

ACADEMIC CURRICULA
UNDERGRADUATE DEGREE PROGRAMME

**Bachelor of Commerce in
Corporate Secretaryship
Three Years /**

**Bachelor of Commerce (Honours) in
Corporate Secretaryship
Four Years**

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

Choice Based Flexible Credit System

**Academic Year
2023-2024**



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

| 1. Department Vision Statement | |
|---------------------------------------|--|
| Stmnt - 1 | To be recognized nationally and internationally as an exemplary department of Corporate Secretaryship |
| Stmnt - 2 | To provide complete knowledge in Corporate Secretaryship to train the young generation of Corporates. |
| Stmnt - 3 | To emerge as a hub of world class research to disseminate our knowledge through interaction with industry, academia and society at large |

| 2. Department Mission Statement | |
|--|---|
| 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 Corporate Secretaryship and to serve the society through enhanced contemporary change in the field of Corporates |
| 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 Corporate Secretaryship |

| 3. Program Education Objectives (PEO) | |
|--|---|
| PEO - 1 | Acquiring knowledge and skill: Understanding the basics of various fields of Corporate Secretaryship ranging from fundamental core subjects to application-based subjects |
| PEO - 2 | Higher studies / research / analysis: To employ critical thinking, analytical problem-solving skills in the basic areas of Corporate secretaryship |
| PEO - 3 | Job orientations / proficiencies / skills: 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 | Entrepreneurship / Self-empowerment: To emphasize the relevance of Corporate Secretaryship 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 Corporate Secretaryship to enable them for improving knowledge and skill for their career development in the chosen field of corporate secretaryship domain. |

| 4. Program Specific Outcomes (PSO) | |
|---|---|
| PSO - 1 | Graduates will acquire a comprehensive knowledge and sound understanding of fundamentals of Corporate Secretaryship |
| PSO - 2 | Graduates will develop practical, analytical and managerial skills in Corporate Secretaryship |
| 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 |

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

| 6. Consistency of PEO's with Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | |
|---|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| | 1. | 2. | 3. | 4. | 5. | 6. | 7. | 8. | 9. | 10. | 11. | 12. | 13. | 14. | 15. |
| | 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 STRUCUTRE

| 1. Discipline Specific Core Courses (C) | | | | | | |
|---|---|------------|---|---|---|----|
| (20 Courses) | | | | | | |
| Course Code | Course Title | Hours/Week | | | | C |
| | | L | T | P | O | |
| UCC23101J | Financial Accounting – I | 3 | 0 | 3 | 2 | 4 |
| UCC23102J | Principles of Management | 3 | 0 | 3 | 2 | 4 |
| UEY23104J | Managerial Economics | 3 | 0 | 3 | 2 | 4 |
| UCC23201J | Financial Accounting -II | 3 | 0 | 3 | 2 | 4 |
| UCC23202J | Business Law | 3 | 0 | 3 | 2 | 4 |
| UEY23204J | Indian Economy | 3 | 0 | 2 | 2 | 4 |
| UCC23301J | Corporate Accounting – I | 3 | 0 | 3 | 2 | 4 |
| UCC23302J | Business Ethics | 3 | 0 | 3 | 2 | 4 |
| UCC23303J | Company Law and Secretarial Practice – I | 3 | 0 | 3 | 2 | 4 |
| UCC23401J | Corporate Accounting – II | 3 | 0 | 3 | 2 | 4 |
| UCC23402J | Management Accounting | 3 | 0 | 3 | 2 | 4 |
| UCC23403J | Company Law and Secretarial Practice – II | 3 | 0 | 3 | 2 | 4 |
| UCC23501J | Income Tax Law Theory and Practice – I | 3 | 0 | 3 | 2 | 4 |
| UCC23502J | Cost Accounting | 3 | 0 | 3 | 2 | 4 |
| UCC23503J | Marketing Management | 3 | 0 | 3 | 2 | 4 |
| UCC23601J | Income Tax Law Theory and Practice – II | 3 | 0 | 3 | 2 | 4 |
| UCC23602J | Corporate Finance | 3 | 0 | 3 | 2 | 4 |
| UCC23603T | Research Methodology | 4 | 0 | 0 | 2 | 4 |
| UCC23701J | Business Environment | 3 | 0 | 3 | 2 | 4 |
| UCC23801J | Practical Auditing | 3 | 0 | 2 | 2 | 4 |
| Total Learning Credits | | | | | | 80 |

| 3. Generic Elective Courses (G) | | | | | | |
|---------------------------------|--|------------|---|---|---|----|
| (6 Courses) | | | | | | |
| Course code | Course Title | Hours/Week | | | | C |
| | | L | T | P | O | |
| ULT23G01J | Tamil-I | | 0 | | 2 | 3 |
| ULH23G01J | Hindi-I | 2 | 0 | | 2 | |
| ULF23G01J | French-I | | 0 | | 2 | |
| ULT23G02J | Tamil-II | | 0 | | 2 | 3 |
| ULH23G02J | Hindi-II | 2 | 0 | | 2 | |
| ULF23G02J | French-II | | 0 | | 2 | |
| UMS23G05J | Statistics for Business | 3 | 0 | 2 | 2 | 4 |
| UMS23G06T | Quantitative Technique for Business Decision | 4 | 0 | 0 | 2 | 4 |
| UCC23G01J | Industrial Law and Labour Relations | 3 | 0 | 2 | 2 | 4 |
| UCC23G02J | Elements of Insurance | 3 | 0 | 2 | 2 | 4 |
| UCC23G03J | Corporate Social Responsibility | 3 | 0 | 2 | 2 | 4 |
| UCC23G04J | Business Data Analytics | 3 | 0 | 2 | 2 | 4 |
| UCC23G05T | International Business | 4 | 0 | 0 | 2 | 4 |
| Total Learning Credits | | | | | | 34 |

| 2. Discipline Specific Elective Courses (D) | | | | | | |
|---|--|------------|---|---|---|----|
| (10 Courses) | | | | | | |
| Course Code | Course Title | Hours/Week | | | | C |
| | | L | T | P | O | |
| UCC23D01J | Entrepreneurial Development | 3 | 0 | 2 | 2 | 4 |
| UCC23D02J | Business Communication | | | | | |
| UCC23D03J | Goods and Services Tax | 3 | 0 | 2 | 2 | 4 |
| UCC23D04J | Total Quality Management | | | | | |
| UCC23D05J | Intellectual Property Rights | 3 | 0 | 3 | 2 | 4 |
| UCC23D06J | Organizational Behaviour | | | | | |
| UCC23D07T | Brand Management | 4 | 0 | 0 | 2 | 4 |
| UCC23D08T | Corporate Governance | | | | | |
| UCC23D09J | Investment Analysis and Portfolio Management | 3 | 0 | 2 | 2 | 4 |
| UCC23D10J | Banking Theory Law and Practice | | | | | |
| Total Learning Credits | | | | | | 20 |

| 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 |
| UCC23S01L | Office Automation | 0 | 0 | 2 | 2 | 1 |
| UCC23S02J | Accounting Package for Business | 1 | 0 | 2 | 2 | 2 |
| UCC23S03J | Fundamentals of Stock Market | 1 | 0 | 1 | 2 | 1 |
| Total Learning Credits | | | | | | 7 |

| 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 | | | | | |
| ULH23AE1J | Applied Hindi – I | 1 | 0 | 2 | 2 | 2 |
| 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 |

| 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 |

| 8.Mandatory Courses(M) | | | | | | |
|------------------------|------------------|------------|---|---|---|---|
| (2 Courses) | | | | | | |
| Course Code | Course Title | Hours/Week | | | | C |
| | | L | T | P | O | |
| UNS23M01L | NSS | 0 | 0 | 0 | 0 | 0 |
| UNC23M01L | NCC | | | | | |
| UNO23M01L | NSO | | | | | |
| UYG23M01L | YOGA | | | | | |
| UMI23M01L | My India Project | 0 | 0 | 0 | 0 | 0 |
| Total Learning Credits | | | | | | 0 |

| 7. Internship/Apprenticeship / Project/ Community Outreach (IAPC) | | | | | | |
|---|------------------|------------|---|----|---|----|
| (6 Courses) | | | | | | |
| Course Code | Course Title | Hours/Week | | | | C |
| | | L | T | P | O | |
| UCC23P01L | Internship – I | 0 | 0 | 0 | 0 | 1 |
| UCC23P02L | Internship – II | 0 | 0 | 0 | 0 | 1 |
| UCC23P03L | Mini Project | 0 | 0 | 4 | 2 | 2 |
| UCC23P04L | Internship – III | 0 | 0 | 0 | 0 | 2 |
| UCC23P05L | Project Phase-I | 0 | 0 | 8 | 2 | 4 |
| UCC23P06L | Project Phase-II | 0 | 0 | 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 |
| UCC23101J | Financial Accounting – I | 3 | 0 | 3 | 2 | 4 |
| UCC23102J | 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 |
| UCC23201J | Financial Accounting -II | 3 | 0 | 3 | 2 | 4 |
| UCC23202J | 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 | |
| UCC23301J | Corporate Accounting – I | 3 | 0 | 3 | 2 | 4 |
| UCC23302J | Business Ethics | 3 | 0 | 3 | 2 | 4 |
| UCC23303J | Company Law and Secretarial Practice – I | 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 |
| UCC23S01L | Office Automation | 0 | 0 | 2 | 2 | 1 |
| UCC23P01L | 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 | |
| UCC23401J | Corporate Accounting – II | 3 | 0 | 3 | 2 | 4 |
| UCC23402J | Management Accounting | 3 | 0 | 3 | 2 | 4 |
| UCC23403J | Company Law and Secretarial Practice – II | 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 Techniques for Business Decision | 4 | 0 | 0 | 2 | 4 |
| UCC23S02J | 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 | |
| UCC23501J | Income Tax Law Theory and Practice – I | 3 | 0 | 3 | 2 | 4 |
| UCC23502J | Cost Accounting | 3 | 0 | 3 | 2 | 4 |
| UCC23503J | Marketing Management | 3 | 0 | 3 | 2 | 4 |
| UCC23D01J | Entrepreneurial Development | 3 | 0 | 2 | 2 | 4 |
| UCC23D02J | Business Communication | | | | | |
| UCC23G01J | Industrial Law and Labour Relations | 3 | 0 | 2 | 2 | 4 |
| UCC23S03J | Fundamentals of Stock Market | 1 | 0 | 1 | 2 | 1 |
| UCC23P02L | Internship – II | 0 | 0 | 0 | 0 | 1 |
| <i>Total Learning Credits</i> | | 16 | 0 | 14 | 12 | 22 |
| <i>Total number of hours/Week</i> | | 30 | | | | |

SEMESTER – VI

| Course Code | Course Title | Hours/ Week | | | | C |
|-----------------------------------|---|-------------|---|----|----|----|
| | | L | T | P | O | |
| UCC23601J | Income Tax Law Theory and Practice – II | 3 | 0 | 3 | 2 | 4 |
| UCC23602J | Corporate Finance | 3 | 0 | 3 | 2 | 4 |
| UCC23603T | Research Methodology | 4 | 0 | 0 | 2 | 4 |
| UCC23D03J | Goods and Services Tax | 3 | 0 | 2 | 2 | 4 |
| UCC23D04J | Total Quality Management | | | | | |
| UCC23G02J | Elements of Insurance | 3 | 0 | 2 | 2 | 4 |
| UCC23P03L | Mini Project | 0 | 0 | 4 | 2 | 2 |
| <i>Total Learning Credits</i> | | 16 | 0 | 14 | 12 | 22 |
| <i>Total number of hours/Week</i> | | 30 | | | | |

