding up of a Company- Voluntary Process
S-13	SLO-1	Advantages and Disadvantages of Incorporated companies	Doctrine of Constructive Notice	Remedies available to Investors for Misleading Prospectus	Decrease in Share Capital	Company Liquidator
	SLO-2	Certificate of Incorporation and Certificate of Commencement of Business		Remedies available to Investors for Misleading Prospectus	Debentures - Types of Debentures	Duties of the Company Liquidator
S-14-15	SLO-1	Doctrine of Lifting the Corporate Veil	Doctrine of Indoor Management	Statement in lieu of Prospectus	Debenture Trust Deed	Dissolution of a Company
	SLO-2				Differences between Shares and Debentures	

Learning Resources:	<b>Textbooks:</b> 1. A.K. Mujumdar, Dr. G.K. Kapoor, <i>Company Law and Practice</i> ; Taxmann, 59/32, New Rohtak Road, New Delhi. 2. Vinod Kothari, <i>Understanding Companies Act 2013</i> , Jain Book Agency, New Delhi. 3. Avtar Singh, <i>Company Law</i> , Eastern Book Co., Lucknow. 4. Gaffoor – <i>Handbook of Company Law</i> – Vijay Nicole Publications	<b>References:</b> 1. B.Ravi – <i>Company Law and Secretarial Practice (New Companies Act 2013)</i> . 2. Vinod Kothari, <i>Understanding Companies Act 2013</i> , Jain Book Agency, New Delhi. 3. M.C. Kuchhal : <i>Modern Indian Company Law</i> ; Shri Mahavir Book Depot, 2603, NaiSarak, Delhi. 4. Gaffoor – <i>Company Law</i> – Vijay Nicole

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Create										
Total		100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. 4 Ms.J.Ramadevi, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR 5. .Dr. Aamir Rashid Bhat Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23S03J	Course Name	FUNDAMENTALS OF STOCK MARKET	Course Category	S	Skill Enhancement Course	L 1	T 0	P 1	O 2	C 1
-------------	-----------	-------------	------------------------------	-----------------	---	--------------------------	--------	--------	--------	--------	--------

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand about capital market			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 :	Learn more about primary market						Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills	
CLR-3 :	Learn details about secondary market						H	-	-	-	-	H	M	H	M	M	-	H	H	L	M	-
CLR-4 :	Understand how derivatives works						H	-	-	-	H	-	M	H	M	M	H	M	M	M	M	-
CLR-5 :	Learn how to do financial statement analysis						H	H	-	-	H	-	M	H	M	M	H	M	M	M	M	-
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	Understand about markets and various financial instruments			2	75	60	H	-	-	-	-	M	H	M	M	-	H	H	L	M	-	
CLO-2 :	Understand how the stocks are getting listed in exchanged (Primary market)			2	80	70	H	-	-	-	H	M	H	M	M	H	H	M	M	M	-	
CLO-3 :	Understand the mechanism of secondary market			2	70	65	H	-	-	-	H	-	M	H	M	M	M	M	M	M	-	
CLO-4 :	Gain knowledge about derivatives market			2	70	70	H	H	-	-	H	-	M	H	M	M	M	M	M	M	-	
CLO-5 :	Perform financial statement analysis using balance sheet and profit & loss account			2	80	70	H	H	-	H	H	-	M	H	M	M	H	H	M	M	H	

Duration (hour)		Learning Unit / Module 1: Markets and Financial Instruments	Learning Unit / Module 2: Primary Market	Learning Unit / Module 3: Secondary Market	Learning Unit / Module 4: Derivatives	Learning Unit / Module 5: Financial Statement Analysis
		6	6	6	6	6
S-1	SLO-1	Types of Markets: Equity market	Initial Public Offer (IPO)	Role of Securities and Exchange Board of India (SEBI)	Derivatives -Introduction	Balance sheet - Introduction
	SLO-2	Debt market	Book Building through Online IPO	Functions of Securities and Exchange Board of India (SEBI)	Features of derivatives market	Balance sheet
S-2	SLO-1	Derivatives market	Eligibility to issue securities	Depositories	Types of derivatives	Profit & loss account
	SLO-2	Commodities market	Book building process	Stock exchanges	Futures	
S-3	SLO-1	Meaning of private companies	Fixed versus Book Building issues	Intermediaries in the Indian stock market Listing	Forwards	Stock market related ratios
	SLO-2	Features of private companies		Membership	Options	
S4	SLO-1	Meaning and features of private companies	Allotment of Shares	Trading, Clearing and settlement	Swaps	Simple analysis before investing in the shares
S5	SLO-1	Meaning of public companies	Basis of Allotment	Risk management	Commodity and commodity exchanges – MCX	Understanding annual report
	SLO-2	Features of public companies	Allotment process	Investor protection fund (IPF)	Commodity exchanges – MCDX	

Duration (hour)		Learning Unit / Module 1: Markets and Financial Instruments	Learning Unit / Module 2: Primary Market	Learning Unit / Module 3: Secondary Market	Learning Unit / Module 4: Derivatives	Learning Unit / Module 5: Financial Statement Analysis
		6	6	6	6	6
S6	SLO-1	Types of investment avenues.	Private Placement	Do's and Don'ts for investors	Commodity versus financial derivatives.	Director's report etc.
	SLO-2			Equity and debt investment.		

Learning Resources:	Textbooks:			References:		
	1. NCFM, Financial Markets: A Beginner's Module, NSE 2. Trading Fundamentals. (2014). (n.p.): Diamond Pocket Books Pvt Ltd. 3. Gurusamy – Capital Markets – Vijay Nicole Publications			1. Wyss, B. O. (2000). Fundamentals of the Stock Market. United States: McGraw-Hill Education. 2. Machiraju H.R. (Edn 2009), Merchant Banking, New Age International, New Delhi		

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4.Dr. Kamalakannannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, KTR
		5. Dr. M. Thinesh Kumar Assistant Professor, Dept. of CS & AF FSH, SRM IST, KTR

Course Code	UAF23P02L	Course Name	INTERNSHIP – II	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	0	0	1

Pre-requisite Courses	INTERNSHIP – I	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	----------------	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Give idea about research project	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 :	Identify the research problem				Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills			
CLR-3 :	Review of literature																					
CLR-4 :	Give idea about data collection																					
CLR-5 :	Give knowledge on statistical tools and project preparation.																					

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1 :	Gained knowledge about research project	2	80	80	H	L	H	M	L	M	M	M	M	M	M	M	M	L	L
CLO-2 :	Increased knowledge on research problem	2	75	70	H	L	M	L	L	L	H	H	H	H	H	H	H	L	L
CLO-3 :	Improved practice in review of literature	2	85	80	H	L	H	L	L	L	H	H	H	H	H	H	H	L	L
CLO-4 :	Well versed in data collection	3	80	75	H	H	H	L	L	L	H	H	H	H	H	H	H	L	H
CLO-5 :	Gained knowledge on statistical tools and project preparation	3	75	70	H	M	H	L	L	M	H	H	H	H	H	H	H	L	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		5	5	5	5	5
S-1 to S- 5	SLO-1	Topic selection	Review of literature	Research design	Data Collection and analysis	Interpretation and conclusion

## INTERNSHIP PROJECT DESCRIPTION

### GUIDELINES

- Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
- The field of specialization is Human Resources, Marketing, Finance and related commerce and management-based topics.
- The project work should be neatly presented in not less than 60 pages and not more than 100 pages
- Paper Size should be A4
- 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style – (Font: Times New Roman / Font Size: 12 for text)
- Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings) The report should be professionally prepared.
- The candidate should submit periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce
- Each candidate should submit hardcopy (3 copies) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate
- After the Evaluation of the project report one hard copy will be returned to the candidate.

## EVALUATION SCHEME

Project Evaluation and viva voce – Internal Examiner – 50 Marks

Project Evaluation and viva voce – External Examiner – 50 Marks

TOTAL MARKS - 100 Marks

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination.

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

Course Designers			
Expert from Industry	Experts from Academic	Internal Experts	
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com">info@baccuracy.com</a></i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a></i>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.	
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP	
		3.Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.	
		4.Dr. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR.	
		5.Mrs. S. Sivakavitha, K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR	

**SEMESTER VI**

Course Code	UAF23601J	Course Name	INCOME TAX LAW THEORY AND PRACTICE – II			Course Category	C	Discipline Specific Core Courses				
								L	T	P	O	C
								3	0	3	2	4

Pre-requisite Courses	INCOME TAX LAW THEORY AND PRACTICE – I	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	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 impart knowledge on the basic principles of direct tax laws				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To equip students about the computation of capital gains, income from other sources				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	To Understand the provisions of Clubbing of Income, Set-off and carry forward of losses																					
CLR-4 :	To Understand the provisions relating to Deduction U/S 80 C to 80 U																					
CLR-5 :	Students can compute the individual assesses taxable income and tax liability																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	To Learn the provisions relating to Capital Gains				3	85	80	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-2 :	To Assess taxable income from other sources of an Individual assessee				3	75	70	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-3 :	To Describe the mechanism of carry forward and set off of an Individual assessee				3	80	75	H	-	M	H	-	-	M	H	-	H	H	H	H	M	-
CLO-4 :	To Evaluate gross total income of an Individual assessee after taking into account deduction u/s 80.				3	80	75	H	H	M	H	H	H	M	H	H	H	H	H	H	M	H
CLO-5 :	To compute the net total income of an individual.				3	75	70	H	H	M	H	H	M	M	H	H	H	H	H	H	M	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Capital gain	Income from other sources	Clubbing of income	Deduction from gross total income	Assessment of individuals
	SLO-2	Types of capital gain	List of other income	Transfer of assets	Deduction u/s 80 C	Provisions
S-2	SLO-1	Short term capital gain	Dividend	Revocable transfer of assets	Deduction u/s 80 CCA	Assessment of income of assessee whose age is below 60
	SLO-2	Long term capital gain	Tax free securities	Remuneration to spouse	Deduction u/s 80 CCC	Assessment of income of assessee whose age is below 60 – Problem
S-3	SLO-1	Transfer	Exempted securities	Clubbing income of minor child	Deduction u/s 80 CCD	Assessment of income of senior citizen
	SLO-2	Transaction not regarded as transfer	Tax less securities	Transfer to son's wife	Deduction u/s 80 CCE	Assessment of income of senior citizen – Problem
S-4 -6	SLO-1	Cost of acquisition	Casual income	Set of losses	Deduction u/s 80 CCG	Assessment of income of super senior citizen
	SLO-2	Cost of improvement	Crossing up	Carry forward of losses	Gross qualifying amount	Assessment of income of super senior citizen – Problem
S-7	SLO-1	Calculation of short-term capital gain	Calculation of taxable interest on securities, Casual income	Provision regarding set off losses within the heads of income	Computation of deduction u/s 80 C to CCG	Adjustment of TDS and advance tax
	SLO-2					
S-8	SLO-1	Cost of inflation index	Gift received from friends and relatives	Provision of carry forward of loss from house property	Deduction u/s 80D	Surcharge calculation Rebate u/s 87A

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	18		18		18		18		18	
	SLO-2	Indexed cost of acquisition	Blood relatives		Provision of carry forward of loss from business		Computation - u/s 80D		Computation of net tax liability	
S-9	SLO-1	Indexed cost of improvement	Family pension		Provision of carry forward of loss from speculation		Deduction u/s 80D & DDB		Computation of net tax liability—Problems	
	SLO-2	Procedure for indexed cost	Income from sublet		Provision of carry forward of loss from capital loss		Computation - u/s 80D & DDB		Self-assessment	
S-10 - 12	SLO-1	Exempted capital gain U/s/10, 10(36)	Royalty, ground rent		Provision of carry forward of losses on account of owning and maintain of race horses		Deduction u/s 80E		Re-assessment	
	SLO-2	Us/10(37), 10(38)	Income from letting from machinery		Order of set off		Computation - u/s 80E		Filing of return	
S-13	SLO-1	u/s 54 & 54F	Contribution to provident fund		Set off and carry forward of specified organization		Deduction u/s 80 U		Voluntary filing of return	
	SLO-2	U/S 54B 54D, 54EC, 54G (For all assesses)	Exemptions in income from other sources		Period for carry forward of losses		Computation - u/s 80 U		Due dates of filing of return	
S-14	SLO-1	Applying Exemptions of securities	Exemptions in income from other sources		Provisions of carry forward of income		Claiming Deductions under various sections 80 C to 80 U		E-Filing procedures	
	SLO-2	Filing of Tax returns	Deduction income from other sources		Provisions of carry forward - Problems					
S-15	SLO-1	Calculation of short-term capital gain – Problems	Calculation of income from other sources – Problems		Preparation of TDS Reports		Computation of Deduction u/s 80C to 80 U		Revised return, Belated return and Rights, Duties, powers of CBDT	
	SLO-2	Calculation of long-term capital gain – Problems	Calculation of income from other sources – Problems		Computation of Set off and carry forward – Problems					
S-16-18	SLO-1	Calculation of long-term capital gain – Problems	Calculation of income from other sources – Problems		Computation of Set off and carry forward – Problems					

Learning Resources	<b>Text Books:</b> 1. T. Srinivasan "Income Tax Law & Practice" – Vijay Nichole Publications , Chennai. 2. H.C. Mehrotra, Income Tax Law and Accounts, Sathya Bhavan Publications, Agra 3. Reddy T.S & Hariprasad Reddy Y. "Income Tax Theory Law and Practice" – Margham Publications, Chennai				<b>References:</b> 1.. Bhagavathi Prasad, "Income Tax Law and Account" – Vishwa Prakasan, New Delhi 2. Vinod K. Singhanian, "Students Guide to Income Tax" – Taxman Publication, New Delhi 3. Murthy "Income Tax Law & Practice" – Vijay Nichole Publications , Chennai.			