TOTAL LEARNING CREDITS FOR THE COURSE: 132

SEMESTER – VII

| Course Code | Course Title | Hours/ Week | | | | C |
|----------------------------|---------------------------------|-------------|---|----|----|----|
| | | L | T | P | O | |
| UCC23701J | Business Environment | 3 | 0 | 3 | 2 | 4 |
| UCC23D05J | Intellectual Property Rights | 3 | 0 | 3 | 2 | 4 |
| UCC23D06J | Organizational Behaviour | | | | | |
| UCC23G03J | Corporate Social Responsibility | 3 | 0 | 2 | 2 | 4 |
| UCC23G04J | Business Data Analytics | 3 | 0 | 2 | 2 | 4 |
| UCC23P04L | Internship – III | 0 | 0 | 0 | 0 | 2 |
| UCC23P05L | 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 | |
| UCC23801J | Practical Auditing | 3 | 0 | 2 | 2 | 4 |
| UCC23D07T | Brand Management | 4 | 0 | 0 | 2 | 4 |
| UCC23D08T | Corporate Governance | | | | | |
| UCC23D09J | Investment Analysis and Portfolio Management | 3 | 0 | 2 | 2 | 4 |
| UCC23D10J | Banking Theory Law and Practice | | | | | |
| UCC23G05T | International Business | 4 | 0 | 0 | 2 | 4 |
| UCC23P06L | 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. PROGRAMME 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 Readiness/Qualities | Life-long Learning | Professional Skills | Experiential Learning | Employability Options | Decision making Skills | ICT Skills |
| UCC23101J | Financial Accounting - I | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23102J | Principles of Management | H | H | M | L | M | H | H | M | H | M | H | M | M | H | L |
| UEY23104J | Managerial Economics | H | L | M | L | M | M | M | L | L | M | M | M | M | L | L |
| UCC23201J | Financial Accounting -II | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23202J | Business Law | H | M | M | L | L | L | M | M | L | H | M | L | M | M | L |
| UEY23204J | Indian Economy | H | L | M | L | M | M | M | L | L | M | M | M | M | L | L |
| UCC23301J | Corporate Accounting - I | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23302J | Business Ethics | H | L | M | L | L | M | M | L | M | H | H | M | H | M | M |
| UCC23303J | Company Law and Secretarial Practice - I | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23401J | Corporate Accounting - II | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23402J | Management Accounting | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23403J | Company Law and Secretarial Practice - II | H | L | M | L | L | M | L | M | L | M | H | M | H | H | M |
| UCC23501J | Income Tax Law and Practice - I | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23502J | Cost Accounting | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23503J | Marketing Management | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23601J | Income Tax Law and Practice - II | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23602J | Corporate Finance | H | L | M | H | L | L | M | M | L | H | H | M | H | H | L |
| UCC23603T | Research Methodology | H | M | M | M | H | H | M | M | H | H | H | M | M | M | M |
| UCC23701J | Business Environment | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23801J | Practical Auditing | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23D01J | Entrepreneurial Development | H | M | M | L | L | M | M | H | H | H | M | H | H | M | M |
| UCC23D02J | Business Communication | H | L | M | L | L | M | L | M | L | M | H | M | H | H | M |
| UCC23D03J | Goods and Services Tax | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23D04J | Total Quality Management | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23D05J | Intellectual Property Rights | H | M | M | L | L | L | M | M | L | H | M | L | M | M | L |
| UCC23D06J | Organisational Behaviour | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23D07T | Brand Management | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23D08T | Corporate Governance | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCC23D09J | Investment Analysis and Portfolio Management | H | L | M | L | L | M | M | L | M | H | H | M | H | M | M |
| UCC23D10J | Banking Theory Law and Practice | H | L | M | L | M | H | M | M | H | H | H | H | H | M | L |
| UCD23S01L | Quantitative Aptitude and Logical Reasoning | M | L | H | H | H | H | M | L | L | M | H | M | M | M | L |
| UCD23S02T | Verbal Ability and Skill Development | M | H | M | L | M | M | M | M | M | M | H | H | M | M | H |
| UCC23S01L | Office Automation | M | M | L | M | L | M | L | L | L | M | M | M | M | L | H |
| UCC23S02J | Accounting Package for Business | M | M | L | M | L | M | L | L | L | M | M | M | M | L | H |
| UCC23S03J | Fundamentals of Stock Market | H | L | M | L | L | M | M | L | M | H | H | M | H | M | M |
| ULT23G01J | Tamil-I | H | M | H | H | H | H | M | H | H | M | H | H | M | H | H |
| ULH23G01J | Hindi-I | H | H | H | H | H | H | M | H | H | H | H | H | M | H | 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 |
| UMS23G05J | Statistics for Business | M | L | H | H | H | M | L | L | M | H | M | M | M | L |
| UMS23G06T | Quantitative Technique for Business Decision | M | L | H | H | H | M | L | L | M | H | M | M | M | L |
| UCC23G01J | Industrial Law and Labour Relations | H | M | M | L | L | M | M | L | H | M | L | M | M | L |
| UCC23G02J | Elements of Insurance | M | L | M | L | L | M | L | M | H | M | M | H | M | L |
| UCC23G03J | Corporate Social Responsibility | H | L | M | L | M | M | M | H | H | H | H | H | M | L |
| UCC23G04J | Business Data Analytics | H | L | M | L | L | M | M | L | M | H | H | M | H | M |
| UCC23G05T | International Business | H | L | M | L | M | H | M | M | H | H | H | H | M | L |
| UCC23P01L | Internship – I | M | M | H | L | M | H | M | H | H | H | H | H | M | L |
| UCC23P02L | Internship – II | M | M | H | L | M | H | M | H | H | H | H | H | M | L |
| UCC23P03L | Mini Project | M | H | H | M | M | H | M | H | H | M | H | H | M | H |
| UCC23P04L | Internship – III | M | M | H | L | M | H | M | H | H | H | H | H | M | L |
| UCC23P05L | Project Phase-I | M | H | H | M | M | H | M | H | H | M | H | H | M | H |
| UCC23P06L | Project Phase-II | M | H | H | M | M | H | M | H | H | M | H | H | M | H |
| ULE23AE1T | English | M | - | - | - | - | L | - | - | - | M | - | - | - | L |
| UES23AE1T | Environmental Studies | M | - | - | - | - | L | - | - | - | M | - | - | - | L |
| ULT23AE1J | Applied Tamil – I | H | M | H | H | H | M | H | H | M | H | H | M | H | H |
| ULH23AE1J | Applied Hindi – I | 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 | M | H | H | H | H | H | H | H | H |
| ULT23AE2J | Applied Tamil – II | H | M | H | H | H | M | H | H | M | H | H | M | H | H |
| ULH23AE2J | Applied Hindi - II | 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 | M | H | H |
| UCD23V01T | Universal Human Values | M | M | - | - | L | L | - | - | - | M | H | - | - | M |
| UEN23V01L | Communication Skill | M | H | - | - | H | L | - | - | - | L | H | - | - | M |
| UCD23V04T | Industry Oriented Employability Skills for Commerce | H | M | - | - | L | L | - | - | - | H | M | M | M | H |
| UCD23V06T | Career Readiness and Leadership Management | H | M | - | - | L | L | - | - | - | L | H | - | L | H |
| UNS23M01L | NSS | L | M | - | - | - | - | - | - | H | H | - | - | - | L |
| UNC23M01L | NCC | L | M | - | - | - | - | - | - | H | H | - | - | - | L |
| UNO23M01L | NSO | L | M | - | - | - | - | - | - | H | H | - | - | - | L |
| UYG23M01L | YOGA | L | M | - | L | L | L | - | - | L | L | - | L | - | L |
| UMI23M01L | My India Project | L | M | L | - | - | - | - | - | M | M | - | - | L | M |
| Programme Average | | H | L | H | M | M | H | M | H | H | H | H | H | H | L |

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 | Thinking (Bloom) | Proficiency (%) | Attainment (%) | Knowledge | Concepts | Related Disciplines | Knowledge | Utilization | Knowledge | Thinking | Interpret Data | Skills | Thinking Skills | Communication Skills | Skills | PSOs | | | |
| CLR-3: | சிற்றிலக்கியங்கள், 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: | 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: | 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: | தமிழ்ச் சமூகத்தின் 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 | 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 கவிதை தோற்றம் | தமிழரின் வீரமரபு | சிற்றிலக்கியத் தோற்றம் | தமிழ் உரைநடை மரபில் உ.வே.சா. |
| | SLO-2 இலக்கிய உத்திகள் | நவீன கவிதை வரலாறு | போர் விழுமியங்கள் | சிற்றிலக்கிய வகைமை | ராஜ வைத்தியம் |
| S-2 | SLO-1 தமிழ்க் கவிதை மரபு | நவீன கவிதை செல்நெறிகள் | பரணி அறிமுகம் | சிற்றிலக்கியங்கள் | வைத்தியர்களின் சிறப்பு |
| | SLO-2 காலந்தோறும் கவிதையின் கரு | செல்நெறிகளில் கோட்பாடுகள் | பரணி இலக்கியங்கள் | முதன்மைச் சிற்றிலக்கியங்கள் - | கழனிபூரன் - அறிமுகம் |
| S-3 | SLO-1 காலந்தோறும் கவிதையின் கட்டமைப்பு | கவிதை மொழி | கவிங்கத்துப்பரணி 477,490 | பிள்ளைத்தமிழ் - உலா - தூது | சிறுதெய்வ வழிபாடு |
| | SLO-2 தற்கால இலக்கியம் | நவீன கவி ஆளுமைகள் | தலைவனின் வீரம் | புதுக்கவிதையில் சமூகம் | பொன் காத்த ஜயனார் |
| 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 |

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|------|-------|---|--|--|-------------------------------------|-----------------------------------|
| | SLO-2 | பாரததேசத்தின் வளம் | ப. கல்பனா - கீறல் விழுந்த மாலைக் காலங்கள் | கலம்பக இலக்கியங்கள் | சிறுகதை வளர்ச்சி | பிறமொழிச் சொற்கள் வரலாறு |
| S-7 | SLO-1 | வெள்ளிப் பனிமலையின் மீதுவலுவோம்... | 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 நுட்பங்கள் |
| | SLO-2 | ஆல் - ஆயிரம் கிளைகள் கொண்ட அடிமரம் | திருநாற்கனம் சாதனைகளும் | குறவஞ்சி இலக்கியங்கள் | புதினம் தோற்றம் | இலக்கணமும் பயன்பாடும் |
| S-9 | SLO-1 | இயற்கையின் அழகியல் | புலம்பெயர் வாழ்வியல் | குற்றாலக் குறவஞ்சி - ஆடுமர வீணுமணி (3) | தொடக்கக்காலப் புதினங்கள் | தமிழில் சொல் வகைகள் |
| | SLO-2 | வானம்பாடியில் மு.மேத்தா | ஸர்மிளா ஸெய்யித் - 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 |

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|--------------------|---|
| Learning Resources | Textbooks |
| | 1. முல்லைக்காடு, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023 |
| | 2. வல்லிக்கண்ணன், புதுக்கவிதை தோற்றமும் வளர்ச்சியும், ஆழி பதிப்பகம், சென்னை, 2018 |
| | 3. கா. சிவத்தம்பி, தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும், என்.சி.பி.எச்., சென்னை, 2013 |
| | 4. தமிழ் இணையக் கல்விக்கழகம் - http://www.tamilvu.org/ |
| | 5. மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - https://www.projectmadurai.org/ |

| Bloom'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 | <ol style="list-style-type: none"> 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.Hezbibah 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 | | | g (Bloom) | ency (%) | ment (%) | 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 | | | | | | Knowledge | Concepts | Disciplines | Knowledge | Specialization | Knowledge | Modeling | Inter Data | Skills | Learning Skills | Personal Skills | | | | | | |
| 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: | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|---------------------------------|--|---------------------------|--------------------------|-------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| CLO-1 : | To 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 PARIKSHA- 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 |
| | SLO-1 VISLESHAN | PATH KA VISHLESHAN | PATH KA MAHATVA | NATAK KA MAHATVA | ANUVAD KA PRAYOG |
| S-5 | 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 |

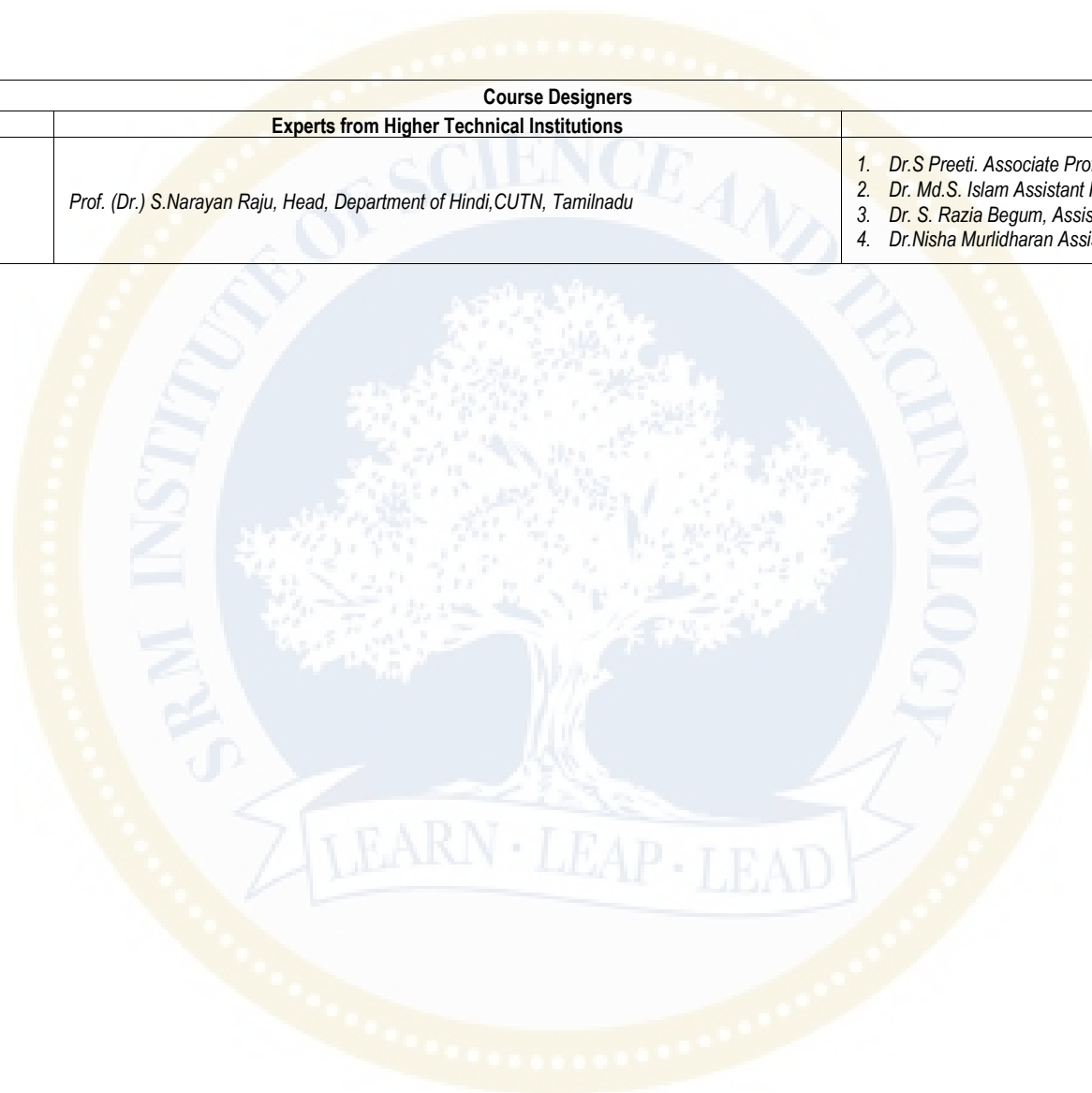
| | | | | | | |
|------|-------|--------------------------------|----------------------------------|--|---------------------------------------|-------------------------------|
| S-7 | SLO-1 | MALBE KA MALIK- MOHAN RAKESH | THELE PAR HIMALAY (YATRAVITRANT) | SANGHARSH KA PARINAM | NATAK KA VISLESHAN | 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 |
| | SLO-2 | TATKALIN PARISHTHITI KA VARNAN | YATRA KA YATHARTH CHITRAN | MAHATVA | SHISHYA KI AGYANTA | ANUVAD PRIYOJNA KARYA |
| S-9 | 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 | Edited Book: ""SAMANYA HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi. | | | | | |
| | 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 – Taresh 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 | <i>Prof. (Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu</i> | 1. <i>Dr.S Preeti. Associate Professor & Head, SRMIST</i> 2. <i>Dr. Md.S. Islam Assistant Professor, SRMIST</i> 3. <i>Dr. S. Razia Begum, Assistant Professor, SRM IST</i> 4. <i>Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST</i> |



| 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 | | | | Level of Thinking (Bloom) | 1 | 2 | 3 | Fundamental Knowledge | 2 | Application of Concepts | 3 | Link with Related Disciplines | 4 | Procedural Knowledge | 5 | Skills in Specialization | 6 | Ability to Utilize Knowledge | 7 | Skills in Modeling | 8 | Analyze, Interpret Data | 9 | Investigative Skills | 10 | Problem Solving Skills | 11 | Communication Skills | 12 | Analytical Skills | 13 | PSO -1 | 14 | PSO -2 | 15 | PSO-3 |
| CLR-2: | Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-3: | Make them learn the basic rules of French Grammar. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | Develop strategies of comprehension of texts of different origin | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | Strengthen the language of the students both in oral and written | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | 2 | 75 | 80 | H | M | H | H | M | H | H | L | M | M | H | L | - | - | - | | | | | | | | | | | | | | | |
| CLO-1: | To acquire knowledge about French language | | | | 2 | 80 | 90 | M | H | L | H | H | M | H | M | L | L | H | M | - | - | - | | | | | | | | | | | | | | | |
| CLO-2: | To strengthen the knowledge on concept, culture, civilization and translation of French | | | | 2 | 85 | 75 | H | H | L | M | H | M | L | H | M | M | H | H | - | - | - | | | | | | | | | | | | | | | |
| CLO-3: | To develop content using the features in French language | | | | 2 | 75 | 80 | H | L | M | H | M | H | H | M | L | H | M | L | - | - | - | | | | | | | | | | | | | | | |
| CLO-4: | To interpret the French language into other language | | | | 2 | 80 | 75 | M | H | H | L | M | M | H | H | M | L | H | M | - | - | - | | | | | | | | | | | | | | | |
| 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 |

| | | | | | | |
|------|-------|---------------------------------|---------------------------------|--|-----------------------------|----------------------------|
| S-9 | SLO-1 | Les adjectifs possessifs | Mots et expressions | Les verbes aller et venir | La formation du féminin | <i>Mots et Expressions</i> |
| | 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) | <i>Grammaire.</i> |
| | SLO-2 | Les exemples | Les exemples | Demander des informations personnelles | Les activités | Les exemples |
| S-11 | SLO-1 | Les activités | Communication | C'est qui ? | <i>Il y a</i> | Les activités |
| | SLO-2 | Les nombres | Les activités | Qu'est-ce qu'ils font ? | Les activités | <i>Communication</i> |
| S-12 | SLO-1 | intonation et <i>est-ce que</i> | <i>Les verbes du ER –groupe</i> | Mots et Expressions | Les articles contractés | Les activités |
| | SLO-2 | Les exemples | Les exemples | Grammaire – Communication | Les exemples | Les exemples |

| | | | | | | |
|--------------------|--|--|--|--|--|--|
| Learning Resources | Theory: | | | | | |
| | 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. https://www.fluentu.com/blog/french/french-grammar | | | | | |
| | 4. https://www.elearningfrench.com/learn-french-grammar-online-free.html | | | | | |
| | 5. https://www.lawlessfrench.com/grammar | | | | | |
| | 6. https://blog.gymglish.com/2022/12/15/basic-french-grammar | | | | | |

| 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 | 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. Abigalai Assistant Professor, SRMIST, VDP |

| Course Code | ULE23AE1T | Course Name | ENGLISH | Course Category | AE | Ability Enhancement 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 | 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: | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
|---------------------------------|--|---------------------------|--------------------------|-------------------------|
| CLO-1 : | Analyze different literary texts to identify the representation of issues related to gender, and class | 2 | 75 | 60 |
| CLO-2 : | Apply critical thinking skills to analyze and respond to academic texts. | 2 | 80 | 70 |
| CLO-3 : | Critically evaluate and discuss contemporary issues through online articles. | 2 | 70 | 65 |
| CLO-4 : | Refine their general writing skills | 2 | 70 | 65 |
| CLO-5 : | Improve their language application skills | 2 | 80 | 70 |

| 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-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 Subramaniam. | 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. |