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info</i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus,Chennai. E-Mail: shanthi@unom.ac.in</i>	<i>1. Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.V.Deepa,Associate Professor and Head i/c, Dept. of Commerce (AF), CSH,SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST, VDP. 4. Dr.M.Sivasankari, Assistant Professor, Dept. of Commerce (CS&amp;AF), FSH, SRMIST KTR 5. Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&amp;AF), FSH, SRMIST KTR.</i>

Course Code	UAF23602J	Course Name	FINANCIAL MANAGEMENT			Course Category	C	Discipline Specific Core Course					L	T	P	O	C							
								3	0	3	2	4												
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil																
Course Offering Department		Corporate Secretaryship and Accounting and Finance			Data Book / Codes/Standards			Nil																
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To know about the importance of Financial Management				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To learn about the capital structure				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills	
CLR-3 :	To study about the cost of equity capital							H	L	M	L	L	H	M	L	-	-	M	H	H	H	H	L	
CLR-4 :	To understand about the Capital Budgeting							H	L	M	H	M	H	M	H	M	H	M	H	M	H	H	M	L
CLR-5 :	To learn about the working capital management and optimum usage of finance							H	L	H	H	H	M	M	M	H	M	H	M	H	H	H	H	H
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				2	80	75	H	L	M	L	L	H	M	L	-	-	M	H	H	H	L	
CLO-1 :	To Learn the concept of Financial Management				3	80	70	H	L	M	H	M	H	M	H	M	H	M	H	H	M	L		
CLO-2 :	To Assess capital structure in the Company				3	75	70	H	L	H	H	H	H	M	M	H	H	H	H	H	H	L		
CLO-3 :	To Evaluate cost of capital in the Company				3	80	75	H	H	H	H	H	M	M	H	H	H	M	H	H	H	H		
CLO-4 :	To Estimate the Capital Budgeting in the Company				3	80	70	H	H	H	H	H	M	M	H	M	H	M	H	H	H	H		
CLO-5 :	To Assess working capital management in the Company				3	80	70	H	H	H	H	H	M	M	H	M	H	M	H	H	H	H		
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5														
		18		18		18		18		18														
S-1	SLO-1	Financial Management – Introduction		Capital Structure - Meaning		Cost of Capital - Introduction		Capital Budgeting - Introduction		Working capital – Introduction														
	SLO-2	Meaning and Definition of Financial Management		Capital Structure - Introduction		Cost of Capital – Definition		Meaning and Definition of Capital Budgeting		Working Capital – Meaning														
S-2	SLO-1	Objectives Of Financial Management		Meaning and Definition of Capital Structure		Cost of Capital - Meaning		Advantages		Definition of Working Capital														
	SLO-2	Profit Maximisation		Difference between Capital Structure and Capitalization		Significance of Cost of Capital		Limitations		Concept of Working Capital														
S-3	SLO-1	Wealth Maximisation		Optimum Capital Structure		Components of Cost of Capital		Objectives of Capital Budgeting		Need for Working Capital														
	SLO-2	Other objectives of Financial Management		Factors Affecting Capital Structure		Importance of Cost of Capital		Need of Capital Budgeting		Importance of Working Capital														
S-4-6	SLO-1	Functions of Financial Management		Features of an Appropriate Capital Structure		Factors Determining Cost of Capital		Significance		Types of Working Capital														
	SLO-2	Significance of Financial Management		Techniques of Planning the Capital Structure		Types of Cost of Capital		Importance of Capital Budgeting		Significance of Working Capital														
S-7	SLO-1	Methods of Financial Management		Factors Determining Capital Structure		Computation of Cost of Capital		Capital Budgeting Process		Adequacy of Working Capital														
S-8	SLO-1	Tools of Financial Management		EBIT-EPS Analysis		Cost Of Debt		Types of Capital Budgeting Decisions		Advantages of Working Capital														
	SLO-2	Risk-Return Trade Off		Indifferent Point of EBIT Analysis		Preference Share Capital		Factors Influencing Capital Budgeting Decisions		Dangers of Working Capital														

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-9	SLO-1	Factors Affecting Financial Decision	Capital Structure Theories	Cost of Irredeemable Preference Share Capital	Evaluation of Capital Budgeting Proposals	Factors Influencing Working Capital
	SLO-2	Sources Of Finance	Net Income Approach	Cost of Redeemable Preference Share Capital	Payback Period	Working Capital Management - Meaning
S-10-12	SLO-1	Sources Of Finance	Net Operating Income Approach	Cost Of Equity Capital	Improvement in Traditional Approach to Payback Period	Objectives of Working Capital Management
	SLO-2	Long - Term Finance	Traditional Approach	Dividend Yield Method	Project Appraisal Techniques	Determinants of Working Capital Requirements
S-13	SLO-1	Short – Term Finance	M-M Approach	Dividend Price Plus Growth	Capital Rationing - Meaning	Forecasting of Working Capital Requirements
	SLO-2	Role Of Finance Manager	Problems on - NI and NOI	Earnings/Price Method	Selection Process Under Capital Rationing	Operating Cycle Method
S-14	SLO-1	Forecasting Financial Requirements	Problems on - Traditional Approach	Realized Yield Method	Inflation in Capital Budgeting	Components of Working Capital Requirements
S-15	SLO-1	Investment Decision	Problems on - M-M Approach	Cost Of Equity under CAPM	Risk Analysis in Capital Budgeting	Sources of Working Capital
	SLO-2	Financing Decision	Leverage - Meaning	Cost Of Retained Earnings	Problems on Capital Budgeting	Working Capital Ratios
S-16-18	SLO-1	Dividend Decision	Leverage - Methods	Weighted Average (Or) Composite Cost of Capital.	Problems on IRR, NPV, ARR	Problems on WCM
	SLO-2	Functions of Finance Manager	Types Of Leverages	Marginal Cost of Capital.	Practical case study on Capital Budgeting	Practical case study on Working Capital Management
Learning Resources		<b>TEXT BOOK1.</b> 1. Financial Management - Prasanna Chandra 2. Financial Management - Khan & Jain 3. T. Srinivasan – Financial Management – Vijay Nicole Publications 4. Financial Management - Charles E Menifield			<b>References:</b> 1. Financial Management: Theory and Practice - Dr Eugene F Brigham & C Micheal Ehrhardt 2. Financial Management: Core Concepts - Raymond M Brooks	

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info</i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus,Chennai. E-Mail: shanthi@unom.ac.in</i>	<i>1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.</i>
		<i>2.Dr.V.Deepa.Associate Professor and Head i/c, Dept. of Commerce (AF), CSH,SRMIST, RMP</i>
		<i>3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST, VDP.</i>
		<i>4. Mrs. S. Sivakavitha, K, Assistant Professor, Dept. of Commerce (CS&amp;AF), FSH, SRMIST KTR</i>

Course Code	UAF23603T	Course Name	RESEARCH METHODOLOGY	Course Category	C	Discipline Specific Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance			Data Book / Codes/Standards	Nil

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	To learn the importance of Research			
CLR-2 :	To Identify the problems in the area of Research			
CLR-3 :	To study about the components of Research			
CLR-4 :	To examine the methods of data collections			
CLR-5 :	To evaluate the various statistical tools in research			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	To understand the importance of research			
CLO-2 :	To recognize the problems in the research			
CLO-3 :	To learn the components of research			
CLO-4 :	To understand the methods of data collections			
CLO-5 :	To employ the different tests in research and report writing			

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

Program Learning Outcomes (PLO)															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills

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	Research Methodology	Hypothesis	Sampling	Data Collection	Report Writing
	SLO-2	Research - Meaning and Definition	Hypothesis- Meaning and Definition	Sampling - Meaning	Data Collection - Meaning	Report Writing - Meaning
S-2	SLO-1	Scope of Research	Characteristics of Hypothesis	Sample Survey	Sources of Data	Components of Research Report
	SLO-2	Objectives of Research	Importance of Hypothesis	Sample Design		Types of Report
S-3	SLO-1	Significance of Research	Objectives of Hypothesis	Sample Survey Vs Census Survey	Methods of Collecting Data	Different Steps in Writing Report
	SLO-2	Characteristics of Research	Role of Hypothesis	Population and Census		Layout of the Research Report
S-4	SLO-1	Advantages of Research	Testing of Hypothesis	Principles of Sampling	Primary Data	Precautions for Writing Research Report
	SLO-2	Disadvantages of Research	Steps in Hypothesis Testing	Need for Sampling	Secondary Data	Mechanics of Writing Research Report
S-5	SLO-1	Research Process	Types of Hypotheses	Characteristics of Sampling Design	Primary Data	Statistical Analysis
	SLO-2			Limitations of Sampling	Advantages and Disadvantages of Primary Data	Statistical Significance
S-6	SLO-1	Types of Research	Null Hypothesis	Steps in Sampling Process	Methods of Collecting Primary Data	Correlation
	SLO-2		Alternative Hypothesis	Steps in Sampling Process		Regression
S-7	SLO-1	Criteria of Good Research	Formulation of Hypothesis	Types of Sampling Design	Questionnaires	Parametric Test
	SLO-2		Formulation of Hypothesis	Types of Sampling Design	Interview Schedule	Non-Parametric Test

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-8	SLO-1	Research Methodology Vs. Research Methods	Type I Error	Probability Sampling	Difference between Questionnaire and Schedule	Z Test
	SLO-2	Nature of Research Methodology	Type II Error	Non-Probability Sampling		T Test
S-9	SLO-1	Research Design	One tailed Test	Systematic Sampling	Secondary Data	Chi Square Test
	SLO-2	Components of Research Design	Two tailed Test	Cluster Sampling	Characteristics of Secondary Data	F Test
S-10	SLO-1	Problems encountered by Researchers	Review of literature	Area Sampling	Sources of Secondary Data	ANOVA
	SLO-2	Pilot Study	Review of literature - Meaning and Definition	Multistage Sampling	Collection of Secondary Data	Factor Analysis
S-11	SLO-1	Identification of Research Problem	Review Of Literature - Purpose	Sample Size	Data Preparation Process	Layout of the Research Report
	SLO-2	Selecting the Problem	Review Of Literature - Benefits	Determining the Sample Size	Coding and Editing of Data	Findings, Suggestions and Conclusion
S-12	SLO-1	Introduction to SPSS	Online citation tools	Framing the Objectives of the study	Collection of Data from Various Sources	Bibliography and Annexure
	SLO-2	Formulating the Title of the Project	Introduction of the study and Review of Literature	Scope and Limitations of the study	Analysis and Interpretation	Final copy of the Report

Learning Resources	<b>TEXT BOOK:</b>		<b>REFERENCES:</b>
	1. C.R. Kothari (2013): <i>Research Methodology Methods and Techniques</i> , 2/e, Vishwa Prakashan. (All the 5 units)		
	2. Prabhu – <i>Research Methodology in Business Management</i> – Vijay Nicole Publications		
	3. Bendat and Piersol (2001). <i>Random data: Analysis and Measurement Procedures</i> . Wiley Interscience.		
			1. Richard I Levin amp; David S. Rubin(2005), “Statistics for Management”, 7/e. Pearson Education.,
			2. Donald R. Cooper, Pamela S. Schindler(2006.), “Business Research Methods”, 8/e, Tata McGraw-Hill Co. Ltd.,

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

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr.N.Venkatesan, Assistant Professor, Dept. of Commerce, CSH, SRMIST, Trichy Campus
		5. Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23D03J	Course Name	CUSTOMER RELATIONSHIP MANAGEMENT				Course Category	D	Discipline Specific Elective Courses					L	T	P	O	C
														3	0	2	2	4
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance					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 study about the importance of customer relationship		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	How to maintain a good Customer relationship?		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	To satisfy the need of the customer																			
CLR-4 :	To create and retain the customers																			
CLR-5 :	To study about importance of CRM Strategy and present trends																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1 :	Understand the importance of customer relationship		2	75	60	H	L	M	-	-	-	L	L	L	L	L	L	H	L	-
CLO-2 :	Maintain a good Customer relationship.		2	80	70	H	L	L	-	-	-	M	M	L	H	M	M	H	L	-
CLO-3 :	Know the need of the customer		2	70	65	H	H	M	-	-	M	H	M	H	M	H	H	H	H	-
CLO-4 :	Create and retain the customers		2	70	70	H	M	M	L	L	-	H	M	H	H	H	H	H	H	L
CLO-5 :	Apply the importance of CRM Strategy and the present trends		2	80	70	H	L	H	H	H	H	H	M	H	H	H	H	H	H	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		15	15	15	15	15
S-1	SLO-1	CRM - Introduction	Customer Experience: Understanding value	Planning for CRM	CRM and Marketing Strategy - Meaning	Client Retention Programs Introduction
	SLO-2	CRM- Definition, Emergence of CRM Practice	Sources of customer value – Introduction	Steps in Planning-Building Customer Centricity – Introduction	CRM Marketing Initiatives	
S-2	SLO-1	Emergence of CRM Practice	Sources of customer value	Steps in Planning-Building Customer Centricity	Develop the CRM strategy	Client Retention Programs Issues in implementing CRM
	SLO-2		Customer experience- meaning			
S-3	SLO-1	Characteristics of CRM	Customer experience – concepts	Defining Data Requirements - Introduction	Build CRM foundations	Problems in implementing CRM
S-4-5	SLO-1	Factors responsible for CRM growth	Customer Retention	Defining Data Requirements	Sales Force Automation	Information Technology tools in CRM
	SLO 2					
S-6	SLO 1	CRM process	Customer Loyalty	Planning Desired Outputs	Campaign Management	Challenges of CRM Implementation – Introduction
	SLO-2		Customer Lifetime Value			
S-7	SLO-1	Framework of CRM - Introduction	Managing customer experience – Introduction	Relevant issues while planning the Outputs	Call Centers	CRM Implementation Roadmap - Introduction
S-8	SLO-1	CRM process, framework of CRM	Managing customer experience – Examples	Elements of CRM plan	Practice of CRM	CRM Implementation Roadmap
	SLO-2	Benefits of CRM	Customer Satisfaction			
S-9-10	SLO-1	Types of CRM	Customer Centricity	Elements of CRM Strategy	CRM in Consumer Markets	Road Map (RM) Performance

S -11	SLO-1	Scope of CRM	Managing Customer Satisfaction – Introduction	The Strategy Development Process	CRM in Services Sector	Road Map (RM) Performance
S-12	SLO-1	Customer Profitability	Managing Customer Satisfaction	Customer Strategy Grid	CRM in Mass Markets	Measuring CRM performance
	SLO-2	Features of CRM				
S-13	SLO-1	Future Trends in CRM	Difference between customer experience management and CRM	Customer Relationship	CRM in Manufacturing Sector- Introduction	CRM Metrics
	SLO-2			Bonding Of Customer Relationship- Introduction		
S-14-15	SLO-1	CRM and Relationship Marketing.	Web based Customer Support	Bonding Of Customer Relationship	CRM in Manufacturing Sector	CRM Metrics

Learning Resources:	<b>Textbooks:</b> 1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011 2.. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 20083. 3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008	<b>References:</b> 1. Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT 2. V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR.
		5. Dr.Aamir Rashid Bhatt, Assistant Professor, Dept. of CS and AF, SRM IST, KTR

Course Code	UAF23D04J	Course Name	TOTAL QUALITY MANAGEMENT				Course Category	D	Discipline Specific Elective Courses					L	T	P	O	C					
									3	0	2	2	4										
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance				Data Book / Codes/Standards				Nil								
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1:	Conceptualize Total Quality				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:	Closely link management of quality with that of reliability and maintainability for total product assurance.							Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3:	Describe the Concept of Total Quality and its evolution																						
CLR-4:	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.																						
CLR-5:	Evaluate the performance measures using various quality and management tools																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				2	75	60	H	-	L	M	-	-	L	L	L	L	M	L	L	-	
CLO-1:	Understanding about various quality terms.				2	80	70	H	L	H	-	L	-	L	L	M	M	M	M	M	L	-	
CLO-2:	Formulate new plans/procedures to be implemented to achieve the desired quality status by knowing about the various principles of quality management.				3	70	65	H	H	H	L	H	M	H	L	H	M	M	H	M	M	-	
CLO-3:	Analyze the periodical data in quality control using statistical tools				3	70	70	H	L	M	-	L	-	H	L	H	M	M	H	M	M	H	
CLO-4:	Understand the procedures which will help him/her to identify the parameters that are improving/depriving the quality				3	80	70	H	H	H	-	H	H	H	L	M	M	H	H	M	H	H	
CLO-5:	Maintain processes/documentation properly.																						
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5													
		15		15		15		15		15													
S-1	SLO-1	Definition of quality		Customer satisfaction–		The seven traditional tools of quality service sector including IT		Quality Control: Meaning,		Costs of Quality: Meaning and Concept													
	SLO-2	dimensions of quality		Customer retention		New management tools		Objectives and Importance		Prevention Costs													
S-2	SLO-1	Quality planning		Employee involvement		Six sigma: Concepts		Quality Assurance: Meaning,		Appraisal Costs													
	SLO-2	quality costs		Performance appraisal		Methodology		Evolution and Organization		Internal Failure Costs,													
S-3	SLO-1	Total Quality		Continuous process improvement		applications to manufacturing,		Process Management: Concept		External Failure Costs													
	SLO-2	Management: historical review and principles		Supplier partnership		Benchmarking - Reason to benchmark,		Scope, Designing process for Quality,		Costs of Quality in Hospitality Industry													
S – 4-5	SLO-1	Management: historical principles		Performa Lean Principles and Techniques in Service Improvement measures.		Benchmarking process		Scope, Designing process for Quality,		Quality Circle: Meaning, Concept and Objectives													
	SLO 2	Leadership		Seven tools of quality		FMEA - Stages, Types.		Process Control: Meaning Methodologies for Process Improvement -		Structure of Quality Circles,													
S-6	SLO 1	quality council		Statistical fundamentals.		(FMEA): Stages and Application		Concept and Importance.		Steps in formation of Quality Circles.													