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|-------------|--------------|--|--|--|--|--|
| | SLO-2 | <i>Analysis and Critical interpretation of the poem.</i> | <i>Reading the Confessions of a Shinawaga monkey.</i> | <i>Identifying equivalent terms to certain regional words - learn the art of translation.</i> | <i>BLOG WRITING - Subtleties of Workplace Inclusion: Mental Health and Queer Community- Salik Ansari.</i> | <i>Reviewing -recorded -posted in the social media pages of SRMIST</i> |
| S-4 | SLO-1 | <i>Introduction to the poet Imtiaz Dharker</i> | <i>Discussion and analysis of the Confessions of a Shinawaga monkey.</i> | <i>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</i> | <i>writer's conversation with the readers - the blog in other blog articles.</i> | <i>Thoughtful conversation with your team member post the same in the official social media page of SRMIST.</i> |
| S-5 | SLO-1 | <i>Reading and reciting the poem Purdah 1</i> | <i>Introduction to Crystal Wilkinson</i> | <i>creative and/ or thoughtful writing - contemporary themes of modern-day relevance</i> | <i>Practice blog writing</i> | <i>Choosing the team based on the abilities that are comfortable to match the peer members</i> |
| S-6 | SLO-1 | <i>Analysis and Critical interpretation of the poem- Purdah 1</i> | <i>Reading Endangered Species: Case 47401.</i> | <i>Students -writing abilities- building stories- a visual treat of variety of pictures.</i> | <i>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.</i> | <i>Choosing the topics for a thoughtful conversation</i> |
| | SLO-2 | <i>Reading and reciting the poem Purdah 2</i> | <i>Discussion and analysis of Endangered Species: Case 47401.</i> | <i>Elements of writing</i> | <i>Discussion- essay by the author - subjective depiction of life. Understand -subjective opinions -perspectives -</i> | <i>Planning and preparation for the script of conversation with a team member</i> |
| S-7 | SLO-1 | <i>Analysis and Critical interpretation of the poem- Purdah 2</i> | <i>Introduction to C.S Lakshmi also known as Ambai.</i> | <i>Incorporate the elements of story in story writing.</i> | <i>Class discussion</i> | <i>Drafting, editing and revising the script of conversation and enacting the conversation with the team members</i> |
| S-8 | SLO-1 | <i>Introduction to the poet Arundathi Subramanian</i> | <i>Reading the short story- In a Forest, A Deer.</i> | <i>Practice -write stories -pictures given or shown.</i> | <i>Practising the task multiple times with all the students in the classroom.</i> | <i>Enactment -proper rehearsal -final performance - conversation- whole performance should be recorded.</i> |
| S-9 | SLO-1 | <i>Reading and reciting the poem- Home</i> | <i>Discussion and Analysis of In a Forest, A Deer.</i> | <i>A writing task to write a script is introduced in the classroom.</i> | <i>Interposing opinions in famous interviews-</i> | <i>The recording should be posted in the official media page and social handles of SRMIST.</i> |
| | SLO-2 | <i>Analysis and Critical interpretation of the poem- Home</i> | <i>Retrospecting the writing styles of the authors- Katherine Mansfield, Haruki Murakami, Crystal Wilkinson and Ambai.</i> | <i>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.</i> | <i>Interposing opinions in famous interviews- FIIL Interviews: Tasveer Co-Founder And Filmmaker Rita Meher On The Seattle Legislation, Minority Rights And The Fight Against Oppression- INTERVIEW</i> | <i>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.</i> |
| S-10 | SLO-1 | <i>Recollection of study of the writing styles and intentions of the poets prescribed in the syllabus.</i> | <i>Revision- The Doll's House</i> | <i>Creative writing -writing news reports.recreated with new characters, places, scenes, incidents.</i> | <i>Students -enact as interviewer and interviewee and practice building the discourse.</i> | <i>Involving the students for the project work. Introducing what is project work and inculcating the interest -Giving instructions to do the project works -</i> |
| | SLO-2 | <i>Revision of the poems Debt and Phallus I cut</i> | <i>Revision- Confessions of a Shinawaga Monkey</i> | <i>Watch debate shows - summarising the arguments Enhance -descriptive writing skill.</i> | <i>Certain role plays like celebrity personalities, political personalities - conduct the interview and be the interviewer and interviewee.</i> | <i>Discussion of ideas and generation of creative ideas</i> |

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

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| Learning Resources | Textbook and references: <ol style="list-style-type: none"> 1. Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020 2. English Grammar in Use by Raymond Murphy 3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007 4. R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition, 2016 5. http://www.apititudetests.org/verbal-reasoning-test 6. https://www.assessmentday.co.uk/apititudetests_verbal.htm |
|---------------------------|---|

| 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 Dr. K S Antonyamy Associate Professor and Head, Dept. of English Loyola College Chennai antonyamyks@loyolacollege.edu | <ol style="list-style-type: none"> 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 |

| Course Code | UCC23101J | 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 | 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. | | | | 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: | 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 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 | 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 trail 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 trail 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 |
| | 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 |

| 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 | 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 | Preparation of balance sheet |
| S-16-18 | SLO-1 | Triple Column Cash Book | Preparation of Statement of Claims | Royalty on output | Loss of Profits | |
| | SLO-2 | Triple Column Cash Book - Problems | | | Calculation of amount of Insurance Policy | Accounting for employer PF contribution |

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| Learning Resources: | Textbooks: |
| | <ol style="list-style-type: none"> 1. R.L.Gupta & V.K.Gupta, <i>Advanced Accounting</i> - Sultan Chand & Sons - New Delhi. 2. Jain & Narang, <i>Financial Accounting</i> - Kalyani Publishers - New Delhi. 3. K. Murugadoss, M. Jeya – <i>Financial Accounting</i> – Vijay Nicole Publications |
| | References: |
| | <ol style="list-style-type: none"> 1. T.S. Reddy & A.Murthy, <i>Financial Accounting</i> - Margham Publications - Chennai. 2. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). <i>Advanced Accounts. Vol.-I</i> New Delhi: Sultan Chand Publishing. 3. Shukla & Grewal, <i>Advanced Accounting</i> – S Chand - New Delhi. 4. P.C. Tulsian – <i>Financial Accounting</i> 6. S.Parthasarathy and A.Jaffarulla, <i>Financial Accounting</i> - 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: info@baccuracy.com.in | 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.P. Suseela, Associate Professor, 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 | UCC23102J | 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: | To make the students understand the basic concepts of management. | | | | Level of Thinking (Bloom) | 2 | 85 | 80 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2: | To prepare the students to know about the significance of management in Business. | | | | | | | | 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 explain various functions of management | | | | | | | | H | - | L | - | - | - | M | M | M | M | H | H | M | H | L | - |
| CLR-4: | To make students understand evolution management principles. | | | | | | | | H | H | L | - | - | M | M | M | M | M | H | H | M | H | L | H |
| CLR-5: | To prepare students for the application of the principles of management in an organizational setup | | | | | | | | H | H | M | L | L | M | 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: | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1: | On completing the syllabus, students will understand the basic concepts and significance of management in business. | | | | | | | | 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 | | | | | | | | H | H | L | - | - | M | M | M | M | H | H | M | H | L | H | |
| CLO-3: | Integrate management principles into management practices. | | | | | | | | 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. | | | | | | | | 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. | | | | | | | | H | - | M | L | L | M | M | M | M | H | H | M | H | H | - | |

| Duration (hour) | | 18 | 18 | 18 | 18 | 18 |
|-----------------|-------|------------------------------------|-------------------------------------|-------------------------------------|--|---------------------------------|
| | | Unit 1: 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 |
| | SLO-2 | Motivation | 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 |
| | SLO-2 | Leading and Staffing | | | | Meaning of controlling |
| 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 |

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|---------------------------|---|
| Learning Resources | Textbook; 1. Gupta, C.B. <i>Management Theory & Practice</i> , Sulthan Chand & Sons, New Delhi. |
| | 2. K. Sundar, <i>Principles of Management</i> , Vijay Nicole Publications, Chennai |
| | Reference 1. Jayasankar J, <i>Principles of Management</i> , 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 | 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@fouracy | 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.P. Suseela, Associate Professor, 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 | 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 | 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 |
| | 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 |

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|--------------|-------|--|--|---|---|--|
| S – 4 to S-6 | SLO 2 | Economic Problems and Economic Systems | Shift and Movement along Demand Curve | Factors of Production | Average Variable Cost Curve | Imperfect Markets |
| | SLO 1 | Capitalism | Individual Demand and Market Demand | Classification - Factors of Production | Average Total Cost Curve | Monopoly Market |
| S-7 | 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 |

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| Learning Resources | Textbooks: 1. <i>Managerial Economics</i> , H L Ahuja, S. Chand and sons 2. <i>Managerial Economics</i> , DN. Dwivedi, Vikash Publishing House Pvt. Ltd. 3. <i>Jhingan, M.L and Stephen, J.K(2014), 'Managerial Economics', Second Edition, 2014 Vrinda Publishing (P) Ltd.</i> 4. <i>T. Aryamala – Managerial Economics – Vijay Nicole Publications</i> |
| | References: 1. <i>Managerial Economics –Concepts and Applications</i> , Christopher R. Thomes & S. Charles Maurice, 8th edition, Tata McGraw Hill 2. <i>Managerial Economics</i> , PL Mehta Sultanchand & Co. 3. <i>Managerial Economics Theory and Applications</i> , 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 CampusD |

| Course Code | UCD23S01L | Course Name | QUANTITATIVE APTITUDE AND LOGICAL REASONING | Course Category | S | Skill Enhancement Course | L | T | P | O | 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 | Disciplinary |
| CLR-3 : | Enable students to understand reasoning skills | Expected | Communication |
| CLR-4 : | Use the basic mechanics of Grammar | Expected | Critical Thinking |
| CLR-5 : | Acquire time management skills and expose students to the requirements of the job market | | Problem Solving |

| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | Level of Thinking | Expected | Expected | Disciplinary | Communication | Critical Thinking | Problem Solving | Analytical | Research Related | Reflective | Self-Directed | Leadership | Life-long Learning | Professional Skills | Experiential | Employability | Decision making | ICT Skills |
|---------------------------------|---|-------------------|----------|----------|--------------|---------------|-------------------|-----------------|------------|------------------|------------|---------------|------------|--------------------|---------------------|--------------|---------------|-----------------|------------|
| 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 |
| | 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 | Textbooks: 1. Abhijit Guha, <i>Quantitative Aptitude for Competitive Examinations</i> , Tata McGraw Hill, 5th Edition 2. Dr. Agarwal.R.S, <i>Quantitative Aptitude for Competitive Examinations</i> , S. Chand and Company Limited, 2018 Edition 3. Archana Ram, <i>PlaceMentor: Tests of Aptitude for Placement Readiness</i> , Oxford University Press, Oxford, 2018 |
| | References: 1. Edgar Thrope, <i>Test of Reasoning for Competitive Examinations</i> , Tata McGraw Hill, 6th Edition 2. Singh O.P., <i>Art of Effective Communication in Group Discussion and Interview</i> , S Chand & Company, 2014 3. Bhatnagar R P, <i>English for Competitive Examinations</i> , 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 Vidhyapeedam, 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: | CLR-2: | CLR-3: | CLR-4: | CLR-5: | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 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, | Help students initiate a process of dialog within themselves to know what they really want to be' in their life and profession. | 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. | 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. | 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. | 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 |
| | | | | | | | | L | M | M | - | M | L | H | M | - | H | - | H | - | - | - |
| | | | | | | | | - | M | M | - | M | - | H | M | M | H | - | H | - | M | - |
| | | | | | | | | - | M | M | H | M | - | H | M | - | H | M | H | - | - | M |
| | | | | | | | | - | M | M | - | M | - | H | M | - | H | - | H | - | M | - |
| | | | | | 3 | 80 | 70 | - | M | M | - | M | - | H | M | - | H | - | H | L | - | - |
| CLO-1: | CLO-2: | CLO-3: | CLO-4: | CLO-5: | 3 | 80 | 75 | - | M | M | - | M | - | H | M | - | H | - | H | - | - | - |
| Evaluate the significance of value inputs in formal education and start applying them in their life and profession | Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc. | Analyze the value of harmonious relationship based on trust and respect in their life and profession | Examine the role of a human being in ensuring harmony in society and nature. | Apply the understanding of ethical conduct to formulate the strategy for ethical life and profession. | 3 | 85 | 70 | - | M | M | H | M | - | H | M | - | H | M | H | - | - | M |
| | | | | | 3 | 85 | 80 | - | M | M | - | M | - | H | M | - | H | - | H | - | M | - |
| | | | | | 3 | 85 | 75 | - | M | M | - | M | - | H | M | - | H | - | H | L | - | - |

| 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 |
| | | | | | Natural Acceptance of Human Values |
| | | | | | Definitiveness of (Ethical) Human Conduct |
| | | | | | A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order |

| | | | | | | |
|-----|------------|--|---|---|--|--|
| S-4 | SLO | <i>Continuous Happiness and Prosperity – the Basic Human Aspirations</i> | <i>Understanding Harmony in the Self</i> | <i>Other Feelings, Justice in Human-to-Human Relationship</i> | <i>Realizing Existence as Co-existence at All Levels</i> | <i>Competence in Professional Ethics</i> |
| S-5 | SLO | <i>Happiness and Prosperity – Current Scenario</i> | <i>Harmony of the Self with the Body</i> | <i>Understanding Harmony in the Society</i> | <i>The Holistic Perception of Harmony in Existence</i> | <i>Holistic Technologies, Production Systems and Management Models- Typical Case Studies</i> |
| S-6 | SLO | <i>Method to Fulfill the Basic Human Aspirations</i> | <i>Programme to ensure self-regulation and Health</i> | <i>Vision for the Universal Human Order</i> | <i>Exploring Co-existence in Existence</i> | <i>Strategies for Transition towards Value-based Life and Profession</i> |

| | | |
|---------------------------|---|--|
| Learning Resources | 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 |
|---------------------------|---|--|

| 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 | 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.,

| Course Designers | | |
|-----------------------|--|---|
| Experts from Industry | Experts from Higher Technical Institutions | Internal Experts |
| - | - | 1. Dr. Supraja P, UHV University Coordinator, SRMIST 2. Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST 3. Dr. Sweetly Bakyarani E, Department of Computer Science, FSH, SRMIST |

SEMESTER II

| | | | | | | | | | | | |
|-------------|-----------|-------------|------------|-----------------|---|-------------------------|---|---|---|---|---|
| Course Code | ULT23G02J | 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 | | | | 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: | தமிழ்ச்சமூகத்தின் அறவியல் குறித்து தெரியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | | | |
| 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 (%) | 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: | பண்டைத் தமிழ்ச் சமூகத்தின் 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: | தமிழ்ச் சமூகம் அறத்தை வலியுறுத்திய சமூகம் என்பதன் வழி மானுட 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 மானுட 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 |

| | | | | | | |
|------|-------|---|------------------------------------|---|--|---|
| S-2 | SLO-1 | எட்டுத்தொகை நூல்களும் பகுப்புமுறையும் | 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 | ந.பிச்சமூர்த்தி - 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 | கிருஷ்ணா டாவின்ஸி - காலா அருகே வாடா |
| S-7 | SLO-1 | இயற்கையும் அகவாழ்வுச் சித்திரிப்பும் | 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 | கலித்தொகைப் பாடல் -(11) | சிறுபஞ்சமூலம் (64) | ஆண்டாள் பாடல் - 574. | காப்பிய இலக்கணம் | மொழிப்பயிற்சி |
| | SLO-2 | அறம் பொருள் இன்பம் சிறப்பு | ஈகையின் சிறப்பு | திருமழிசை ஆழ்வார் பாடல் - கணிகண்ணன் | காப்பியத்தின் போக்குகள் | சொற்களை உருவாக்குதல் |
| S-9 | SLO-1 | சூழலியலும் மனித வாழ்வும் | பழமொழி நானூறு அறிமுகம் | தமிழில் இஸ்லாமிய இலக்கியங்கள் | காப்பியங்களின் வகைமை | எழுத்துகளில் இருந்து சொற்களைக் கண்டுபிடித்தல் |
| | SLO-2 | தமிழர் புறமரபு | பழமொழி நானூறு - தனித்தன்மைகள் | இஸ்லாமிய இலக்கியங்களின் கொடை | ஐம்பெருங்காப்பியங் களின் தனித்தன்மைகள் | படம் பார்த்துக் கதை எழுதுதல் |
| S-10 | SLO-1 | புறநானூறு (107) பாரியும் மாரியும் | பழமொழி நானூறு (184) | சீறாப்புராணத்தின் 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 திவ்யப் பிரபந்தம் - அறிமுகம் | விளம்பரத்திற்கு வாசகம் எழுதுதல் |
| | SLO-2 | பட்டினப்பாலை (40-50) அட்டில் சாலைகளின் நிலை | போர்க்களமும் யானைப்படையும் | அலகிலொளி - 5 பாடல்கள் | வைணவ ஆழ்வார்கள் வரலாறு | வாசகம் எழுது முறைகள் |

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| Learning Resources | Textbooks: 1. கொன்றை, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், தமிழ்த்துறை, எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023 |
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| 2. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2017 |
| References: |
| 3. மு. அருணாசலம், தமிழ் இலக்கிய வரலாறு, நூற்றாண்டு முறை (9ஆம் நூ. முதல் 16 வரை), தி பார்க்கர், சென்னை, 2005 |
| 4. தமிழ் இணையக் கல்விக்கழகம் - http://www.tamilvu.org/ |
| 5. மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - https://www.projectmadurai.org/ |

| 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 |
| Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvannamiyur, 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 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.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR. 5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR. |

| 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: | Learning | Program Learning Outcomes (PLO) |
|----------------------------------|---|----------|-------------------------------------|
| CLR-1: | They get to learn Ancient, Medieval, and Modern poetry | 1 2 3 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 |
| CLR-2: | To understand the Significance of poems of great poets like Kabir, Tulsidas, Bihari and Dhananand | | |
| CLR-3: | To Enhance and Enrich their knowledge 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 to: | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | Fundamental Knowledge | 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 provide a brief Introduction of Hindi poetry (Bhaktikal, Reetikal and Aadhunikkal) | 2 | 75 | 80 | H | H | H | M | L | H | L | M | L | L | H | M | - | - | - |
| CLO-2: | To Discuss the origin and development of various forms of poetry in Hindi | 2 | 80 | 90 | H | H | H | M | L | H | H | M | L | L | H | M | - | - | - |
| CLO-3: | Focus on Evaluating the social changes through poetry | 2 | 75 | 95 | H | H | M | L | H | H | M | H | M | M | H | H | - | - | - |
| CLO-4: | To Examine Transcreation in advertisement | 2 | 80 | 90 | H | H | L | H | M | H | L | H | H | M | H | H | - | - | - |
| CLO-5: | To guide the students in the learning of the technical aspect of the Hindi Language, this would help them in the field administration | 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 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 prema | 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 |
| 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 varnan | 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 | Edited Book: ""SAMANYA HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi. | | | | | | | | | | |
| | 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 – Taresh 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 | 1Prof.(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 | 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 | Thinking (Bloom) | Proficiency (%) | Attainment (%) | Knowledge | Concepts | Related Disciplines | Knowledge | Utilization | Knowledge | Thinking | Inter Data | Skills | Learning Skills | In Skills | s | | | | | |
| 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: | 2 | 75 | 80 | 2 | 80 | 90 | 2 | 75 | 80 | 2 | 75 | 90 | 2 | 80 | 75 |
|---------------------------------|--|---|----|----|---|----|----|---|----|----|---|----|----|---|----|----|
| CLO-1: | Acquire knowledge about French language | H | M | H | H | M | H | H | L | M | M | H | L | - | - | - |
| CLO-2: | Strengthen the knowledge on concept, culture, civilization and translation of French | M | H | L | H | H | M | H | M | L | L | H | M | - | - | - |
| CLO-3: | Develop content using the features in French language | H | H | L | M | H | M | L | H | M | M | H | H | - | - | - |
| CLO-4: | Interpret the French language into other language | H | L | M | H | M | H | H | M | L | H | M | L | - | - | - |
| CLO-5: | Improve the communication, intercultural elements in French language | 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 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 |

| | | | | | | |
|-------------|--------------|-----------------------------|-------------------------------|----------------------------|-----------------------|-----------------------------|
| | SLO-2 | Les exemples | Les activités | Les exemples | Les courses | Les exemples |
| S-8 | SLO-1 | Les activités | Parler de sa routine | L'impératif | Les activités | Présenter ses vœux |
| | SLO-2 | Les verbes pronominaux | Les activités | Les activités | Vendre et acheter | Présenter ses souhaits |
| S-9 | SLO-1 | Les exemples | A la recherche d'un cadeau –. | Les articles partitifs | Mots et expressions | Présenter ses félicitations |
| | SLO-2 | Les activités | Les activités | Les exemples | Grammaire | inviter à une invitation |
| S-10 | SLO-1 | Les pronoms personnels COD | Temps libre | Très ou beaucoup (de) | Communication | répondre à une invitation |
| | SLO-2 | Les exemples | Les activités | Les exemples | Tout le monde s'amuse | Les exemples |
| S-11 | SLO-1 | Les activités | Mots et expressions | Le pronom en (la quantité) | Les sorties | Écrire un message amical |
| | SLO-2 | Les adjectifs démonstratifs | Les activités | Les exemples | Les saisons | Les exemples |
| S-12 | SLO-1 | Les exemples | Grammaire –Communication | La phrase négative (2 | Les fêtes | Parler au téléphone |
| | SLO-2 | Les activités | Les activités | Les exemples | Les messages | Un coup de fil |

| | | |
|---------------------------|----------------|---|
| Learning Resources | Theory: | |
| | 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. | https://www.fluentu.com/blog/french/french-grammar |
| | 4. | https://www.elearningfrench.com/learn-french-grammar-online-free.html |
| | 5. | https://www.lawlessfrench.com/grammar |
| | 6. | https://blog.gymglish.com/2022/12/15/basic-french-grammar |

| 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. Mrs. Abigalai Assistant Professor, SRMIST, VDP |
| 2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt. | | |

| Course Code | UES23AE1T | Course Name | ENVIRONMENTAL STUDIES | Course Category | AE | Ability Enhancement Course | 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 | Nil | | |

| Course Learning Rationale (CLR): | The purpose of learning this course is to: | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|----------------------------------|--|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1: | To teach the importance of environment | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2: | To impart the knowledge about ecosystem | 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 teach about Biodiversity | | | | | | | | | | | | | | | | | | |
| CLR-4: | To create awareness about environmental pollution | | | | | | | | | | | | | | | | | | |
| CLR-5: | To understand about Environment Protection | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | |
| CLO-1: | To gain knowledge on the importance of natural resources and energy | 2 | 75 | 60 | H | H | H | - | - | - | - | - | - | H | - | - | - | - | - |
| CLO-2: | To understand the structure and function of an ecosystem | 2 | 80 | 70 | - | H | - | H | - | - | - | - | - | H | - | - | - | - | - |
| CLO-3: | To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence | 2 | 70 | 65 | H | - | - | - | - | - | - | - | - | H | - | - | - | - | - |
| CLO-4: | To understand the causes of types of pollution and disaster management | 2 | 70 | 70 | H | - | H | H | H | - | - | - | - | H | - | - | - | - | - |
| CLO-5: | To observe and discover the surrounding environment through field work | 2 | 80 | 70 | - | 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 |
|-----------------|-------|---|--|---|---|---|
| | | 9 | 9 | 9 | 9 | 9 |
| S-1 | SLO-1 | Environmental Studies- Concept | Concept of an ecosystem | Biodiversity at Global, National and Local Levels | Causes, Effects and Control Measures of Nuclear hazards | Need for equitable utilization |
| | SLO-2 | Scope and Importance of Environmental Studies | Ecosystem degradation and Resource utilization | India as a Mega Diversity Nation | | Equity – Disparity |
| S-2 | SLO-1 | Need for public awareness. | Structure and Functions of an ecosystem | Threats to biodiversity: habitat loss, poaching of wildlife | Solid Waste Management Causes, Effects and Control Measures of Urban and Industrial Waste | Urban – rural equity issues |
| | SLO-2 | Institutions in Environment | Producers, consumers and decomposers | man-wildlife conflicts | | The need for Gender Equity |
| S-3 | SLO-1 | People in Environment | Energy flow in the ecosystem | Endangered species of India | Role of Individuals in Pollution Prevention | Preserving resources for future generations |
| | SLO-2 | Awareness about Environmental Studies | The water cycle, The Carbon cycle, The Oxygen cycle, The Nitrogen cycle, The energy cycle and, Integration of cycles in nature | Endemic species of India | | The rights of animals |