	<b>SLO-2</b>	quality statements	Control Charts for variables and attributes	Types of FMEA: Design, Process, and System	Process Control in Services, Process	Roles and responsibilities of
<b>S-7</b>	<b>SLO-1</b>	strategic planning	Process capability	Service Quality Dimensions and Measurement	Improvement: Meaning and Concept	Quality Circle Members,
	<b>SLO-2</b>	Deming philosophy	Concept of six sigma	Quality Function Deployment (QFD) in Service Organizations	DMAIC and Deming's PDCA cycle	Implementation of Quality Circles,
<b>S-8</b>	<b>SLO-1</b>	Introduction to Deming Philosophy	New seven management tools	Lean Principles and Techniques in Service Improvement	Basic Tools for Process Improvement:	Problem Solving techniques in Quality Circles
	<b>SLO-2</b>	Deming's 14 Points for Management	Benchmarking	Overview of lean principles (e.g., waste reduction, continuous flow)	Flowcharts Ishikawa's fish bone diagram (Cause-and-Effect diagram)	Brainstorming
<b>S- 9-10</b>	<b>SLO-1</b>	System of Profound Knowledge	Quality Statements	Customer Relationship Management (CRM) and Quality Management	Checklists Pareto Charts	Data Collection
	<b>SLO-2</b>	Barriers to TQM implementation	Strategic quality planning	Service Recovery and Complaint Handling	Histogram Scatter Diagram Run Charts	Cause-and-effect Diagram
<b>S-11</b>	<b>SLO-1</b>	Resistance to Change	Quality Councils	Techniques and best practices for handling customer	Control Charts	Line Graphs
	<b>SLO-2</b>	Lack of Leadership Support	Employee involvement Empowerment,	Total Productive Maintenance (TPM)	Statistical Process Control: Meaning and Concept,	Quality Circle Facilitation and Leadership
<b>S-12</b>	<b>SLO-1</b>	Inadequate Employee Involvement	Employee Motivation	Case studies	Construction of X-bar and R Control	Measurement and Evaluation of Quality Circles
	<b>SLO-2</b>	Lack of Employee Training and Skills	Team and Teamwork, Recognition and Reward	Voice of the Customer (VOC) Analysis in Service Quality	Charts for statistical control,	Continuous Improvement through Quality Circles
<b>S-13</b>	<b>SLO-1</b>	Deming's Influence on Total Quality Management (TQM)	PDCA cycle, 5S, Kaizen -	Knowledge Management for Service Quality Enhancement	Interpreting patterns in Control Charts,	Quality Circle Presentations and Knowledge Sharing
	<b>SLO-2</b>	Employee Empowerment and Continuous Improvement	Partnering, Supplier selection,	Service Blueprinting and Process Mapping	Acceptance Sampling: Meaning,	Sustaining Quality Circles for Long-Term Success
<b>S-14-15</b>	<b>SLO-1</b>	Reducing Variation and Improving Quality	Supplier partnership	Practical application of these tools for identifying opportunities	Importance	Discussing approaches to sustaining and institutionalizing
	<b>SLO-2</b>	Statistical Process Control (SPC)	Supplier Rating.	Service Innovation and Continuous Improvement	Types	Overcoming challenges
<b>Learning Resources:</b>		<b>Textbooks:</b> 1. Besterfield D. H. – 'Total Quality Management' – Pearson Education Asia – 2015-4th Edition.			<b>References:</b> 1. Evans J. R, and Lidsay W. M. – 'The Management and Control of Quality' – Southwestern (Thomson Learning) – 2002 – 5th Edition 2. Feigenbaum A. V. – 'Total Quality Management – Vol I &II' – McGraw Hill – 1991	

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com">info@baccuracy.com</a></i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus,Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a></i>	1.Dr. K. Selvasundaram, Head-Dept. Of CS & AF, FSH, SRM IST, Kattankulathur
		2. Dr. Shanthi P, Assistant Professor, Dept. of CS and AF, SRM IST, KTR
		3. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS and AF, SRM IST, KTR
		4. Dr. Karthikeyan K, Assistant Professor, Dept. of CS and AF, SRM IST, KTR
		5. Dr.Aamir Rashid Bhatt, Assistant Professor, Dept. of CS and AF, SRM IST, KTR

Course Code		UAF23G02J	Course Name	ELEMENTS OF INSURANCE			Course Category	G	Generic Elective Courses			L	T	P	O	C												
												3	0	2	2	4												
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil	Course Offering Department		Corporate Secretaryship and Accounting and Finance			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						Level of Thinking (Bloom)	2	75	Expected Proficiency (%)	60	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To study on marine policies												Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	To understand fire insurance																											
CLR-4 :	To study the life 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:																										
CLO-1 :	To understand the basic concepts of insurance						2	75	60	H	H	L	-	-	-	M	H	M	M	H	H	M	M	M	M	-		
CLO-2 :	To understand the regulatory framework of insurance.						2	75	70	H	M	L	-	-	M	M	M	H	H	M	M	M	M	M	-			
CLO-3 :	To familiarize with the concept of working of agency						3	70	65	H	H	M	-	-	-	M	M	M	H	H	M	H	M	-				
CLO-4 :	To provide knowledge about the formation of insurance companies						3	75	70	H	M	M	-	M	M	M	H	H	H	M	M	H	M	M				
CLO-5 :	To acquaint with the basic principles of different types of insurance						3	80	70	H	H	H	-	M	-	-	M	M	H	H	M	H	M	L				
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5																		
		15		15		15		15		15																		
S-1	SLO-1	Definition of insurance		Life Insurance Organization		Life and Non-Life Insurance		Life Insurance		Marine Insurance - Meaning																		
	SLO-2	Characteristics of insurance		Important Activities				Features of Life Insurance Contract		Nature of Marine Insurance																		
S-2	SLO-1	Principles of contract of insurance		The Indian Context,		Features		Classification of policies		Classification of policies																		
	SLO-2	General Concepts of Insurance		Internal Organization		Needs		Annuities		Insurance Functions																		
S-3	SLO-1	Indemnity		The Distribution		policies of different types of Insurance		Selection of risk		Eligibility Criteria																		
	SLO-2	Insurable Interest		System		policies of different types of Insurance		Measurement of risk		Policy conditions																		
S – 4-5	SLO-1	Utmost Good faith		Appointment of Agent,		Control of Malpractices		Calculation of premium		Premium calculation																		
	SLO 2	Proximate Cause						Investment of funds		Marine Losses																		
S-6	SLO 1	Contribution,		Functions of Agents		Control of Misspelling -		Surrender Value		Payment of Claims																		
	SLO-2	Subrogation,		Functions of Agents		Negligence,		Policy conditions		Progress of Marine Insurance Business in India																		
S-7	SLO-1	Economic Function;		Remuneration of Agents		Loss Assessment		Life Insurance for the Under Privileged		Difference between Fire Insurance & Marine Insurance																		
	SLO-2	Reinsurance and Co-insurance				Loss control		Plans of Life Insurance		Inclusions under Marine Insurance																		
S-8	SLO-1	Features,		Trends in Distribution Channels;		Computation of Insurance Premium		Convertible Plans, Riders, For the Handicapped		Exclusions under Marine Insurance																		
	SLO-2	Objectives,				Dematerialization of Insurance Policies		Fire Insurance – Meaning		Personal Accident Insurance																		
S-9-10	SLO-1	Methods		Distinct legal aspects of insurance contract		IRDA Act 1999		Nature and Use of Fire Insurance		Motor Insurance																		
	SLO-2					Objectives of IRDA		Characteristics of Fire Insurance		Burglary Insurance																		

S-11	SLO-1	Types of insurance	Basic parts of insurance contracts	Composition of IRDA	Fire Insurance Contract	Social Insurance
	SLO-2			Duties of IRDA	Kinds of policies	Rural Insurance
S-12	SLO-1	Insurance intermediaries	Insurance provisions	Powers of IRDA	Policy conditions	Prospects of Agriculture Insurance in India
	SLO-2		Insurance provisions	Functions of IRDA	Payment of claim	Health Insurance
S-13	SLO-1	Insurance and hedging	Legal liability	Role of IRDA	Double insurance	Liability Insurance
	SLO-2		Law of torts	Delegation of Powers	Progress of Fire Insurance	Bancassurance
S-14-15	SLO-1	Requirement of insurable risks	Law of Negligence	establishment of Insurance Advisory Committee	Inclusions under Fire Insurance	Inclusions under Personal Accident
	SLO-2	Mechanism of Insurance	Government Regulations	Power to make Regulations	Exclusions under Fire Insurance	Exclusions under Personal Accident

Learning Resources:	<b>Textbooks:</b> 1. S. Balachandran, <i>General Insurance</i> , Insurance Institute of India. 2. S. Balachandran, Karve, Palav, <i>Life Insurance</i> , Insurance Institute of India 3. Gupta, P. K, <i>Insurance and Risk Management</i> , Himalaya Publishing House 4. Periasamy – <i>Fundamentals of Insurance</i> – Vijay Nicole Publications	<b>References:</b> 1. Trieschmann, Gustavson, Hoyt, <i>Risk Management and Insurance</i> , South Western College Publishing. 2. <i>Insurance Theory and Practice</i> , Nalini Prava Tripathy & Prabir Pal, Prentice – Hall of India, Pvt Ltd, New Delhi

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Create										
		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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. S.Amirtha Vasani, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS and AF, SRM IST, KTR

Course Code	UAF23P03L	Course Name	MINI PROJECT	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	4	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	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 give idea about research project	1	1
CLR-2 :	To identify the research problem	2	2
CLR-3 :	To review of literature	3	3
CLR-4 :	To give idea about data collection		4
CLR-5 :	To understand knowledge on statistical tools		5

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1 :	Gained knowledge about research project	2	85	80	H	H	L	-	-	M	M	H	M	M	H	H	H	M	H
CLO-2 :	Increased knowledge on research problem	2	80	70	H	H	H	L	L	H	M	M	H	H	H	M	H	M	H
CLO-3 :	Improved practice in review of literature	3	75	75	H	H	M	L	L	H	M	M	M	H	H	M	H	H	H
CLO-4 :	Well versed in data collection	3	80	75	H	H	M	H	H	H	M	H	H	H	H	M	H	H	H
CLO-5 :	Implement knowledge on statistical tools and Proficiency in project preparation	3	75	70	H	H	H	H	H	H	H	M	M	H	H	M	H	H	H

Duration (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
	12	12	12	12	12
S-1 to S- 12	SLO-1	Topic selection	Review of literature	Research design	Data Collection and analysis
					Interpretation and conclusion

## GUIDELINES

- Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
- The field of specialization is Human Resources, Marketing, Finance and related commerce and management-based topics.
- The project work should be neatly presented in not less than 60 pages and not more than 100 pages
- Paper Size should be A4
- 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style – (Font: Times New Roman / Font Size: 12 for text)
- Subheading shall be typed in the Font style (Font: Times New Roman I / Font Size: 14 for headings) The report should be professionally prepared.
- The candidate should submit periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce
- Each candidate should submit hardcopy (3 copies) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate
- After the Evaluation of the project report one hard copy will be returned to the candidate.

**EVALUATION SCHEME**

Project Evaluation and viva voce – Internal Examiner – 50 Marks

Project Evaluation and viva voce – External Examiner – 50 Marks

TOTAL MARKS - 100 Marks

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: <a href="mailto:info@baccuracy.com">info@baccuracy.com</a>.info</i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: <a href="mailto:shanthi@unom.ac.in">shanthi@unom.ac.in</a></i>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3.Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4.Dr. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR.
		5. Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

**SEMESTER VII**

Course Code	UAF23701J	Course Name	BUSINESS ENVIRONMENT				Course Category	C	Discipline Specific Core Course					L	T	P	O	C	
															3	0	3	2	4
Pre-requisite Courses		Nil	Co-requisite Courses		Nil		Progressive Courses			Nil									
Course Offering Department		Corporate Secretaryship and Accounting and Finance				Data Book / Codes/Standards				Nil									
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Level of Thinking Expected Proficiency Expected Attainment			Program Learning Outcomes (PLO)									
										1 2 3 4 5 6 7 8 9 10 11 12 13 14 15									
CLR-1 :		To know about the business environment								Disciplinary Knowledge									
CLR-2 :		To study about the need of Political environment								Communication Skills									
CLR-3 :		To know about the Socio-cultural environment								Critical Thinking									
CLR-4 :		To know about the Economic Environment of business								Problem Solving									
CLR-5 :		To study of legal environment of business and the Government Fiscal Policy					Analytical Reasoning												
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:								Research Related Skills									
CLO-1 :		Develop the business environment					2 80 75			Reflective Thinking									
CLO-2 :		Know the need of political environment					2 80 70			Self-Directed Learning									
CLO-3 :		Have knowledge on the Socio-cultural environment					2 75 70			Leadership Readiness/Qualities									
CLO-4 :		Understand the Monetary and fiscal policy					2 80 75			Life-long Learning									
CLO-5 :		Apply legal environment of business and Government Economic planning am policy					2 80 70			Professional Skills									
										Experiential Learning									
										Employability Options									
										Decision making Skills									
										ICT Skills									

S-9	SLO-1	Objectives of Business Environmental analysis	Factors affecting political environment	Types of social organization	Fiscal deficit	Foreign Exchange Management Act
	SLO-2	Business Environmental analysis - Types				
S-10-12	SLO-1	Steps in Business Environmental analysis	Nature of political environment	Social responsibilities of business	Five-year planning	Securities And Exchange Board of India Act
	SLO-2		Functions of state	Importance of social responsibility of business		
S-13	SLO-1	Assessing risk in a business environment	Economic roles of government	Components of CSR	Globalization and its impact of Indian economy	Customs Act and Central Excise Act
	SLO-2		The constitutional environment			
S-14	SLO-1	Business And Government	Corporate Governance	Demographic environment – Meaning and concept	Liberalization, Privatization	GST meaning and features
	SLO-2	Brief overview of political Environment				
S-15	SLO-1	Brief overview of cultural environment	Business Ethics meaning	Advantages and Dis-advantages of Demographic environment	Globalization Indian economy Trends and Issues	Consumer Protection Act
	SLO-2	Brief overview of legal environment	Business Ethics Benefits	Migration and Ethnic aspects		
S-16-18	SLO-1	Environmental Pollution and Control	The constitutional environment	Social audit	Business Environment of service sector	Patents Act
	SLO-2					