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

| | |
|--------------------|--|
| Learning Resources | Textbooks: |
| | <ol style="list-style-type: none"> 1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan. 2. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press 3. Dr.R. Jeyalakshmi.2014., Text book of Environmental Studies, Devi publications, Chennai |
| | References: |
| | <ol style="list-style-type: none"> 1. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India. |

| 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 Industry | Experts from Academic | Internal Experts |
| 1. Mr. Suresh S, Program Head, Hello FM | 1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Mail- gbs_raja@yahoo.com | 1. Dr. Rajesh R, Head, SRM IST 2. Dr.S.Albert Antony Raj, Associate Professor and Head, SRMIST |

| Course Code | UCC23201J | 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 | 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 Financial accounting which promotes transparency and integrity in financial reporting. | 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. | | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | Learn Financial accounting ensures compliance with accounting standards and regulations. | | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | Understanding financial accounting principles helps individuals identify and mitigate financial risks. | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1: | Prepare the Hire purchase and important terms | | 2 | 75 | 60 | | H | - | H | H | H | - | H | M | M | H | H | H | H | H | H | |
| CLO-2: | Prepare accounts Branch accounts and different types | | 2 | 80 | 70 | | H | H | H | H | H | M | H | M | M | H | H | H | H | M | | |
| CLO-3: | Evaluate the importance of partnership and features, P&L of Partnership A/C | | 2 | 70 | 65 | | H | - | H | H | H | - | H | M | M | H | H | H | H | H | | |
| CLO-4: | Explain the dissolution and distribution of firms | | 2 | 70 | 70 | | H | H | H | H | H | M | H | M | M | H | H | H | H | H | | |
| CLO-5: | Prepare Accounting Standards in IFRS and GAAP | | 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 of Hire Purchase | Introduction of Branch Accounts | Departmental Accounts- Introduction | Introduction of Partnership - Meaning and Definition | Death of a partner – Introduction |
| | SLO-2 | Important terms in Hire Purchase | Objects of Branch Accounts | Meaning and Definition | Features of partnership | Mode of payment |
| S-2 | SLO-1 | Features of Hire purchase system | Types of Branch Accounts (Independent and Foreign branches excluded) | Need for departmental accounting | Calculation of New Profit-sharing ratio | Items which required special treatment |
| | SLO-2 | | | | Calculation of Sacrificing ratio | Ascertainment of deceased partner's share of profit |
| S-3 | SLO-1 | Hire Purchase Vs. Installment Purchase System | Dependent branch - meaning | Advantages of departmental accounting | Treatment of goodwill | Joint life policy |
| | SLO-2 | | | | Need for valuation of good will | Joint life policy – Accounting treatment |
| S – 4-6 | SLO-1 | Accounting treatment of Hire purchase system | Dependent branch -Features of Dependent Branch | Difference between department and branch | Calculation of Goodwill | Joint life policy – when premium paid is treated as an expense (without maintaining a joint life policy account) |

| 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 | | | | | | Factors affecting valuation of goodwill | | Joint life policy – when premium paid is treated as an asset (maintaining a joint life policy account at its surrender value) | |
| S-7 | SLO 1 | In the books of hire purchaser | Debtors system and stock and debtors system– Meaning | Methods and techniques of departmental accounting | Methods of valuation of goodwill | | Methods of valuation of goodwill | | Joint life policy – when premium paid is treated as an asset and reserve is maintained | |
| | 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 | Treatment of goodwill on admission of a partner | | Treatment of goodwill on admission of a partner | | Problems related to death of a partner | |
| | SLO-2 | | | Basis of apportionment | Application of AS 10 | | | | | |
| S-9 | SLO-1 | Calculation of Interest | Accounting treatment of dependent branches – stock and debtors system | Direct expenses | Adjustment of revaluation assests and liabilities and capital | | Adjustment of revaluation assests and liabilities and capital | | Dissolution – Meaning | |
| | SLO-2 | | | Indirect expenses | Problems related to admission of a partner | | Problems related to admission of a partner | | Modes of dissolutions | |
| S-10-12 | SLO-1 | Default and repossession | Accounting treatment of dependent brancheses – Wholesale branch system | Inter-departmental transfer - meaning | Retirement of a partner – Introduction | | Retirement of a partner – Introduction | | Settlement of accountns | |
| | SLO-2 | Types of repossession | | Inter-departmental transfer at cost price | Accounting problems – profit sharing ratio and gaining ratio | | Accounting problems – profit sharing ratio and gaining ratio | | Accounting treatment | |
| 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 | | Treatment of goodwill on retirement | | Journal entries for dissolution | |
| | SLO-2 | | | | Adjustment of capital after retirement | | Adjustment of capital after retirement | | Treatment of dissolution | |
| S-14 | SLO-1 | Debtors method | When goods are sent to branch at cost price -problems | Stock reserve | Revaluation account | | Revaluation account | | Treatment of unrecorded assests | |
| | SLO-2 | Stock and debtors system | When goods are sent to branch at invoice price - problems | Apportionment of common expense | Memorandum revaluation account | | Memorandum revaluation account | | Treatment of unrecorded liability | |
| S-15 | SLO-1 | Accounting under Installment purchase system | Wholsesale branch system - Difference between wholesale and retail profit at branch | Asertainment of cost of departmental purchase | Capital account | | Capital account | | Realisation account | |
| | SLO-2 | In the books of buyer and vendor | | General profit and loss account | Balance sheet | | Balance sheet | | Capital account | |
| 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 | Problem related to retirement | | Problem related to retirement | | Bank account | |
| | SLO-2 | Problem related to Partial repossession | Stock and debtors system - when godos are sent at invoice price | Problems on departmental accounting | Retirement cum admission | | Retirement cum admission | | Problems related to dissolution | |

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| Learning Resources: | Textbooks: |
| | <ol style="list-style-type: none"> 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 – Financial Accounting 0- Vijay Nicole Publications |
| | References: |
| | <ol style="list-style-type: none"> 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 | 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 % | |

| 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 | <ol style="list-style-type: none"> 1. Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2. Dr.P. Suseela, Associate Professor, 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 | UCC23202J | 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 | - | L | L | L | L | L | 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: | | | | H | M | L | L | L | L | L | M | M | H | M | M | M | M | M |
| CLO-1: | Analyze the role of law in an economic, political and social context | | 2 | 85 | 80 | | | | | | | | | | | | | | | |
| CLO-2: | Elaborate the fundamental legal principles behind contractual agreements | | 2 | 80 | 75 | | | | | | | | | | | | | | | |
| CLO-3: | Distinguish the Special contracts of Bailment, Pledge, Contract of Indemnity and Guarantee | | 3 | 85 | 75 | | | | | | | | | | | | | | | |
| CLO-4: | Evaluate the Contract of Agency, Conditions and Warranties in a contract of sale | | 3 | 80 | 75 | | | | | | | | | | | | | | | |
| CLO-5: | Apply the Legal Provisions of Negotiable Instruments Act 1881 | | 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 | 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 - Definitions |
| 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 | Concept of Condition and Warranty | Liabilities of Parties to Negotiable Instrument |
| S - 4-6 | SLO-1 | Law - Nature of Law | Legal Rules for a Valid Acceptance | Bailee | 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 |
| 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 Bill of exchange |
| | SLO-2 | Competition Law | Coercion, Undue Influence, Fraud, Misrepresentation and Mistake | Contract of Indemnity | Unpaid Seller | Types of Bills of exchange |
| 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 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 Legislations and Policies 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 and Contract of 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 | Case Laws | Case Laws | Case Laws |

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| Learning Resources: | Textbooks: 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 |
| | References: 1.Pillai,R.S.N.&Chand,S,BusinessLaw, 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 | 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 % | |

| 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.P. Suseela, Associate Professor, 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 | T | P | O | C |
|-------------|-----------|-------------|----------------|-----------------|---|---------------------------------|---|---|---|---|---|
| | | | | | | | 3 | 0 | 2 | 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: |
|----------------------------------|--|
| CLR-1: | Remember the past, present economic conditions of the country. |
| CLR-2: | Analyze the success and failure of various Economic policies and Programmes |
| 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: | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
|---------------------------------|--|---------------------------|--------------------------|-------------------------|
| CLO-1: | Evaluate the Economic Growth of India and the Models of Economic Development | 2 | 85 | 75 |
| CLO-2: | Understand the importance, growth and the distribution of Natural Resources and Human Resources In the Economic Development of a country | 2 | 80 | 75 |
| CLO-3: | Illustrate the progress and changing nature of agricultural sector and its contribution to the economy as a whole | 2 | 80 | 70 |
| CLO-4: | Analyze the development of Industrial sector and its importance in the Economic Development | 2 | 80 | 70 |
| CLO-5: | Apply the Policies, Rules and Regulations in the Internal and International Trade. | 2 | 80 | 70 |

| 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 |
| H | - | L | L | H | H | L | L | M | - | M | M | M | - | - |
| H | - | L | L | L | L | M | M | M | H | M | M | M | - | - |
| H | - | L | L | L | L | L | M | M | H | M | M | M | - | - |
| H | M | M | L | H | H | M | M | M | H | M | M | M | M | M |
| H | M | L | L | L | L | L | M | M | 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 |
|-----------------|-------|--|--|---|---|--|
| | | 15 | 15 | 15 | 15 | 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 |

| 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 |
| 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 Nehuru 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 |

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| Learning Resources: | Textbooks: |
| | 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. |

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| | References: 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. 3. S.Sankaran - Indian Economy(Problems, Policies and Development) Margham Publications Chennai. 4.T. Aryamala – Indian Economy – 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 % | |

| 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.P. Suseela,Associate Professor, Dept. of Commerce (AF), CSH,SRMIST, RMP 3. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST,Kattankulathur 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: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | | |
|----------------------------------|---|--|--------------------------|-------------------------|----------|---|---|---------------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|--|--|
| CLR-1: | Critically evaluate basic mathematical concepts related to mixtures and allegations, Numbers, time and work | 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: | 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 | 3 | 80 | 70 | M | - | M | H | H | - | M | M | - | M | - | M | - | M | M | - | M | | | |
| CLO-2: | Establish a student's interest and awareness in seating arrangements, mathematical operations, logical reasoning | 3 | 80 | 75 | M | - | M | H | H | - | M | M | - | M | - | M | - | M | M | - | M | | | |
| CLO-3: | Acquire soft skills that will help for applying jobs | 3 | 85 | 70 | - | H | - | M | - | - | M | M | M | H | H | M | H | M | M | | | | | |
| CLO-4: | Demonstrate various principles involved in aptitude problems | 3 | 85 | 80 | M | M | H | | H | - | - | M | - | M | - | M | - | M | M | - | M | | | |
| CLO-5: | Ability to solve problems on reasoning and to interpret English language | 3 | 85 | 75 | M | M | - | H | | L | M | 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 Cistern – Introduction | Functions and Graphs Introduction |
| | SLO-2 Time and Distance – Problems | Seating Arrangements (Circular and table) – Problems | Resume Building | Chain Rule, Pipes and Cistern – 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 |
| | SLO-2 | Problems on Trains – Problems | Letter and Symbol Series – Tricky Problems | Leadership Skills | True Discount – Problems | Theme detection – Activity |
| S-6 | SLO-1 | Races and Games – Basic Problems | Input Output Tracing Introduction | How to Handle Criticism and Feedback | Geometry and Mensuration Introduction | Ordering of words _ Introduction |
| | SLO-2 | 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 | Textbooks and references: |
| | 1. James Barrett & Tom Barrett - Ultimate aptitude tests: over 1000 practice questions for abstract visual, numerical, verbal, physical, spatial and systems tests, Kogan Page, London, 2018. Fourth edition 2. Kathy A. Zahler & Over Drive, Inc (Distributor) Conquering GRE verbal reasoning and analytical writing, McGraw-Hill Education, New York, 2020 Second Edition 3. Archana Ram, Place Mentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018 4. David Bartlett, The art of general practice: soft skills to survive and thrive, Scion, Banbury, 2018, eBook, 2018 5. Zolt Nagy, Soft skills to advance your developer career: actionable steps to help maximize your potential, A press, Berkeley, CA, 2019, eBook, 2022 |