<b>Learning Resources</b>	<b>Textbooks:</b>	<b>References:</b>
	1. Business Environment  Fourth Edition  By Pearson 2. Namitha Gopal, Business Environment, Vijay Nicole Publications, Chennai	1. Essentials of Business Environment (Text, Cases & Exercises) by K. Aswathappa -2021 2. Chidambaram, "Business Environment", Vikas Publishing House Pvt., India 3. John Kew, John Stredwick, "Business Environment", Jaico Publishing House, New Delhi.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. Ila Nakkeeran Assistant professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5. Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23D05J	Course Name	INTELLECTUAL PROPERTY RIGHTS	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
Course Offering Department		Tamil			Data Book / Codes/Standards		Nil		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand the importance of IP and to educate the basic concepts of Intellectual Property Rights				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 :	Apply the knowledge to the students regarding Indian position of the Copyright Law, 1957							Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	Know the procedure of obtaining Patents, Copyrights, Trade Marks &Industrial Designs																					
CLR-4 :	Identify the significance of practice and procedure of Patents.																					
CLR-5 :	Evaluate the important Agreements, Treaties and Conventions relating to Intellectual Property Rights.																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	Understand the significance of Intellectual Property Rights and the challenges faced by the Indian Markets for IPR.				2	75	60	L	-	M	L	L	L	L	M	L	-	L	-	L	L	-
CLO-2 :	Evaluate the Importance of Copyright Law in the Competitive world				2	80	70	L	-	M	L	L	L	L	M	L	H	M	H	L	L	-
CLO-3 :	Analyze the Importance of Trade Marks, Trade Secrets and Confidential Information for the successful functioning of Business				2	75	65	L	-	M	L	L	M	L	M	L	H	M	H	L	M	-
CLO-4 :	Apply the Various Provisions of the Act to obtain the Patent.				2	70	70	M	H	M	L	L	M	L	M	L	H	M	H	L	M	H
CLO-5 :	Create the Industrial Designs and GI in the Modern Business				2	80	70	M	H	M	M	M	H	L	M	L	H	M	H	L	M	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		18	18	18	18	18
S-1	SLO-1	Intellectual Property Rights	The Indian Copyright Act 1957	The Trademarks Act 1999	The Patents Act 1970	The Geographical Indications of Good (Registration and Protection) Act 1999
	SLO-2	Meaning of IPR	Meaning and Nature of Copyright	Trademarks	Meaning of Patent	Meaning and Definition
S-2	SLO-1	History of IPR	History of Copyright Act in India	History of Trademarks Law in India	History of Patent in India	Types of Goods covered under GI
	SLO-2	Objective of IPR	Objectives of Copyright	Need for Trademarks	Objectives and Salient Features	Legal Aspects of GI
S-3	SLO-1	Concept of IPR	Nature and Scope of Copyright	Objectives of Trademarks Act	Types of Patents	Functions of GI
	SLO-2	Types of IPR	Important Features of Copyright	Features of the Trademarks Act	What can be Patented	Indian GI Laws
S - 4-6	SLO-1	Challenges faced by Indian Markets for IPR	Subject Matter of Copyright	Importance of Trademarks	Application for a Patent	Register a Good as GI
	SLO 2		Rights provided by Copyright	Types of Trademarks	Different Types of Applications under the Patent Act 1970	Types of Application
S7	SLO 1	Nature of Indian Markets for IPR	Performer's Rights	Registration of Trademarks	Patentability Criteria	Registration Process
	SLO-2	Advantages and Disadvantages of IPR	Broadcaster's Rights	Steps in the Registration of Trademarks		Renewal of GI

S-8	SLO-1	Statutes governing IPR in India	Berne Convention for the protection of Literary and Artistic Work	Objection/Denial to Register the Trademarks	Non-Patentable Inventions	Examples of GI goods from India
	SLO-2			Objection/Denial to Register the Trademarks	Advantages and Disadvantages of obtaining a Patent	Importance and Advantages of Registered GI
S-9	SLO-1	Intellectual Property System in India	Universal Copyright Convention in Geneva	Grounds for Denial	Opposition Proceeding to Patents in India	Infringement of GI
	SLO-2		Rome Conventions for the protection of Performers, Producers of Phonograms and Broadcasting Organizations		Pre and Post Grant Opposition in India	Remedies for Infringement
S-10 - 12	SLO-1	Leading International instruments Concerning IPR	Authorship and Ownership in Copyright	Opposition and Proceedings in Opposition	Patent Infringement	The Designs Act 2000 -Meaning and Origin
	SLO-2	WIPO -World Intellectual Property Organization	Assignment of Copyright	Trademarks Infringement		Objectives of the Designs Act 2000
S-13	SLO-1	Paris Conventions for the Protection of Industrial Property	Registration of Copyright	Concept of Passing Off	Types of Patent Infringement	Salient Features of the Designs Act
	SLO-2	National Treatment - Right of Priority	Essential Documents for Copyright Registration	Comparison of Infringement Action and Passing Off Action		Essential requirements for Registration of Designs
S-14	SLO-1	TRIPS - Trade Related Aspects of Intellectual Property Rights Agreement	Procedure for Registering a Copyright	Trade Secrets and Confidential Information	Direct, Indirect, Contributory, and Willful Infringement	Application to register Designs
	SLO-2		Infringement of Copyrights	Essentials of Trade Secret		Importance of Registration of Designs
S-15	SLO-1	Issues covered under TRIPS Agreement	Copyright Infringement Elements	Protection of Trade Secrets in India	Defences available against Patent Infringement	Procedure for Registration of Designs in India
	SLO-2	Features and Protection of Intellectual Property under TRIPS	Types of Copyright Infringement	Trade Secret Law	Remedies for Patent Infringement	Piracy of Designs Registered
S-16-18	SLO-1	Advantages and Disadvantages of TRIPS Agreement	Remedies for Copyright Infringement	Case studies of Trade Secret and Confidential Information	Reliefs in Suit for Infringement	Remedies against the Piracy
	SLO-2	TRIPS Agreements relaxation During Covid19	Landmark Judgements on Copyrights Infringement		Case studies of Patent Infringement	Case studies on Registration of Designs

<b>Learning Resources:</b>	<b>Textbooks:</b> 1.P. Narayanan, <i>Intellectual Property Law</i> , (Eastern Law House). 2.D.P. Mittal, <i>Indian Patents Law and Procedure</i> , (Taxman Publication). 3. V, J. Taraporewala <i>Law of Intellectual Property Rights</i> – Thomson Reuters 4. .B.L. Wadera, <i>Patents, trademarks, copyright, Designs and Geographical Judications</i> .	<b>References:</b> 1. N.S. Gopalakrishnan & T.G. Agitha, <i>Principles of Intellectual Property</i> (2009), Eastern Book Company, Lucknow 2. <i>The Modern Law of Copyright and Designs</i> ; 2nd edition 1995 by Hugh Laddie, Peter Prescott and Mary Vitoria (Butterworths) 3. Srinivasulu NS, <i>Intellectual Property Law-Dynamic Interfaces</i> , Universal Law Publishing. 4. Rajeev Babel <i>Laws Relating to Intellectual Property Rights</i> - Bloomsbury
----------------------------	--	--

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info</i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in</i>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Ms.J.Ramadevi, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23D06J	Course Name	ORGANIZATIONAL BEHAVIOUR	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							3	0	3	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Comprehend the field of psychology, Sociology and Anthropology	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Understand the basic knowledge about Attitudes, Values, Perception, Personality,	Level of Thinking (Bloom)	Disciplinary Knowledge
CLR-3 :	Understand basic knowledge about Motivation, Leadership, Counselling and Negotiation	Expected Proficiency (%)	Communication Skills
CLR-4 :	Analyze the different stages of Group development	Expected Attainment (%)	Critical Thinking
CLR-5 :	Understand the characteristics and roles of a counsellor and Importance of negotiation and better industrial relations.		Problem Solving
			Analytical Reasoning
			Research Related Skills
			Reflective Thinking
			Self-Directed Learning
			Leadership Readiness/Qualities
			Life-long Learning
			Professional Skills
			Experiential Learning
			Employability Options
			Decision making Skills
			ICT Skills

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1 :	To Understand the elements of Organisational Behaviour	2	75	60	2	80	75	H	H	H	-	H	-	-	-	H	H	-	-
CLO-2 :	To Understand the approaches of Organisational Behaviour	2	80	70	3	70	70	-	M	M	-	M	H	-	-	M	H	-	-
CLO-3 :	To understand the characteristics of attitudes and value of an individual	2	70	65	2	75	70	-	H	H	-	H	H	-	-	H	H	M	H
CLO-4 :	To understand the factors that influence perception	2	70	70	3	80	75	-	H	H	-	H	H	-	-	H	H	M	H
CLO-5 :	To apply the knowledge of negotiation and build better industrial relations	2	80	70	2	70	70	-	M	H	-	H	M	-	-	M	H	-M	H

Duration (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
	18	18	18	18	18
S-1	SLO-1 Organizational Behavior meaning	Attitudes Definition	Perception Definition	Defining Groups	Counselling Meaning
	SLO-2 Scope of organizational Behavior	Characteristics of attitudes	Importance of Perception	Classifying Groups	Approaches to counselling
S-2	SLO-1 Importance of Organisational Behaviour	Importance of attitudes	Features of Perception	Stages of Group Development	Importance of counselling
	SLO-2 Features of Organisational Behaviour	Sources of attitudes	Role of Perception		Goals of Counselling
S-3	SLO-1 Elements of Organisational Behaviour	Features of attitudes	Types of perception	Group properties	Categories of Counselling
	SLO-2 HR Approaches in Organizational Behavior	Components of attitudes	Types of perception	Group Decision making	Characteristics of counsellor
S - 4 - 6	SLO-1 System approach in Organizational Behavior	Major Job attitudes	Factors that influence perception	Importance of Group Decision making	Importance of counsellor
	SLO 2 Disciplines that contribute to OB	Measuring attitude	Making Judgement about others	Group vs Individual	Roles of a counsellor
S-7	SLO 1 Challenges for OB	Developing positive attitude	Decision making in organisations	Defining Teams	Types of a counselling
	SLO-2 Opportunities for OB	Factors of Job Satisfaction	Ethics in decision making	Features of Teams	Counselling procedure
S-8	SLO-1 Developing an OB model	Importance of Job Satisfaction	Criteria in Decision making	Importance of Teams	Counselling Skills
	SLO-2 Autocratic Model	Components of Job Satisfaction	Importance in Decision making	Types of Teams	Counsellors' Qualities
S 9	SLO-1 Custodial Model	Causes of Job Satisfaction	Improving creativity in decision making	Groups and Teams	Principles of Counselling
	SLO-2 Supportive Model	Job Dissatisfaction	Motivation	Creating effective teams	Ethical Principles of Counselling
S-10 - 12	SLO-1 Collegial Model	Impact of satisfied & dissatisfied employees on the work place	Characteristics of Motivation	Leadership definition	Negotiation
	SLO-2 System Model	Personality theories		Types of Leadership	Characteristics of Negotiation
S - 13	SLO-1 Biographical Characteristics	Factors influencing personality	Need for Motivation	Finding and creating effective leaders	Types of Negotiation

S - 14	SLO-2	Ability of OB	Myers Briggs Type indicator	Importance of Motivation	Mentoring definition	Objectives of Negotiation
	SLO-1	Features of OB	Big five personality model	Types of Motivation	Importance of Mentoring	Importance of Negotiation
	SLO-2	Importance of OB	Personality traits			Negotiation process
S-15	SLO-1	Merits of OB	Values definition	Negative types of Motivation	Types of mentoring	Closing and commitment Negotiation process
	SLO-2	Demerits of OB	Importance of values	Using reward to motivate employees	Conflict definition	Role of trust in Negotiation
S-16-S-18	SLO-1	Types of OB	Types of values	Positive reward to motivate employees	Types of Conflict	Barriers in effective Negotiation
	SLO-2	Models of OB	Psychological values	Relevance of Motivation to OB	Process of Conflict	Breaking decades

Learning Resources:	<b>Textbooks:</b> 1. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, <i>Organizational Behaviour</i> , Pearson, 2019 2. Kavitha Singh, <i>Counselling skills for Managers</i> , PHI Learning, 2015 3. K.Sundhar and Srinivasan, "Organisational Behaviour", Vijay Nicole Publications, Chennai	<b>References:</b> 1. Laurie Mullins, <i>Management and Organisational Behaviour</i> , Pearson, New Delhi, 2007 2. Fred Luthans, <i>Organisational Behaviour</i> , TataMcGraw-Hill, New Delhi 3. Ricky Griffin, <i>Management principles &amp; Applications</i> , New Delhi, 2008

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr.M.Sivasankari, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5. Dr. Thinesh kumar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23G03J	Course Name	PROJECT MANAGEMENT	Course Category	G	Generic Elective Courses	L	T	P	O	C
							3	0	2	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Apply the knowledge of Identification project management	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Ascertainment of project Identification	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	Ascertain project planning				H	-	H	L	L	-	L	L	H	H	M	M	M	M	-
CLR-4 :	Use of organization structure and style.				H	-	H	L	L	H	L	L	M	H	H	H	H	H	-
CLR-5 :	Understand the ascertainment of project techniques, project measurement and performance				H	-	H	H	M	H	M	M	H	H	H	H	H	H	H
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:				H	H	H	H	M	H	M	M	H	H	H	H	H	H	-
CLO-1 :	Recognize the importance of project management	2	80	80	H	H	H	H	M	M	M	M	H	H	M	M	H	M	H
CLO-2 :	Understand the basic concept for project identification	2	80	75															
CLO-3 :	Employ the appropriate techniques in Prevention of errors and frauds.	2	75	70															
CLO-4	Control the risk management	2	75	75															
CLO-5	Help project measurement and performance	2	80	75															

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		15	15	15	15	15
S-1	SLO-1	Project management	Project identification	Organizational structure	Pert	Risk management
	SLO-2	Basics	Selection	Organizational issues	CPM	Introduction
S-2	SLO-1	Introduction	Introduction	Introduction	Introduction	Risk
	SLO-2	Need	Process	Concept	Development	Types of risk
S-3	SLO-1	Knowledge	Initiation	Need	Project network	Risk management
	SLO-2	Areas	Prefeasibility study	Knowledge	Time	Meaning
S-4, S-5	SLO-1	Meaning	Feasibility studies	Areas	Estimation	Role of risk
	SLO-2	Definition	Project break	Meaning	Determination	Overall project management
S-6	SLO-1	Types	Even point	Definition	Critical path	Steps
	SLO-2	Importance	Project planning	Types	Pert model	Risk identification
S-7	SLO-1	Objective	Knowledge	Importance	Measures	Risk analysis
	SLO-2	Purpose	Areas	Objective	Variability	Reducing risk
S-8	SLO-1	Need	Meaning	Purpose	CPM model	Basics
	SLO-2	Merits	Definition	Need	Network cost	Introduction
S-9 - S-10	SLO-1	Demerits	Types	Merits	system	Need