| 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 | 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.,

| Course Designers | | |
|--|--|--|
| Expert from Industry | Experts from Academic | 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 |

| 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 | | Nil | |

| 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 (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: | 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: | | | | | | Fundamental Knowledge | | | | | | | | | | | | | | | | |
| CLO-1: | Demonstrate improved fluency in spoken English by expressing ideas and thoughts confidently and coherently. | 2 | 75 | 60 | H | M | M | L | - | M | - | M | H | L | H | L | - | - | - | | | | | |
| CLO-2: | Pronounce English words and phrases accurately, using appropriate intonation and stress patterns. | 2 | 80 | 70 | M | H | L | - | - | - | - | M | M | H | H | M | - | - | - | | | | | |
| CLO-3: | Expand and effectively use a range of vocabulary and idiomatic expressions to enhance communication. | 2 | 70 | 65 | M | M | M | - | L | L | - | H | M | H | H | L | - | - | - | | | | | |
| CLO-4: | Understand and comprehend spoken English in various contexts, including informal conversations, lectures, and presentations. | 2 | 70 | 70 | H | M | L | - | M | H | - | - | - | - | H | L | - | - | - | | | | | |
| CLO-5: | Deliver well-structured and engaging oral presentations, incorporating effective body language and visual aids. | 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 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 |
| | 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: |
| 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. |

| | | | | | | |
|------------------|---------------|---|---|---|---|--|
| | 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. |
| 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. | 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 | <p>Textbooks:</p> <ol style="list-style-type: none"> 1. Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020 2. English Grammar in Use by Raymond Murphy 3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007 <p>References:</p> <ol style="list-style-type: none"> 1. R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition, 2016 2. http://www.apitudetests.org/verbal-reasoning-test 3. https://www.assessmentday.co.uk/apitudetests_verbal.htm |
|--------------------|--|

| Learning Assessment | | | | | |
|---------------------|---------------------------|---|---------------|---------------|-----------------|
| Level | Bloom's Level of Thinking | Continuous Learning Assessment (100% weightage) | | | |
| | | CLA – 1 (20%) | CLA – 2 (20%) | CLA – 3 (30%) | CLA – 4 (30%) # |
| | | 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 Dr. K S Antonysamy Associate Professor and Head, Dept. of English Loyola College Chennai antonysamyks@loyolacollege.edu | 1. Dr. Shanthichitra, Professor, & Head, Department of English, FSH, SRMIST 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 | Nil | | |

| 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 |
| Total Marks | 100 Marks |

SEMESTER III

| Course Code | UCC23301J | Course Name | CORPORATE 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: | Gain knowledge about issue of shares and debentures and underwriting | | | | 1 | 2 | 3 | 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 | | | | 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 the concept of profit prior to incorporation and knowledge in preparing the final account of companies. | | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | Understand the concept of goodwill and shares and its valuation | | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | Aware the situation for internal reconstruction and procedure | | | | | | | | | | | | | | | | | | | | | |
| 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 | 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 | 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 | | | | | |

| 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 | 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 | Purchase of debenture and immediate cancellation | Direct allocation | Capitalization Method - Problems | Journal entries for alteration of share capital - Problems |
| | SLO-2 | | | Ascertainment of profit or loss prior incorporation | | |
| 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 |

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| Learning Resources | Textbooks: 1. Gupta R.L. & Radhaswamy M(2012), "Sultan Chand & Sons", New Delhi 2. Jain & Narang(2010), "Advanced Accountancy" – Kalyani Publishers 3. Palaniappan R: "Corporate Accounting" – Vijay Nicole Publications, Chennai. |
| | References: 1. Iyengar 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: 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.P. Suseela, Associate Professor, 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 | UCC23302J | Course Name | BUSINESS ETHICS | Course Category | C | Discipline Specific Core Courses | L | T | P | O | C |
|-------------|-----------|-------------|-----------------|-----------------|---|----------------------------------|---|---|---|---|---|
| | | | | | | | 3 | 0 | 3 | 2 | 4 |

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|-----------------------|-----|----------------------|-----|---------------------|-----|----------------------------|--|-----------------------------|-----|
| 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 familiarize students about ethics in business | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2: | To Learn personal & Professional ethics | | | | | | | | | | | | | | | | | | | | | |
| CLR-3: | To know the importance of principles of utilitarianism in business | | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | To Understand the ethics in HRM | | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | To comprehend Ethical practices of Marketing & Finance | | | | | | | | | | | | | | | | | | | | | |
| CLR-6: | To Gain knowledge on Corporate social responsibility, ESG & Ecological ethics | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | Level of Thinking (Bloom) | | | Disciplinary Knowledge | | | | | | | | | | | | | | |
| | | | | | Expected Proficiency (%) | | | Communication Skills | | | | | | | | | | | | | | |
| | | | | | Expected Attainment (%) | | | 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 : | Realise the benefits of ethical practices of business | 2 | 85 | 80 | H | - | L | L | H | H | L | L | M | M | - | M | M | H | L | - | - | - |
| CLO-2 : | Deal with corporate culture with required values & ethics | 3 | 80 | 75 | H | - | L | L | L | L | M | M | M | M | H | M | M | H | M | - | - | - |
| CLO-3 : | Abstain from indulging in unethical practices at work place | 3 | 85 | 75 | H | - | L | L | L | L | L | L | M | M | H | M | M | H | L | - | - | - |
| CLO-4 : | Voice and vouch for Ethical marketing practices | 3 | 80 | 75 | H | M | M | L | H | H | M | M | M | M | H | M | M | H | M | M | M | M |
| CLO-5 : | Develop Appropriate CSR model suitable to domains | 3 | 80 | 75 | H | M | L | L | L | L | L | M | M | M | M | M | M | H | M | M | M | M |
| CLO-6 : | Conduct and adhere to ESG requirements | 2 | 85 | 80 | H | - | L | L | H | H | L | L | M | M | - | M | M | H | L | - | - | - |

| 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 ETHICS | Impact of ethics in business policies | Types of ethical issues | Business ethics in Marketing | Social responsibilities of Business |
| | SLO-2 | Meaning of Ethics | Impact of ethics in business strategies | Bribery | Need of ethics in Marketing | Responsibilities towards customers |
| S-2 | SLO-1 | Definition, Scope of ethics | Utilitarianism | Theft | Unethical practices in marketing | Responsibilities towards shareholders |
| | SLO-2 | Types of Ethics | Principles of Utilitarianism | Coercion | Ethics in advertising | Responsibilities towards employees |
| S-3 | SLO-1 | Importance of ethics | Consequentialism | Deception | False Claims | Concept of CSR |
| | SLO-2 | Concept of Values & Morality | Welfarism | Discrimination | Portraying Stereotypes | Scope |
| S - 4-6 | SLO-1 | Morality & Culture | Impartiality | Internal ethics of Business | Misusing consumer data | Types |
| | SLO 2 | Importance | Aggregationism | Areas of HRM ethics | Ethical issues in advertising, promotion | Importance of CSR in contemporary society |

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| S-7 | SLO 1 | Personal ethics | Criticism of Utilitarianism | Need & Importance | Common deceptive marketing practices | Various models of CSR |
| | SLO-2 | Meaning, Principles | Case study | Ethical issues in HR | Role of Consumerism | Various models of CSR |
| S-8 | SLO-1 | Importance of personal ethics | Utilitarianism Impact on business culture | Unethical practices of HRM | Markets & Consumer protection | Environmental responsibility |
| | SLO-2 | Emotional Honesty, Virtue of Humility | Real-time examples | Workplace ethics | Consumer rights | Ethical Responsibility |
| S-9 | SLO-1 | Professional Ethics | Whistle Blowing | Role of Management in inculcating workplace ethics | Caveat Emptor Vs ethics Law & consumer empowerment | Philanthropic Responsibility |
| | SLO-2 | Concept, emergence | Kinds of whistle blowing | Factors shaping ethical behaviour at work | Ethics in Finance | Economic Responsibility |
| S-10-12 | SLO-1 | Need for Professional Ethics | Understanding ethics of whistle blowing | Employee code of conduct & Importance | Importance & Scope | CSR is a way to earn sustainable business |
| | SLO-2 | Ethical Dilemmas in Profession | Justifications | Job discrimination | Unethical practices in Finance | Ethics of Environmental Protection |
| S 13 | SLO-1 | Reasons for crisis of professional ethics | Precautions | Exploitation of employees | Accounting Fraud | Ecological ethics |
| | SLO-2 | Nepotism, favoritism | Whistle blower protection act in India | Ethical Leadership | Irresponsible accounting | CSR Vs. ESG |
| S-14 | SLO-1 | Business Ethics – Introduction | Corporate Culture | 3C's of ethical leadership | Misleading Financial reports | Environmental Social Governance (ESG) –Reporting by Indian companies |
| | SLO-2 | Meaning | Meaning | Characteristics | Investment Frauds | Social audit |
| S-15 | SLO-1 | Characteristics | Characteristics | Importance | Profiteering | Objectives |
| | SLO-2 | Importance of ethics in business | Importance | Pillars of Ethical Leadership | Securities and commodities exchange violations | Need for social audit |
| S-16-18 | SLO-1 | Factor influencing Business Ethics | Elements, Advantages | Issues & Challenges | Misuse of trust funds | Principles, Methods of social audit |
| | SLO-2 | Arguments for & against business ethics | Positive Impact of Corporate Culture on business | Rise of ethical leadership in modern business | Manipulation of value of assets & Liabilities | Benefits, Challenges |