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	15		15		15		15		15	
S-11	SLO-2	Process	Importance		Demerits		Basics		Knowledge	
	SLO-1	Steps	Objective		Process		Introduction		Areas	
	SLO-2	Life cycle of project	Purpose		Steps		Need		Meaning	
S-12	SLO-1	Importance	Need		Leadership styles		knowledge		Definition	
	SLO-2	Objective	Merits		Conflict, Resolution		Areas		Types	
S-13	SLO-1	Merits	Demerits		Team management		Importance		Importance	
	SLO-2	Demerits	Process		Diversity		Objective		Objective	
S-14- S-15	SLO-1	Project manager	Steps		Change management		Types		Process	
	SLO-2	Project Management philosophy	Project planning		Making fit		Merits and demerits		Quality concepts	

Learning Resources	<b>Textbooks:</b> 1. Larson, E.W. and Gray, C.F. (2018), <i>Project management the managerial process</i> , Seventh Edition, McGraw-Hill 2. Raworth, K. (2017), <i>Doughnut Economics</i> , Seven ways to think like a 21st - Century Economist, Random House 3. Russel, J.A. (2017), <i>A brief guide to Business Classics</i> , Robinson Marr, B. (2014), <i>25 Need to Know Key Performance Indicators</i> . Pearson	<b>References:</b> 1. Chandra, P. (2002). <i>Projects Planning, Analysis, Selection, Financing, Implementation and Review</i> . New Delhi: Tata McGraw-Hill. 2. Gray F.Clifford, L. W. (2008). <i>Project Management Th e Managerial Process</i> . McGraw Hill

	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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. S.Amirtha Vasani, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5. Dr. Kamalakannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code		UAF23G04J	Course Name		BUSINESS DATA ANALYTICS		Course Category		G	Generic Elective Courses		L	T	P	O	C								
												3	0	2	2	4								
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil	Course Offering Department		Corporate Secretaryship and Accounting and Finance				Data Book / Codes/Standards			Nil						
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Gain foundations of data analytics					Level of Thinking (Bloom)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Gain some basic excel analysis																							
CLR-3 :	Learn data various charts in Excel																							
CLR-4 :	Learn important advanced, excel functions and tables																							
CLR-5 :	Learn some of the basics of Python																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Gain the essential knowledge needed for data analytics					2	75	60	H	M	H	H	L	L	L	L	L	H	L	L	L	L	L	L
CLO-2 :	Perform basic excel analytics					2	80	70	H	M	H	H	H	H	M	M	M	M	M	M	M	M	H	H
CLO-3 :	Perform data visualisation (Charts) in Excel					2	70	65	H	H	H	H	H	H	M	-H	H	H	H	H	H	H	H	H
CLO-4 :	Perform Some advanced excel functions like table and pivot tables					2	70	70	H	H	H	H	H	H	M	H	H	H	H	H	H	H	H	H
CLO-5 :	Perform some important python operations					2	80	70	H	H	H	H	H	M	H	H	H	H	H	H	H	H	H	H
Duration (hour)		Learning Unit / Module 1: Business Statistics		Learning Unit / Module 2: Excel: Basics		Learning Unit / Module 3: Excel: Data Visualization		Learning Unit / Module 4: Excel: Advanced		Learning Unit / Module 5: Advanced Excel and Python														
		15		15		15		15		15														
S-1	SLO-1	Introduction to Statistical Analysis: Counting, Probability, and Probability Distributions		Excel Tutorial: Basic introduction		Charts		Data Analysis – Overview		Table Style Options														
	SLO-2	Sampling Distributions		Text to Columns		Creating a Simple Chart		Types of Data Analysis-Introducton		Table Styles														
S-2	SLO-1	Estimation and Hypothesis Testing		Concatenate		Charting Non-Adjacent Cells		Types of Data Analysis		Cleaning Data with Text Functions														
	SLO-2	Scatter Diagram		The Concatenate Function		Creating a Chart Using the Chart Wizard				Removing Unwanted Characters from Text														
S-3	SLO-1	Anova and Chi-square		The Right Function with Concatenation		Modifying Charts		Data Analysis Process		Extracting Data Values from Text														
	SLO-2	Imputation Techniques		Absolute Cell References		Moving an Embedded Chart		Working with Range Names		Formatting Data with Text Functions														
S 4 & S5	SLO-1	Data Cleaning		Data Validation		Sizing an Embedded Chart		Copying Name using Formula Autocomplete		Date Formats														
	SLO 2	Correlation and Regression		Time and Date Calculations		Changing the Chart Type		Range Name Syntax Rules		Conditional Formatting														
S-6	SLO 1	Data Analytics: Overview		Conditional Formatting		Chart Types		Creating Range Names		Sorting														
	SLO-2	Importance of Data Analytics		Exploring Styles and Clearing Formatting				Creating Names for Constants		Filtering														
S-7	SLO-1	Types of Data Analytics		Using Conditional Formatting to Hide Cells		Changing the Way Data is Displayed		Managing Names		Lookup Functions														
	SLO-2	Descriptive Analytics – Introduction		Using the IF Function		Moving the Legend		Scope of a Name		Pivoting														

S-8	SLO-1	Diagnostic Analytics	Changing the "Value if false" Condition to Text	Formatting Charts	Editing Names	Python: Overview
	SLO-2	Predictive Analytics	Pivot Tables	Adding Chart Items	Applying Names	Python basics
S-9 & S10	SLO-1	Prescriptive Analytics	Creating a Pivot Table	Formatting All Text	Using Names in a Formula	Python interface overview
	SLO-2	Benefits of Data Analytics	Specifying PivotTable Data	Formatting and Aligning Numbers	Viewing Names in a Workbook	The print statement
S 11	SLO-1	Data Visualization for Decision Making	Changing a PivotTables Calculation	Formatting the Plot Area	Copying Formulas with Names	Comments
	SLO-2	Data Types, Measure Of central tendency, Measures of Dispersion	Filtering and sorting a PivotTable	Formatting Data Markers	Difference between Tables and Ranges	Python Data Structures & Data Types
S-12	SLO-1	Graphical Techniques, Skewness & Kurtosis, Box Plot	Creating a PivotChart	Pie Charts	Convert table to Range	String Operations in Python
	SLO-2	Descriptive Stats	Grouping Items	Creating a Pie Chart	Managing Names in a Table	Simple Input & Output
S-13	SLO-1	Sampling Funnel,	Updating a PivotTable	Moving the Pie Chart to its Own Sheet	Table Headers replacing Column Letters	Simple Output Formatting
	SLO-2	Sampling Variation	Formatting a PivotTable	Adding Data Labels	Propagation of a Formula in a Table	Deep copy
S-14 & S15	SLO-1	Central Limit Theorem	Using Slicers	Exploding a Slice of a Pie Chart	Resize Table	Shallow copy
	SLO-2	Confidence interval	Revision with an example dataset	Revision with an example dataset	Remove Duplicates	Operators in python

Learning Resources:	<b>Textbooks:</b> 1. Winston, W. (2021). Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365). United Kingdom: Pearson Education. 2. Walkenbach, J. (2015). Excel 2016 Bible. United Kingdom: Wiley. 3. Bissett, B. (2020). Automated Data Analysis Using Excel. United States: CRC Press 4. Basics of Python Programming: Embrace the Future of Python. (2020). India: BPB Publications.	<b>References:</b> 1.Nigam, M. (2020). Advanced Analytics with Excel 2019: Perform Data Analysis Using Excel's Most Popular Features. India: BPB PUBN. 2. Data Analysis Using Microsoft Excel. (n.d.). India: Excel Books. 3. Whigham, D. (2007). Business Data Analysis Using Excel. United Kingdom: OUP Oxford. 4. Martelli, A. (2006). Python in a Nutshell. Taiwan: O'Reilly Media, Incorporated.

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. Kamalakkannan Adhisekar, Dept. of CS & AF FSH, SRM IST, Kattankulathur
		5. Dr. Aamir Rashid Bhat, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur

Course Code	UAF23P04L	Course Name	INTERNSHIP - III	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	0	0	2

Pre-requisite Courses	Internship II	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	---------------	----------------------	-----	---------------------	-----	----------------------------	---	--------------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Give idea about research project	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :	Identify the research problem	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills			
CLR-3 :	Review of literature																					
CLR-4 :	Give idea about data collection																					
CLR-5 :	Give knowledge on statistical tools and project preparation.																					
CLR-5 :	Give knowledge on statistical tools and project preparation.																					

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of	Expected	Expected	Disciplin	Commun	Critical	Problem	Analytic	Researc	Reflecti	Self-Dire	Leaders	Reading	Life-long	Professi	Experie	Employ	Decision	ICT Skill
CLO-1 :	Gained knowledge about research project		2	80	80	H	L	H	M	L	M	M	M	M	M	M	M	M	M	M	M	L	L
CLO-2 :	Increased knowledge on research problem		2	75	70	H	L	M	L	L	L	H	H	H	H	H	H	H	H	H	H	L	L
CLO-3 :	Improved practice in review of literature		2	85	80	H	L	H	L	L	L	H	H	H	H	H	H	H	H	H	H	L	L
CLO-4 :	Well versed in data collection		3	80	75	H	H	H	L	L	L	H	H	H	H	H	H	H	H	H	H	L	H
CLO-5 :	Gained knowledge on statistical tools and project preparation		3	75	70	H	M	H	L	L	M	H	H	H	H	H	H	H	H	H	H	L	H

Duration (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
S-1 to S- 5	SLO-1	5	5	5	5
	Topic selection	Review of literature	Research design	Data Collection and analysis	Interpretation and conclusion

## INTERNSHIP PROJECT DESCRIPTION

### GUIDELINES

- Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
- The field of specialization is Human Resources, Marketing, Finance and related commerce and management-based topics.
- The project work should be neatly presented in not less than 60 pages and not more than 100 pages
- Paper Size should be A4
- 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style – (Font: Times New Roman / Font Size: 12 for text)
- Subheading shall be typed in the Font style (Font: Times New Roman I / Font Size: 14 for headings) The report should be professionally prepared.
- The candidate should submit periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce
- Each candidate should submit hardcopy (3 copies) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate
- After the Evaluation of the project report one hard copy will be returned to the candidate.

## EVALUATION SCHEME

- Project Evaluation and viva voce – Internal Examiner – 50 Marks
- Project Evaluation and viva voce – External Examiner – 50 Marks
- TOTAL MARKS - 100 Marks

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination.

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3.Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4.Miss. J Ramadevi, Assistant Professor, Dept. of CS and AF, FSH, SRM IST, Kattankulanthur.
		5.Dr. Thinesh Kumar M, Assistant Professor, Dept. of CS and AF, SRM IST, KTR

Course Code	UAF23P05L	Course Name	PROJECT PHASE - I	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L 0	T 0	P 8	O 2	C 4
-------------	-----------	-------------	-------------------	-----------------	------	--	--------	--------	--------	--------	--------

Pre-requisite Courses	Mini Project	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	--------------	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Give idea about research project by visiting an institution (Banking, Finance, Accounting, Business enterprise)				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Identify the research problem				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Knowledge	Skills	Critical Thinking	Problem Solving	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills	Soft Skills
CLR-3 :	Review of literature																					
CLR-4 :	Give idea about data collection																					
CLR-5 :	Give knowledge on statistical tools and project preparation.																					

Course Learning Outcomes (CLO): <i>At the end of this course, learners will be able to:</i>		Learning			Program Learning Outcomes (PLO)														
CLO-1 :	Gained knowledge about research project	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-2 :	Increased knowledge on research problem	2	75	60	H	L	H	M	L	M	M	M	M	M	M	M	M	L	L
CLO-3 :	Improved practice in review of literature	2	80	70	H	L	M	L	L	L	H	H	H	H	H	H	H	L	L
CLO-4 :	Well versed in data collection	2	70	65	H	L	H	L	L	L	H	H	H	H	H	H	H	L	L
CLO-5 :	Gained knowledge on statistical tools and project preparation	2	70	70	H	H	H	L	L	L	H	H	H	H	H	H	H	L	H
CLO-5 :	Gained knowledge on statistical tools and project preparation	2	80	70	H	M	H	L	L	M	H	H	H	H	H	H	H	L	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		8	8	8	8	8
S-1 to S- 8	SLO-1	Topic selection	Review of literature	Research design	Data Collection and analysis	Interpretation and conclusion

## INTERNSHIP PROJECT DESCRIPTION

### GUIDELINES

- Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
- The field of specialization is Human Resources, Marketing, Finance and related commerce and management-based topics.
- The project work should be neatly presented in not less than 60 pages and not more than 100 pages
- Paper Size should be A4
- 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style – (Font: Times New Roman / Font Size: 12 for text)
- Subheading shall be typed in the Font style (Font: Times New Roman I / Font Size: 14 for headings) The report should be professionally prepared.
- The candidate should submit periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce
- Each candidate should submit hardcopy (3 copies) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate
- After the Evaluation of the project report one hard copy will be returned to the candidate.

## EVALUATION SCHEME

Project Evaluation and viva voce – Internal Examiner – 50 Marks

Project Evaluation and viva voce – External Examiner – 50 Marks

TOTAL MARKS - 100 Marks

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination.

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info</i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in</i>	1. <i>Dr. K. Selvasundaram, Head-Dept. Of CS &amp; AF, FSH, SRM IST, Kattankulathur</i>
		2. <i>Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS and AF, FSH, SRM IST, Kattankulanthur.</i>
		3. <i>Dr. Shanthy P, Assistant Professor, Dept. of CS and AF, FSH, SRM IST, Kattankulanthur.</i>
		4. <i>Dr. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&amp;AF), FSH, SRMIST KTR.</i>
		5. <i>Dr. Aamir Rashid Bhatt, Assistant Professor, Dept. of Commerce (CS&amp;AF), FSH, SRMIST KTR</i>

**SEMESTER VIII**

Course Code	UAF23801J	Course Name	PRACTICAL AUDITING	Course Category	C	Discipline Specific Core Course	L	T	P	O	C
							3	0	2	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards		Nil	

<b>Course Learning Rationale (CLR):</b>	The purpose of learning this course is:
<b>CLR-1 :</b>	Give idea about research project by visiting an institution (Banking, Finance, Accounting, Business enterprise)
<b>CLR-1 :</b>	To know about the importance of Audit
<b>CLR-2 :</b>	To Minimize the errors and fraud.
<b>CLR-3 :</b>	To know the true picture of the financial statements
<b>CLR-4 :</b>	How to appoint the auditor and his/her powers and duties

<b>Course Learning Outcomes (CLO):</b>	At the end of this course, learners will be able to:
<b>CLO-1 :</b>	Understanding the meaning and necessity of audit
<b>CLO-2 :</b>	Identify the steps involved in performing audit process
<b>CLO-3 :</b>	Apply auditing practices to different types of business entities.
<b>CLO-4 :</b>	Comprehend the role of auditor in avoiding the corporate frauds.
<b>CLO-5 :</b>	Determine the appropriate audit report for a given audit situation.

Learning			Program Learning Outcomes (PLO)														
1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills
			H	L	M	H	-	-	L	L	L	L	H	L	H	L	-
			H	L	L	L	L	-	M	M	L	M	H	M	H	L	-
			H	H	M	-	-	M	H	M	H	H	H	H	H	H	-
			H	M	M	L	L	-	H	M	H	H	H	H	H	H	M
			H	L	H	H	H	H	H	M	H	H	H	H	H	H	M

Duration (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
	15	15	15	15	15
S-1	SLO-1	Definition of audit	Vouching of cash transactions- Introduction	Depreciation – Meaning	Appointment of Auditor
	SLO-2	Difference between auditing and accountancy	Vouching of cash transactions	Depreciation – Definition	Appointment of First Auditor
S-2	SLO-1	Types of audits	Vouching of Trading transactions	Depreciation – Objectives	Filing of casual vacancy
	SLO-2			Depreciation - Causes	Ceiling on number of audits
S-3	SLO-1	Scope of auditing	Importance of vouching	Depreciation – Methods	Appointment of Auditor of Govt. company
	SLO-2				Casual vacancy
S-4-5	SLO-1	Principles of Auditing	Audit of Outstanding liabilities	Depreciation – Methods with Formula	Auditors Remuneration
	SLO-2	Primary objectives of auditing			Removal of Auditors
S-6	SLO-1	Secondary objectives of auditing	Audit of Assets	Advantages of different methods of depreciation	Reappointment of Auditors
	SLO-2				Liabilities of an Auditor
S-7	SLO-1	Nature of auditing	Scrutinizing of expense Accounts – Introduction	Disadvantages of different methods of depreciation	Qualifications of Auditors
	SLO-2		Scrutinizing of expense Accounts		Legal position
S-8	SLO-1	Internal check – meaning	Income Accounts – Meaning	Reserves – Meaning definitions	Disqualifications of Auditors
					Liabilities under companies Act - Introduction
					Liabilities under companies Act

S-9-10	SLO-2	Internal check vs internal audit	Income Accounts	Types of Reserves	Status of Auditors	Civil Liability – Definition
	SLO-1		Asset accounts – Meaning		Powers and Duties of Auditors	Civil Liability
	SLO-2		Asset accounts - Example		Special considerations in company Audit	Criminal Liability – Definition
S-11	SLO-1	Internal audit	Liabilities Balance sheet Audit	Provisions – Meaning and definitions	Presentation of financial statements	Criminal Liability
	SLO-2	Internal audit vs external audit			Audit of Share Capital	Liability under Indian Penal Code
S-12	SLO-1	Internal control - meaning and objectives	Direct confirmation of Balances	Types of Provisions	Audit of Dividends and Debentures.	Liability of Honorary Auditor
	SLO-2					
S-13	SLO-1	Audit note book	Capital and Revenue Expenditures	Management Audit Meaning and Definition	Audit of Branch office Accounts	Liability of Joint Auditor
	SLO-2		Verification and Valuation of Assets	Objectives of Management Audit		
S-14-15	SLO-1	Audit working papers	Verification and Valuation of Liabilities	Financial Audit and Management Audit	Cost Audit – Meaning and Definition	Liability for un-audited Accounts
	SLO-2				Practical Case Study on Cost Audit	Independence of Auditors – Importance

Learning Resources	<b>Textbooks:</b> 1. Dinkar Pagare, <i>Principles &amp; Practice of Auditing</i> , Sultan Chand & Sons, New Delhi, 2022 2. Tandon B.N., <i>Handbook of Practical Auditing</i> , S. Chand, New Delhi. -2022 3. K.Sundhar, <i>Practical Auditing</i> , Vijay Nicole Publications, Chennai	<b>References:</b> 1. Taxmann's <i>Auditing and Corporate Governance</i> , 2022

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. Ila Nakkeeran Assistant professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5. Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23D07T	Course Name	BRAND MANAGEMENT	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):	The purpose of learning this course is:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To familiarize with the concept of brands & Branding	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To gain knowledge on various Brand management models	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	To understand the concept of brand equity																		
CLR-4 :	To analyze brand architecture and related elements																		
CLR-5 :	To measure & Interpret Brand performance																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Explain the concept of brand & Branding	2	80	75	H	-	L	M	-	-	L	L	L	-	M	M	L	L	-
CLO-2 :	Manage brand by identifying its positioning elements	2	80	70	H	L	H	-	-	-	L	L	M	-	-	M	M	L	-
CLO-3 :	Determine Brand equity	3	75	70	H	H	H	L	H	M	H	L	H	M	-	H	M	M	-
CLO-4 :	Build brand architecture	3	80	75	H	L	M	-	L	-	H	L	H	M	M	H	M	M	H
CLO-5 :	Measure & analyze /compare the performance of given brands	3	80	70	H	H	H	-	H	H	H	L	M	M	H	H	M	H	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		12	12	12	12	12
S-1	SLO-1	Introduction to brands	Brand management-Meaning	Brand Architecture	Measuring & Interpreting Brand performance	Growing and Sustaining Brand Equity
	SLO-2	Meaning & Definition	Significance, Benefits	Meaning, Advantages	Brand Value Chain	Meaning
S-2	SLO-1	Concept of brands	Challenges & Opportunities of brand management	Types	Measuring sources of brand equity	Importance
	SLO-2	Characteristics of brand	Savvy Consumers	Branded House Architecture	Qualitative research Techniques	Designing and Implementing Brand Strategies
S-3	SLO-1	Elements of brand	Brand proliferation	House of Brands	Projective Techniques	Brand Architecture
	SLO-2	Criteria for choosing brand elements	Media Transformation	Endorsed Brands	Completion	The Brand-Product Matrix
S - 4	SLO-1	Types of brand elements	Increased competition	Hybrid brand Architecture	Comparison	Product Line, Product Mix, Brand Mix
	SLO 2	Examples of Successful brands	Brand management process	Product Brand architecture	Brand Personality & Values	Breath of Branding strategy

S-5	SLO-1	Introduction to market & marketing	Meaning	Source Brand architecture	The Big Five	Depth of Branding strategy
	SLO-2	Introduction to product	Identifying and establishing brand positioning & values	Line Brand architecture	Free Association	Brand hierarchy
S-6	SLO-1	Product levels	Planning & implementing brand marketing programme	Masterbrand	Quantitative research Techniques	Building equity at different brand hierarchy levels
	SLO-2	Brand Vs. product	Measuring interpreting brand performance	Monolithic or Umbrella Architecture	Brand Awareness	Cause marketing to build brand equity
S-7	SLO-1	Branding - Definition	Growing & sustaining brand equity	Sub Brands	Recognition	Meaning Advantages
	SLO-2	Meaning	Concept of Brand Equity	Choosing appropriate Branding strategy	Recall	Green Marketing
S-8	SLO-1	Basic approaches to branding	Sources of brand equity	Factors to be considered for brand architecture	Brand Image	Meaning Advantages
	SLO-2	Brand diversity	Aaker's Brand Equity Model	Choosing brand elements to build brand equity	Brand Response	The Young and Rubicam (Y&R) Power Grid
S-9	SLO-1	Significance to customers, Firms	Five Assests Model	Brand Name, Logo	Young & Rubicam's brand Asset valuator	Differentiation
	SLO-2	Benefits of branding	Brand Loyalty	Colour, Slogan	Importance	Relevance
S-10	SLO-1	Marketing Vs Branding	Brand Awareness	Jingle	Practical Implications	Esteem
	SLO-2	Advertising Vs Branding	Perceived Quality	Package	Benefits	Knowledge
S-11	SLO-1	Scope of branding	Brand Associations	Criteria for choosing brand elements for brand equity	Limitations	Life stages of brands
	SLO-2	Challenges of branding	Proprietary Assets	Memorability, Meaningfulness	Measuring brand performance is key to brand equity	Managing brands over time
S-12	SLO-1	Digital Branding	Keller's Brand Equity Model	Likeability, Transferability	Brand Monitoring tools digital marketing	Re-enforcing brands
	SLO-2	Right Branding is critical for success	Customer Based Brand Equity (CBBE) model	Adaptability, Protectability	Role of brands monitoring tools in creating profitable brands	Building Global customer-based brand equity

Learning Resources:	<b>Textbooks:</b>	<b>References:</b>
	1. Shobha Venkatesh & Rinkesh Chheda (2019) Brand Management, Himalya Publications 2. Strategic Brand Management (4th edition), Kevin Lane Keller, Prentice Hall, 2012. 3. Prasanna Mohan Raj – Brand Management – Vijay Nicole Publications	1. Managing Brand Equity (2nd Edition) David A Aaker, Free Press, 1991 2. Brand Management: Co-creating Meaningful Brands (2nd Edition) Michael Beverland, 2021

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	30%	-	30%	-	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-	30%	-
	Create										
TOTAL		100%		100%		100%		100%		100%	
#CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,											
Course Designers											
Expert from Industry		Experts from Academic				Internal Experts					
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info		Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus,Chennai. E-Mail: shanthi@unom.ac.in				1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.					
						2.Dr.V.Deepa,Associate Professor and Head i/c, Dept. of Commerce (AF), CSH,SRMIST, RMP					
						3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST, VDP.					
						4.Dr. P. Shanthi, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR					
						5. Mrs. S. Sivakavitha, K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR					

Course Code	UAF23D08T	Course Name	CORPORATE GOVERNANCE	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):	The purpose of learning this course is,	Learning			Program Learning Outcomes (PLO)														
CLR-1:	To understand various concepts of corporate governance	1	2	3	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2:	To study the theories, models and principles of corporate governance	Thinking (Bloom)	Efficiency (%)	Assessment (%)	Communication Skills	Critical Thinking	Problem Solving	Reasoning	Related Skills	Learning	Self-learning	Qualities	Learning	Skills	Learning	Options	Learning Skills		
CLR-3:	To learn the history of corporate governance in India																		
CLR-4:	To learn the various legal frameworks of corporate governance in India																		
CLR-5:	To learn about CSR and Business ethics and various corporate frauds																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1:	Describe the basics of corporate governance.	3	80	70	-	L	M	-	-	-	-	L	M	H	L	H	-	-
CLO-2:	Recite various corporate governance theories, principles and philosophies	3	75	70	L	-	-	-	L	L	L	L	M	H	L	H	-	-
CLO-3:	Explain the various committee reports for better corporate governance	3	75	70	-	-	L	-	L	L	L	H	M	H	M	H	M	M
CLO-4:	Utilize the Indian companies act 2013, SEBI, Indian Accounting Standards	3	80	75	H	-	L	-	L	L	L	H	M	H	M	H	-	-
CLO-5:	Understand various Ethical theories and ethical management and best practices for corporate governance by analyzing case studies.	3	75	70	H	H	L	H	H	-	L	M	M	H	M	H	H	H

Duration (hour)		Learning Unit / Module 1: Introduction to Corporate Governance	Learning Unit / Module 2: Theories, Models and Principles of Corporate Governance	Learning Unit / Module 3: Phases of Corporate Governance in India	Learning Unit / Module 4: Legal Framework for Corporate Governance	Learning Unit / Module 5: Corporate Social Responsibility (CSR), Business Ethics, and frauds
		12	12	12	12	12
S-1	SLO-1	Introduction about the course	Theories of Corporate Governance: Agency Theory	First Phase 1996 – 2008 (Before Satyam): Confederation of Indian Industries (CII) Report	Companies Act 2013: Listed Companies	Meaning and evolution of CSR in India
	SLO-2	Corporate Governance: Introduction	Stewardship Theory	Confederation of Indian Industries (CII) Report	Listed Companies	Meaning and evolution of CSR in India
S-2	SLO-1	Need	The Stakeholder theory	Kumar Mangalam Birla, RBI	Unlisted Company that satisfies threshold	Need for CSR
	SLO-2	scope and issues	The Political Theory		Unlisted Company that satisfies threshold	Social Responsibility of Business
S-3	SLO-1	Problems of Corporate governance	Models of Corporate Governance: Regional Models: Anglo-American Model	Report on advisory group on MCA	Provisions of Companies Act 2013 promotion Corporate Governance: Shareholders' Approval & Participation for important decisions	Ethical theories
	SLO-2	Governance & Responsibility,	Anglo-American Model		Shareholders' Approval & Participation for important decisions	Ethical theories
S-4	SLO-1	The difference between governance and management	Japanese Model	Naresh Chandra Committee	E-voting by Shareholders	Ethical theories

	<b>SLO 2</b>	Governance & ethics	German Model	N. R. Narayan Murthy Report.	Virtual Board Meeting	Ethics Management
<b>S-5</b>	<b>SLO 1</b>	The significance of constitutions for corporate governance	Indian Model	Second Phase (After Satyam): Role of Confederation of Industries (CII)	Special Resolution in most cases	Ethics Management
	<b>SLO-2</b>	Genesis of Corporate Governance	Indian Model		Prevention of Oppression & Mismanagement.	Issue of Ethical Leadership in Corporate Governance
<b>S-6</b>	<b>SLO-1</b>	Evolution of Corporate Governance in India	Principles of Corporate Governance	Role of Confederation of Industries (CII)	Prevention of Mismanagement.	Issue of Ethical Leadership in Corporate Governance
	<b>SLO-2</b>	Genesis of International Corporate Governance		Role of National Association of Software and Services Companies (NASSCOM)	SEBI (LODR) Regulations [Listing Obligation & Disclosure Regulations]: Listed Company	Issue of Ethical Leadership in Corporate Governance
<b>S-7</b>	<b>SLO-1</b>	Emerging trends of corporate governance in India	Organization for Economic Co-operation and Development (OECD) : History	Role of National Association of Software and Services Companies (NASSCOM)	LODR - Listed Company	Relationship between CSR and Business Ethics
	<b>SLO-2</b>	Systems of corporate governance in India	Organization for Economic Co-operation and Development (OECD) Principles	ational Financial Reporting Authority (NFRA)	LODR- Listed Body Corporate	Relationship between CSR and Business Ethics
<b>S-8</b>	<b>SLO-1</b>	Systems of corporate governance in India	Organization for Economic Co-operation and Development (OECD) Principles	Cadbury Committee Report	Indian Accounting Standards (INDAS)	Introduction to Corporate Frauds
	<b>SLO-2</b>	Early Corporate Governance vs. Modern Corporate Government	Organization for Economic Co-operation and Development (OECD) Principles	BASEL Norms: Introduction		Major Corporate Frauds – Case Studies: Case study1
<b>S 9</b>	<b>SLO-1</b>	Past, Present, and Future of corporate governance in India	Codes of corporate governance	BASEL Norms I	Indian Accounting Standards (INDAS)	Major Corporate Frauds – Case Studies: Case study1
	<b>SLO-2</b>	Past, Present, and Future of corporate governance in India	Codes of corporate governance	BASEL Norms II	Listing Agreements with the Stock Exchange	Major Corporate Frauds – Case Studies: Case study2
<b>S-10</b>	<b>SLO-1</b>	Key features of Corporate Governance in the Companies Act 2013	Effects of corporate governance code	BASEL Norms III	Listing Agreements with the Stock Exchange including Clause 49 & its Amendments.	Major Corporate Frauds – Case Studies: Case study2
	<b>SLO-2</b>	Key features of Corporate Governance in the Companies Act 2013	Pillars of corporate governance	Poor Corporate Governance:	Listing Agreements with the Stock Exchange including Clause 49 & its Amendments.	Major Corporate Frauds – Case Studies: Case study 3
<b>S-11</b>	<b>SLO-1</b>	Corporate Governance in Family Business	Pillars of corporate governance	Meaning	Listing Agreements with the Stock Exchange including Clause 49 & its Amendments.	Major Corporate Frauds –Case Studies: Case study 3
	<b>SLO-2</b>	Corporate Governance in Family Business	King Report: Saudi Arabia	Consequences	Business houses in India	Corporate governance best practices: case study
<b>S-12</b>	<b>SLO-1</b>	Corporate Governance in State Owned Business	King report 1 and 2	Effects and impact of poor Corporate Governance	Challenges of corporate governance in 21 <sup>st</sup> century	Whistle-blowing and Corporate Governance
	<b>SLO-2</b>	Corporate Governance in State Owned Business	King report 3 and 4	Ways to improve Corporate Governance	Common grievances in corporate governance	Whistle-blowing and Corporate Governance

<b>Learning Resources:</b>	<b>Textbooks:</b> <b>1.</b> Tricker, R. I., Tricker, B. (2019). <i>Corporate Governance: Principles, Policies, and Practices</i> . United Kingdom: Oxford University Press. <b>2.</b> <i>Corporate Governance – The Indian Scenario</i> , By – Vasudha Joshi, [Foundation Books Pvt. Ltd.], 2004 <b>3.</b> <i>Corporate Governance</i> , 2nd Edn., By – Christine A Mallin, [OUP], 2007	<b>References:</b> <b>1.</b> <i>Corporate Governance – A practical Guide to the Legal Frameworks and International Codes of Practice</i> , By – Alan Calder, [Kogan Page], 2008 <b>2.</b> <i>GeetaRani and R K Mishra, Corporate Governance Theory &amp; Practice</i> , Pub. By Excel Books <b>3.</b> <i>V Sithapathy and Rama Devi Iyer, Corporate Governance Practice &amp; Procedure</i> , Pub. By Taxman
----------------------------	--	---

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%	-	15%	-	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	20%	-	40%	-
	Analyze										
Level 3	Evaluate	30%	-	30%	-	30%	-	15%	-	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		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. D Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR
		5. r. Ila Nakkeeran Assistant professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR.

Course Code	UAF23D09J	Course Name	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							3	0	2	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Provide a theoretical and practical background in the field of investments	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Measure the risk and return of a stock or a portfolio position	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision Making Skills	ICT Skills
CLR-3 :	Give knowledge in Fundamental analysis and technical analysis																		
CLR-4 :	Design and manage Portfolio Analysis and Selection																		
CLR-5 :	Create awareness on derivative market and modern form investment avenues																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Understand theoretical and practical background in the field of investments	3	85	80	H	-	L	-	-	L	L	M	L	L	M	-	M	-	-
CLO-2 :	Measure expected returns as well as the risk position on investment	3	80	75	M	-	M	M	M	M	M	M	L	M	H	M	H	M	-
CLO-3 :	Illustrate the concept of Fundamental analysis and technical analysis	3	75	70	H	L	L	M	M	L	M	M	L	H	H	H	H	H	M
CLO-4 :	Perform the computation of Portfolio Analysis and Selection	3	80	75	M	M	M	H	H	H	M	M	L	H	H	M	H	H	M
CLO-5 :	Utilize derivative markets and modern form of investment avenues	3	85	80	H	M	M	M	M	H	M	M	L	H	M	H	H	M	H

Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
		15	15	15	15	15
S-1	SLO-1	Investment meaning	Fundamental analysis Meaning	Portfolio Analysis	Assumptions of single period classical CAPM model	Derivatives - Introduction
	SLO-2	Scope of Investment	Objectives of Fundamental analysis	Why portfolios		History of derivatives
S-2	SLO-1	Features of Investment	Components of Fundamental analysis	Objectives of Portfolio analysis	Efficient frontier with a combination of risky and risk-free assets.	Significance of Derivatives
	SLO-2	Objectives of Investment		Traditional portfolio analysis		Characteristics of Derivative market
S-3	SLO-1	Investment Avenue	PEST analysis	Traditional vs Modern portfolio analysis	Characteristic line – Introduction	Growth of Derivative markets in India
	SLO-2			Factors to be considered for constructing portfolio model	Characteristic line	Participants in Derivative market
S-4-5	SLO-1	Investment process	Economic Analysis	Portfolio Risk	Capital Market Line – Introduction	Types of Derivative market
	SLO 2		Industry Analysis		Capital Market Line	Forward Contract
S-6	SLO 1	Factors Influencing Selection of Investment Alternatives	Industry Life Cycle Analysis	Portfolio Returns	Security market Line – Introduction	Characteristics of Forward Contract
	SLO-2		SWOT analysis	Portfolio Diversification	Security market Line	Future contract
S-7	SLO-1	Components of successful investment strategy	Company Analysis	Diversifiable risk	Meaning of Portfolio Evaluation	Features of Future contract
	SLO-2		Objectives of Company Analysis	Non- diversifiable risk	Concept of mutual fund	Forward Contract vs Future contract

S-8	SLO-1	Return and Risk in Investment	Technical Analysis Meaning	Portfolio selection model	Portfolio management process in mutual funds	Forward Contract vs Future contract
	SLO-2	Risk – Introduction	Objectives Technical Analysis		Types of Mutual Funds	Option – characteristics
S-9-10	SLO-1	Types of Systematic Risk	Dow Theory	Markowitz risk-return optimization	Money Market Funds and Bond Funds	Types – Call option
	SLO-2	Interest rate risk				Put option
S-11	SLO-1	Purchasing power risk	Elliot Wave Theory	Selecting the best portfolio	Calculation of Net Asset Value (NAV) of a Fund – Example	Futures Vs Options
	SLO-2	Inflation risk		Markowitz portfolio optimization – Introduction		Currency Swaps
S-12	SLO-1	Types of Unsystematic risks - Financial risk, operational risk	Efficient Market Hypothesis – Strong	Markowitz portfolio optimization	Performance Evaluation using Sharpe's measure – Example	Currency Swaps - Types
	SLO-2	Types of Unsystematic risks- other types	Efficient Market Hypothesis – semistrong	Sharpe portfolio optimization		Using virtual trading platforms Game
S-13	SLO-1	Strategies to minimize the risk – Introduction	Efficient Market Hypothesis – weak form	Sharpe portfolio optimization – Calculation	Performance Evaluation using Treynor's measure	Using virtual trading platforms Game – Practice
	SLO-2	Strategies to minimize the risk	Case study on Fundamental analysis	Random walk Theory – Assumptions		Yahoo Finance
S-14-15	SLO-1	Role of investment in Indian economy	Case study on Technical Analysis	Random walk Theory	Performance Evaluation using Jensen's measure – Example	Money Control
	SLO-2	Guest lecture on Investment planning	Case study of Efficient Market Hypothesis	Workshop on online trading practices	Case study	Guest lecture on online trading practices

Learning Resources:	<b>Textbooks:</b> 1. Gurusamy – Security Analysis and Portfolio Management – Vijay Nicole 2. Prasanna Chandra (2010), Investment Analysis and Portfolio Management, Second Edition, Tata mc Graw Hill, New Delhi. (All the units) 3. S. Kevin, Security Analysis and Portfolio Management, Prentice Hall of India. 4. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publication.	<b>References:</b> 1. V.K. Bhalla, Portfolio Analysis and Management – Sultan Chand & Co., New Delhi 2. V.A. Avadhani - Investment Management – Himalaya Publication House, Mumbai

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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr.Thinesh kumar M, Assistant Professor, Dept. of CS & AF, FSH, SRM IST, Kattankulathur.
		5. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23D10J	Course Name	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							3	0	2	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):	The purpose of learning this course is,	Learning	Program Learning Outcomes (PLO)																
CLR-1:	To enable an efficient method of moving products with optimization of time and cost	1	2	3	2	3	4	5	6	7	8	9	10	11	12	13	14	15	1
CLR-2:	To create a basic understanding of the concept of logistics and Logistics Management	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3:	To make proficiency in understanding logistics strategies																		
CLR-4:	To have in-depth understanding of cross functional teams and supply management, information sharing																		
CLR-5:	To create proficiency in quality management concepts																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1:	Understand the conceptual Framework of Supply Chain Management	3	85	80	H	-	M	-	-	M	M	L	M	L	M	M	M	-	-
CLO-2:	Explain the Important modes of logistics operations	3	80	70	H	-	L	-	-	H	H	L	M	M	M	M	H	-	-
CLO-3:	Understand tools of Supply Chain Performance Measurement	3	80	70	M	H	M	H	-	H	H	M	H	H	M	M	H	H	H
CLO-4:	Acquire the knowledge of Special aspects of Export Logistics	3	80	70	H	-	M	L	H	H	H	M	H	L	H	H	H	M	-
CLO-5:	Measure the Functions of Warehouse	3	80	70	H	H	H	L	H	H	H	M	H	M	H	H	H	M	M

Duration (hour)		Learning Unit / Module 1 15	Learning Unit / Module 2 15	Learning Unit / Module 3 15	Learning Unit / Module 4 15	Learning Unit / Module 5 15
S-1	SLO-1	Logistics: Definition	Planning	Life Cycle Planning Framework	Definition: Supply Chain Management (SCM)	Forecasting Systems Design
	SLO-2	History and Evolution	Resourcing		The four phases of supply management	Customer Service Management and Measurements
S-2	SLO-1	Objectives, Elements	Need for Planning	Value Added Services	Types of Supply Chains	Manufacturing Logistics
	SLO-2	activities importance	Fleet management			Pricing Strategies
S-3	SLO-1	Logistics interface with marketing	Main types of road freight transport	Introduction to Global Logistics	SCM building blocks	SCM Relationships
	SLO-2	Retails logistics	Main types of road freight transport		Supply Chain Drivers and Obstacles	SCM Network Design and Facilities Development
S-4-5	SLO-1	Logistics Management: Definition	Transport resource requirements	Challenges of Global Logistics	International Logistics and Supply Chain Management	SCM Planning and Development Strategies
	SLO 2	Evolution of the concept				Supply Chain Uncertainties
S-6	SLO 1	Model, process, activities	Vehicle routing and scheduling Vehicle Selection	Global Trade Perspectives	The Total Cost Concept	Supply Chain Vulnerabilities
	SLO-2	Achievement of competitive advantage through logistics framework	Types of vehicles		Logistics and SCM Trade-Off	Supply Chain Coordination and Integration

S-7	SLO-1	Role of logistics management,	Types of operations	Global Operating Levels	Supply Chain Integrates	Role of IT
	SLO-2	Integrated Logistics Management	Load types and characteristics		Push, Pull Strategies	Impact of Internet and EBusiness
S-8	SLO-1	Logistics Strategies: Strategic role of logistics	Main types of vehicle body	Logistics Information System	Demand Driven Strategies	IT enabled SCM, Future of SCM
	SLO-2		Implications of vehicle selection		Impact on Grocery Industry	
S-9-10	SLO-1	Role of logistics managers in strategic decisions	Integrated Logistics	Logistics Information System - Architecture,	Retail Industry, and Distribution Strategies	Recent Trends in Supply Chain Management
	SLO-2		Quality Customer Service		Key Supply Chain Business Processes	
S-11	SLO-1	Strategy options: Lean, Agile & other strategies;	Customer service, importance	Logistics Information System - Planning	Managing material flow and distribution	New Developments in Supply Chain Management
	SLO-2	Designing & implementing logistical strategy	elements, the order cycle system	Coordination, Operations		Outsourcing Supply Chain Operations
S-12	SLO-1	emerging concepts in logistics	distribution channel	Logistics Information System Flow	Distribution and Planning Strategy	Outsourcing Supply Chain Operations
	SLO-2	Outsourcing Logistics	Functions performed			Co-Maker ship
S-13	SLO-1	Third party logistics provider	Types, designing	Introduction to documentation	Warehousing and Operations Management	The Role of E- Commerce in Supply Chain Management
	SLO-2	Fourth party Logistics providers (4PL)	Logistics Resource Management			Green Supply Chain Management
S-14-15	SLO-1	Role of logistics providers	e- LRM. Automatic Identification Technologies	Selection of Logistics Service Provider	Transportation Management	Distribution Resource Planning
	SLO-2	Role of logistics providers	Reverse Logistics		Inventory Management	World Class Supply Chain Management

Learning Resources:	<b>Textbooks:</b>			<b>References:</b>		
	1. David J. Bloomberg, Stephen Lemay, (2015) Logistics 8th edition, Pearson Education Dorling Kindersley; 1st edition 2. Martin Christopher. Logistics and Supply Chain Management. 3. Nafeesa – Logistics and Supply Chain Management – Vijay Nicole Publications			1. Donald J. Bowersox, David J. Closs, M. Bixby Cooper (2004) Logistical Management Tata McGraw Hill Publishing Co. Ltd, New Delhi. 2. Sunil Chopra and Peter Meindal. Supply Chain Management.		

rBloom'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	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	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		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info</i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus,Chennai. E-Mail: shanthi@unom.ac.in</i>	<i>1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.</i>
		<i>2.Dr.V.Deepa,Associate Professor and Head i/c, Dept. of Commerce (AF), CSH,SRMIST, RMP</i>
		<i>3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST, VDP.</i>
		<i>4.Dr. S.Amirtha Vasani, Assistant Professor, Dept. of Commerce (CS&amp;AF), FSH, SRMIST KTR</i>

Course Code	UAF23G05T	Course Name	INTERNATIONAL BUSINESS	Course Category	G	Generic Elective Course	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
-----------------------	-----	----------------------	-----	---------------------	-----	----------------------------	--	-----------------------------	-----

Course Learning Rationale (CLR):	The purpose of the Course is to	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand the evolution, growth and development of International Business	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Analyze the International Business Environment and the modes of Entering into International Business	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	Illustrate the Benefits of Foreign Direct Investments																		
CLR-4 :	Find the reasons for existence and the strategies of MNC's																		
CLR-5 :	Observe the functioning and the support of the international organizations for the world trade																		
Course Learning Outcomes (CLO):	A student who learned the course international business should be able to:																		
CLO-1 :	Identify the Opportunities and Problems of International Business	3	85	80	H	-	M	H	L	H	M	H	L	L	M	L	M	L	M
CLO-2 :	Understand the Different Environment which affects the International Business	3	85	80	M	-	M	M	M	M	M	H	M	M	M	L	M	L	M
CLO-3 :	Develop strategies to attract the FDI	3	85	80	H	-	L	L	L	L	M	H	H	H	M	H	M	L	M
CLO-4 :	Analyze the Global Economy and the impact of Globalization in India	3	80	70	M	H	M	M	M	H	M	H	H	H	M	H	M	M	H
CLO-5 :	Evaluate the role of GATT and WTO	3	80	70	H	H	M	H	H	H	M	H	H	H	M	M	M	M	H

Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
	12		12		12		12		12	
S-1	SLO-1	Introduction to International Business	Theories of International Trade		Foreign Direct Investment		Establishment of GATT		Multinational Companies	
	SLO-2	Meaning, Definitions	Introduction		Meaning of FDI		General Agreement on Tariffs and Trade		Definitions and Concepts	
S-2	SLO-1	History of International Business	An overview of Theories of International Business		Forms of FDI		Objectives of GATT		Characteristics of MNCs	
	SLO-2	Concept of International Business	International Business Environment		Foreign Investment Theories		Rounds of GATT		Factors contributed for the Growth of MNCs	
S-3	SLO-1	Reasons for International Business	Social Environment		Factors Influencing Foreign Direct Investment		Dunkel Proposals		Organizational Structure of MNCs	
	SLO-2	Evolution of International Business	Cultural Environment		Reasons for FDI		Uruguay Round		Steps in Designing Organization Structure	
S-4	SLO-1	Influences of International Business	Economic Environment		Costs and Benefits of FDI		World Trade Organization		Geographical Organization Structure	
	SLO 2	Features of International Business	Technological Environment		Costs and Benefits to Home Country		Objectives of WTO		Decentralized Business Unit Structure	
S-5	SLO 1	Drivers of Globalization	Political Environment		Costs and Benefits to Host Country		Functions of WTO		Strategic Business Unit Structure	
	SLO-2	Changing Scenario of International Business	Legal Environment		Trends in FDI		Organization Structure of WTO		Matrix Organization Structure	
S-6	SLO-1	Stages of Internationalization	Modes of Entering into International Business		Foreign Direct Investments in India		Dispute Settlement Mechanism of WTO		Team Organization Structure	
	SLO-2	Domestic Company - International Company - Multinational Company	Exporting		Globalization		Ministerial conferences of the WTO		Virtual Organization Structure	

S-7	SLO-1	Global Company - Transnational Company	Licensing	Emerging Global Economy	First, Second and Third Ministerial Conferences	Advantages and Disadvantages of MNCs to Home Countries
	SLO-2	Differences between Domestic and International Business	Franchising	Causes of Globalization	Third, Fourth and Fifth Ministerial Conferences	Advantages and Disadvantages of MNCs to Host Countries
S-8	SLO-1	International Business Approaches	Special Modes of Entering of International Business	Types of Globalization	Sixth, Seventh and Eighth Ministerial Conferences	MNCs in India
	SLO-2	Modes of Entry	Contract Manufacturing - BPO	Globalization of Markets	Ninth, Tenth and Eleventh Conferences	Role of MNCs in India
S-9	SLO-1	Goals of International Business	Management Contracts	Globalization of Production	Twelfth Ministerial Conference	Transnational Corporations
	SLO-2	Factors affecting International Business	TurnKey projects	Globalization of Investment	WTO and Anti-Dumping Measures	Feature of TNCs
S-10	SLO-1	Advantages of International Business	Mergers and Acquisitions	Globalization of Technology	Objectives and Effects	MNC Vs TNC
	SLO-2	Competitive advantage in a global setting	Joint Ventures	Advantages of Globalization	Anti-Dumping Measures	Conflict between the Host Country and the Transnational Company
S-11	SLO-1	Economy of Different Countries	Foreign Direct Investment without Alliances	Disadvantages of Globalization	GATT Vs WTO	Macro-Economic Area - Production Area - Marketing Area
	SLO-2	United States Economy- Canadian Economy		Foreign Direct Investment with Strategic Alliances	Globalization and India	India's role in WTO
S-12	SLO-1	Australian Economy - Japanese Economy	Functional Alliances	Various causes of Globalization in India	Impacts of WTO in Indian Economy	Social and Ethical Issues and Environmental Issues
	SLO-2	Problems of International Business	Break-up of Alliances	Impact of Globalization in India	Positive and Negative Impact	Role of International Agencies in Conflict Resolution

Learning Resources:	<b>References:</b> 1. Sumati Varma. (2013). <i>International Business (1st edi)</i> , Pearson. 2. Warren J. Keegan. (2010). <i>Global Marketing Management (9th edi)</i> , Prentice Hall of India, New Delhi. 3. Rakesh Mohan Joshi. (2011). <i>International Business</i> , Oxford University Press, New Delhi.	<b>References:</b> 1. Sumati Varma. (2013). <i>International Business (1st edi)</i> , Pearson. 2. Warren J. Keegan. (2010). <i>Global Marketing Management (9th edi)</i> , Prentice Hall of India, New Delhi. 3. Rakesh Mohan Joshi. (2011). <i>International Business</i> , Oxford University Press, New Delhi.

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

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info	Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR

Course Code	UAF23P06L	Course Name	PROJECT PHASE – II	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L 0	T 0	P 12	O 2	C 6
-------------	-----------	-------------	--------------------	-----------------	------	--	--------	--------	---------	--------	--------

Pre-requisite Courses	PROJECT PHASE – I	Co-requisite Courses	Nil	Progressive Courses	Nil	Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards	Nil
--------------------------	-------------------	-------------------------	-----	---------------------	-----	-------------------------------	---	--------------------------------	-----

Course Learning Rationale (CLR):	The purpose of learning this course is,	Learning			Program Learning Outcomes (PLO)																
CLR-1:	To give idea about research project	1	2	3	2	3	4	5	6	7	8	9	10	11	12	13	14	15	1		
CLR-2:	To identify the research problem	Thinking (Bloom)	Proficiency (%)	Assessment (%)	Knowledge	Communication Skills	Thinking	Problem Solving	Reasoning	Related Skills	Thinking	Learning	Learning	Skills	Learning	Options	Thinking Skills				
CLR-3:	To review of literature																				
CLR-4:	To give idea about data collection																				
CLR-5:	To give knowledge on statistical tools																				

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1:	Gained knowledge about research project	2	85	80	H	H	M	H	M	H	H	H	H	H	H	H	H	H	H
CLO-2:	Increased knowledge on research problem	2	85	70	H	H	M	H	M	H	H	H	H	H	H	H	H	H	H
CLO-3:	Improved practice in review of literature	2	85	80	H	H	M	H	M	H	H	H	H	H	H	H	H	H	H
CLO-4:	Well versed in data collection	2	80	75	H	H	M	H	M	H	H	H	H	H	H	H	H	H	H
CLO-5:	Gained knowledge on statistical tools and Proficiency in project preparation	2	80	70	H	H	M	H	M	H	H	H	H	H	H	H	H	H	H

Duration (hour)		12
S-1 to S- 12	SLO-1	Topic selection
	SLO-2	
S-13 to S 24	SLO-1	Review of literature
	SLO-2	
S-25 to S 36	SLO-1	Research design
	SLO-2	
S-36 to S -48	SLO-1	Data Collection and analysis
	SLO-2	
S-49 to S-60	SLO-1	Interpretation and conclusion
	SLO-2	

#### GUIDELINES

1. Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
2. The field of specialization is Human Resources, Marketing, Finance and related commerce and management-based topics.
3. The project work should be neatly presented in not less than 60 pages and not more than 100 pages
4. Paper Size should be A4

5. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style – (Font: Times New Roman / Font Size: 12 for text)
6. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings) The report should be professionally prepared.
7. The candidate should submit periodical report of the project to the supervisor.
8. Two reviews will be conducted before the Viva Voce
9. Each candidate should submit hardcopy (3 copies) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate
10. The group project report can be submitted by the students and a maximum of 3 students in one group.

#### EVALUATION SCHEME

Project Evaluation and viva voce – Internal Examiner – 50 Marks

Project Evaluation and viva voce – External Examiner – 50 Marks

TOTAL MARKS - 100 Marks

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination

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

Course Designers		
Expert from Industry	Experts from Academic	Internal Experts
<i>Dr.K.S Kamaludeen, Managing Director, Blue Bharath EXIM Pvt. Ltd, No 26 Ethiraj Salai Egmore Chennai. E-Mail: info@baccuracy.com.info</i>	<i>Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in</i>	1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR.
		2.Dr.V.Deepa, Associate Professor and Head i/c, Dept. of Commerce (AF), CSH, SRMIST, RMP
		3.Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP.
		4. Dr. K Karthikeyan, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur.
		5. Dr. M. Thinesh Kumar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur.

# **COURSES FOR EARNING ADDITIONAL CREDITS**

## Semester II

Course Code	UCD23P01L	Course Name	Internship Report– I	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards			Nil

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

CLR-1 :	Real-world application of accounting and finance theories.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Skill development in areas like financial analysis and auditing.																		
CLR-3 :	Exposure to industry practices and trends.																		
CLR-4 :	Building a professional network for future opportunities.																		
CLR-5 :	Enhancing resumes for better job prospects.																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1 :	Apply theoretical accounting and finance knowledge to real-world scenarios.	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2 :	Develop practical skills in financial analysis, budgeting, and auditing.	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3 :	Gain insights into industry practices and current financial trends.	3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4 :	Cultivate a professional network within the accounting and finance field.	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5 :	Enhance resumes and increase employability through hands-on experience.	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

Students can choose a company of their own interest for internship for a period of minimum TEN weeks (Part-time) to learn about the application of their related field in real time environment. All students have to give a presentation about their observations made by them in internship as per the schedule given. At the end of the internship period, every student shall submit a structured internship report within 15 days from the date of the completion of the internship period.

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

Course Code	UCD23P02L	Course Name	Project Work – I	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards			

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

<b>CLR-1 :</b>		Practical Application: Applies theoretical knowledge to real-world scenarios.	Level of Thinking (Bloom)	1	2	3	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
<b>CLR-2 :</b>		Problem-Solving: Develops critical thinking and problem-solving skills.																					
<b>CLR-3 :</b>		Research Skills: Enhances research and analytical abilities.																					
<b>CLR-4 :</b>		Interdisciplinary Learning: Integrates knowledge from various disciplines.																					
<b>CLR-5 :</b>		Teamwork: Encourages collaboration and teamwork.																					
<b>Course Learning Outcomes (CLO):</b>			At the end of this course, learners will be able to:																				
<b>CLO-1 :</b>	Financial Analysis: Analyze financial data effectively.		3	80	70	L	H	M	H	L	M	L	L	L	L	L	L	L	H	M	L	L	
<b>CLO-2 :</b>	Financial Modeling: Create and use financial models.		3	85	75	M	H	H	M	L	M	L	L	M	L	L	L	L	H	M	L	L	
<b>CLO-3 :</b>	Research Proficiency: Master research skills.		3	75	70	M	H	M	H	L	M	M	L	M	L	M	L	M	H	M	L	L	
<b>CLO-4 :</b>	Effective Communication: Communicate financial findings clearly.		3	85	80	M	H	M	H	L	M	M	L	M	L	M	L	M	H	M	L	L	
<b>CLO-5 :</b>	Team Collaboration: Work effectively in project teams.		3	85	75	H	H	M	H	L	M	M	M	M	M	M	L	M	M	M	L	L	

Students can choose problems of their own interest from Accounting, Financial and Management areas. There will be two reviews conducted during the project period for all the students. At the end of the project, every student shall submit a structured project report and will take a Viva Voce examination.

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

Course Code	UCD23P03L	Course Name	Apprenticeship – I	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance	Data Book / Codes/Standards			Nil

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

CLR-1 :	Practical application of theoretical knowledge.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Skill development in real-world scenarios.																		
CLR-3 :	Exposure to industry practices and standards.																		
CLR-4 :	Mentorship by experienced professionals.																		
CLR-5 :	Ethical awareness and integrity reinforcement.																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLO-1 :	Proficiency in financial analysis.	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2 :	Competence in auditing procedures.	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3 :	Knowledge of taxation laws and compliance.	3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4 :	Mastery in financial reporting.	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5 :	Effective communication of financial information.	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

Students can choose a company of their own interest for *Apprenticeship* for a period of minimum TEN weeks (Part-time) to learn about the application of their related field in real time environment. All students have to give a presentation about their observations made by them in internship as per the schedule given. At the end of the internship period, every student shall submit a structured internship report within 15 days from the date of the completion of the internship period.

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

### Semester IV

Course Code	UCD23P04L	Course Name	Internship Report– II	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance	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 demonstrate the practical application of theoretical knowledge and establish benchmarking applications in the field of Accounting and Finance.		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Showcase critical thinking skills through the analysis of real-world challenges in Business.		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	Reflect on personal and professional development in financial aspects.					L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLR-4 :	Understanding the professional connections with the knowledge learnt					M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLR-5 :	Understand ethical considerations and social responsibility in the workplace					M	H	M	H	L	M	M	M	M	L	M	M	M	L	L
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:																	
CLO-1 :	To get an inside view of an industry and organization/company		3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2 :	To gain valuable skills and knowledge		3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3 :	To make professional connections		3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4 :	To get experience in a field that allows the student to make a career transition		3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5 :	To get an inside view of an industry and organization/company		3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

Students can choose a company of their own interest for internship for a period of minimum TEN weeks (Part-time) to learn about the application of their related field in real time environment. All students have to give a presentation about their observations made by them in internship as per the schedule given. At the end of the internship period, every student shall submit a structured internship report within 15 days from the date of the completion of the internship period.

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

Course Code	UCD23P05L	Course Name	Project Work – II	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance			Data Book / Codes/Standards	Nil

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

<b>CLR-1 :</b>		Demonstrate skills learnt in the real time environment.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>CLR-2 :</b>		Explore the different industries that are using Accounting and Finance knowledge																		
<b>CLR-3 :</b>		Enhance the skills in the system aspects																		
<b>CLR-4 :</b>		Understanding the professional connections with the knowledge learnt																		
<b>CLR-5 :</b>		Applying the skills in problem solving																		
<b>Course Learning Outcomes (CLO):</b>			<b>At the end of this course, learners will be able to:</b>																	
<b>CLO-1 :</b>	Advanced financial analysis.		3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
<b>CLO-2 :</b>	Proficiency in financial modeling.		3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
<b>CLO-3 :</b>	Clear and persuasive financial communication.		3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
<b>CLO-4 :</b>	Effective teamwork and leadership.		3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
<b>CLO-5 :</b>	Ethical decision-making in financial contexts.		3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

Students can choose problems of their own interest from Accounting, Financial and Management areas. There will be two reviews conducted during the project period for all the students. At the end of the project, every student shall submit a structured project report and will take a Viva Voce examination.

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

Course Code	UCD23P06L	Course Name	Apprenticeship – II	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Corporate Secretaryship and Accounting and Finance			Data Book / Codes/Standards	Nil

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

CLR-1 :	Real-world Application: Application of classroom learning in practical, professional settings.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Professional Exposure: Exposure to diverse financial roles and environments.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication Skills	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed Learning	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability Options	Decision making Skills	ICT Skills
CLR-3 :	Industry Integration: Integration into the accounting and finance industry's dynamic landscape.																		
CLR-4 :	Holistic Skill Development: Development of a comprehensive skill set beyond academics.																		
CLR-5 :	Workplace Readiness: Preparation for immediate entry into the workforce upon graduation.																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Advanced Accounting: Demonstrate advanced proficiency in accounting principles and practices.	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2 :	Risk Assessment: Effectively identify, assess, and mitigate financial risks.	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3 :	Regulatory Compliance: Ensure compliance with evolving financial regulations and reporting standards.	3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4 :	Financial Strategy: Develop and implement financial strategies to achieve organizational goals.	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5 :	Financial Technology: Utilize financial technology tools for data analysis and reporting.	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

Students can choose a company of their own interest for **Apprenticeship** for a period of minimum TEN weeks (Part-time) to learn about the application of their related field in real time environment. All students have to give a presentation about their observations made by them in internship as per the schedule given. At the end of the internship period, every student shall submit a structured internship report within 15 days from the date of the completion of the internship period.

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