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| Learning Resources: | <p>Textbooks:</p> <ol style="list-style-type: none"> 1. Velasquez Manuel G: Business ethics- concepts and cases, PHI 2. Sharma J P: Corporate Governance, Business Ethics & CSR, Ane Books. 3. K. Sundar – Business Ethics and Values – Vijay Nicole Publications <p>References:</p> <ol style="list-style-type: none"> 1. Fernando A.C.: Business Ethics – An Indian Perspective, Pearson. 2. Ghosh B N: Business Ethics & Corporate Governance, Mc Graw Hill DeGeorge Richard T.: Business Ethics, Pearson. |
|---------------------|---|

| 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 | <ol style="list-style-type: none"> 1. Dr. K. Selvasundaram, Head-Dept. Of CS & AF, FSH, SRM IST, Kattankulathur 2. Mrs. S. Sivakavitha, Assistant Professor, Dept. Of CS & AF, FSH, SRM IST, KTR. 3. Dr. K Karthikeyan, Assistant Professor, Dept. of CS and AF, SRM IST, KTR. 4. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS and AF, SRM IST, KTR. 5. Dr. P. Shanthi Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| Course Code | UCC23303J | Course Name | COMPANY LAW AND SECRETARIAL PRACTICE 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: | Understand the Origin of Company Law and the various stages involved in the Formation of Company from Promotion to commencement of Business | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | |
| CLR-2: | Remember the Company Secretarial Practices. | 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: | Prepare the important Documents of Companies such as Memorandum and Articles of Association | | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | Create the Prospectus of the Company without Misleading Statements | | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | Apply the Legal Provisions in the issue of Shares and the Differences of Shares and Stock | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Understand the provisions of the Companies Act and tis Characteristics and the various stages involved in the Formation of a Company and the Commencement of Business | 2 | 85 | 80 | H | - | L | L | H | H | L | L | M | - | M | M | H | L | - | | | |
| CLO-2 : | Evaluate the Role of Company Secretary as per secretarial standard | 3 | 80 | 75 | H | - | L | L | L | L | M | M | M | H | M | M | H | M | - | | | |
| CLO-3 : | Create the important documents of Memorandum of Association and Articles of Association | 3 | 85 | 75 | H | - | L | L | L | L | L | L | M | H | M | M | H | L | - | | | |
| CLO-4 : | Develop the legal knowledge in the creation of Prospectus of the Company | 3 | 80 | 75 | H | M | M | L | H | H | M | M | M | H | M | M | H | M | M | | | |
| CLO-5 : | Apply the procedure involved in raising capital by way of issue of Shares and the Allotment of Shares | 3 | 80 | 75 | H | M | L | L | L | L | L | M | M | M | M | M | 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 |
|-----------------|--------------------------|--|---------------------------------------|---|---|--|
| | 18 | | 18 | 18 | 18 | 18 |
| S-1 | SLO-1 | Company Meaning | Company Secretary | Memorandum of Association | Prospectus | Shares |
| | SLO-2 | Origin of Company | Meaning and Definition of Secretary | Meaning and Definition | Meaning and Definition | Meaning and Definition |
| S-2 | SLO-1 | Important concepts of | Company Secretary | Purpose of MoA | Purpose of Prospectus | Stock - Meaning and Definition |
| | SLO-2 | Company Law | Types of Secretaries | Contents /Clauses of MoA | Contents of Prospectus | Difference between Shares and Stock |
| S-3 | SLO-1 | Definitions - Characteristics of a Company | Qualifications of a Company Secretary | Name Clause - Registered Clause | Issue of Prospectus | Nature of Shares |
| | SLO-2 | | Legal Position of a Company Secretary | Objects Clause - Liability Clause | Requirements for Advertisements of Prospectus - Golden Rules for framing Prospectus | |
| S – 4-6 | SLO-1 | Kinds of Companies | Appointment of a Company Secretary | Capital Clause - Association or Subscription Clause | Legal Rules to the Issue of Prospectus | Types of Shares : Preference Shares and Kinds of Preference Shares |
| | SLO 2 | | Provisions relating to Appointment | Alteration of MoA | | Equity or Ordinary Shares - Sweat Equity Shares - Bonus Shares |

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| S-7 | SLO-1 | Formation of a Company - Promotion | Procedure for Appointment | Alteration of Name Clause | Contents of Prospectus | Allotment of Shares |
| | SLO-2 | Company Promoter - Legal Status - Functions - Duties - Obligations - Remunerations | Functions of Company Secretary | Alteration of Registered Clause | | Essentials for a Valid Allotment of Shares |
| S-8 | SLO-1 | Incorporation | Role of Company Secretary | Alteration of Objects Clause, Liability Clause and Capital Clause | Types of prospectuses: Shelf Prospectus- Red-Herring | Legal Rules relating to Offer and Acceptance and Legal Rules under the Companies Act |
| | SLO-2 | Procedure for Registration | Powers of a Company Secretary | Duties of Company Secretary in the Alteration of MoA | Deemed Prospectus - Abridged Prospectus | Share Certificate - Object and Duplicate Share Certificate |
| S-9 | SLO-1 | Certificate of Incorporation | Duties of a Company Secretary | Doctrine of Ultra-Vires | Situations when prospectus is not required | Share Warrant |
| | SLO-2 | Challenge the Validity of Certificate of Incorporation | Statutory Duties | Effects of Ultra-Vires and Its Exceptions | Misstatement in Prospectus | Comparison between Share Certificate and Share Warrant |
| S-10-12 | SLO-1 | Advantages of Incorporated Company | General Duties | Articles of Association -Form of AoA - Importance | Persons Entitled to Remedies for Misleading Prospectus | Transfer of Shares |
| | SLO-2 | Disadvantages of Incorporated Company | Rights of a Company Secretary | Importance of AoA | Liability for Mis-Statements in the Prospectus | |
| S-13 | SLO-1 | Subscription of Capital | Liabilities of a Company secretary | Contents of Articles of Association | Civil Liability for Mis-statements | Procedure for Transfer of Shares |
| | SLO-2 | Certificate of Commencement of Business | Statutory Liabilities | Alteration of AoA | Criminal Liability for Mis-statements | Registration of Transfer of Shares and Restrictions on Transfer of Shares |
| S-14 | SLO-1 | Conversion of Private Company into Public Company | Contractual Liabilities | Limitations on Alterations of Articles of Association | Liability of the Company | Forged Transfer and Blank Transfer |
| | SLO-2 | Conversion of Public Company into Private Company | Restriction of a Company secretary | Duties of Company Secretary in the Alteration of AoA | Investors Rights of Rescission of Contract | Nomination of Shares - Transmission of Shares |
| S-15 | SLO-1 | Special Privileges and Drawback of a Private Companies | Dismissal of a Company Secretary | Doctrine of Constructive Notice | Conditions for Rescission of Contract | Forfeiture of Shares and Surrender of Shares |
| | SLO-2 | | Removal of a Company Secretary | Doctrine of Indoor Management | Loss of Right of Rescission | Lien on Shares |
| S-16-18 | SLO-1 | Doctrine of Lifting of Corporate Veil | Resignation of a Company Secretary | Exceptions to Doctrine of Indoor Management | Statement in lieu of Prospectus | Calls on Shares |
| | SLO-2 | | | Comparison of MoA and AoA | | |

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| Learning Resources: | Textbooks: 1.Dr.S.M Shukla and CS.K.Jain, <i>Company Law and Secretarial Practice</i> , Sahitya Bhawan Publications, Agra. 2.N.D. Kapoor, , <i>Company Law and Secretarial Practice</i> , S.Chand & Co. 3.Gaffoor – <i>Company Law and Secretarial Practice</i> – Vijay Nicole Publications 4.Avtar Singh, <i>Company Law</i> ”, Eastern Book Co., Lucknow. References: 1.Dr. Pooja Aggarwal, Dr. Saroj Kumar, <i>Company Law and Secretarial Practice</i> , Thakur Publications, Lucknow. 2.Sangeet Kedia, <i>Advanced Company Law And Practice</i> , Pooja Law Publishing Company, 3.P.K. Ghosh, S., <i>Company Law and Secretarial Practice</i> , Chand & Sons |
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| Bloom's Level of Thinking | | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------------------------|------------|--|----------|---------------|----------|---------------|----------|---------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%) | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 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.P. Suseela,Associate Professor, Dept. of Commerce (AF), CSH,SRMIST, RMP 3. Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST, VDP. 4. Ms.J. Ramadevi, CS & AF, FSH, SRM IST, Kattankulathur |

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|-------------|-----------|-------------|-------------------|-----------------|----|----------------------------------|--|--|--|--|---|---|---|---|---|
| Course Code | ULT23AE1J | Course Name | Applied Tamil – I | Course Category | AE | Ability Enhancement Courses (AE) | | | | | L | T | P | O | C |
| | | | | | | | | | | | 1 | 0 | 2 | 2 | 2 |

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|----------------------------|-------|-----------------------------|-----|---------------------|-----|
| 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 : | தமிழின் எழுத்து, சொல் வளர்ச்சி வரலாற்றை அறியச் செய்தல் | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | மொழியைப் பிழையின்றி எழுதும் ஆற்றலை அடையச் 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 : | வாய்மொழி வழக்காறுகளின் நுட்பங்களைத் தெரியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | கடிதம் எழுதும் முறை, கட்டுரை வரையும் முறை அறியச் செய்தல் | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | படைப்பாற்றல் திறனை வளரச் செய்தல் | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | சொற்களைச் சரியான பொருண்மையில் பயன்படுத்தும் திறன் பெறுதல் | | | | 2 | 75 | 60 | H | L | H | M | H | H | L | M | H | M | L | H | - | - | - |
| CLO-2 : | மொழியைப் பிழையின்றி எழுதுவதன் வழி மொழி ஆளுமை பெறுதல் | | | | 2 | 80 | 70 | H | M | H | L | M | H | L | H | M | L | H | H | - | - | - |
| CLO-3 : | வாய்மொழி மரபின் கூறுகள் வழி, மக்களின் வாழ்வியல் விழுமியங்களை அறிந்துகொள்ளுதல் | | | | 2 | 70 | 65 | H | L | H | M | H | H | M | H | L | H | M | H | - | - | - |
| CLO-4 : | அலுவலகப் பயன்பாடு, திறன் மேம்பாடு ஆகியவற்றை நுட்பமாகத் தெரிந்துகொள்ளுதல் | | | | 2 | 70 | 70 | H | M | H | L | H | M | M | H | H | L | H | H | - | - | - |
| CLO-5 : | கவிதை, கதை படைக்கும் ஆற்றலை 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 | தமிழின் தொன்மை | மெய்யெழுத்துகளின் வகைகள் | வாய்மொழி மரபு, எழுத்து மரபு | தொடர் அமைப்பு | காலந்தோறும் கவிதை |
| | SLO-2 | தமிழின் சிறப்புகள் | மூவினம் | வாய்மொழி மரபில் அனுபவம் | எளிய தொடர் | கவிதை வடிவம் |
| S-2 | SLO-1 | கருத்து - பரிமாற்றம் | ஒன்று இடுதல் | வாழ்வியல் தத்துவம் | நெடுந்தொடர் | மரபுக்கவிதை |
| | SLO-2 | பயன்பாட்டுத்தமிழ் | வல்லினம் மிகும் இடங்கள் | பழமொழிகள் | பத்தி எழுதுதல் | வசனகவிதை |
| S-3 | SLO-1 | காலந்தோறும் தமிழ் | வல்லினம் மிகா இடங்கள் | பழமொழியும் மனித வாழ்வியலும் | ஒரு பொருளை மையமாகக் கொண்டு எழுதுதல் | புதுக்கவிதை/ புதிய வடிவக் கவிதைகள் |
| | SLO-2 | எழுத்துகள் - அறிமுகம் | எழுத்துப்பிழை நீக்கம் | பழமொழியின் வடிவம் | காலந்தோறும் கடிதங்கள் | கவிதைக் களங்கள் |
| S-4 | SLO-1 | தமிழ் எழுத்து வரலாறு | பிழை நீக்கி எழுதுதலின் அவசியம் | வட்டார மொழி | தமிழில் கடித இலக்கியம் | கவிதை உள்ளடக்கம் |
| | SLO-2 | எழுத்துகளின் வரிவடிவம் | பிழைகளும் மொழிச் சிக்கல்களும் | வட்டார மொழியில் சொல்வடை | கடித வகைகள் | கவிதை எழுதும் முறை |
| S-5 | SLO-1 | எழுத்துகளின் பிறப்பு | எதிர்ச்சொல் வரலாறு | பழமொழியும் சொல்வடையும் | கடிதம் எழுதும்முறை | தன்னுணர்ச்சிக் கவிதை |

| | | | | | | |
|-----|-------|-----------------------------|--------------------------------|--------------------------------------|---------------------------------------|-------------------------------|
| | SLO-2 | உயிர் எழுத்துப் பிறப்பு | எதிர்ச்சொல்லின் உருவாக்கம் | பேச்சுநடையும் சொல்வடையும் | அலுவல் கடிதம் | இயற்கை/ சமூகம் - கவிதை |
| S-6 | SLO-1 | மெய்யெழுத்துப் பிறப்பு | இணைச்சொல்லும் எதிர்ச்சொல்லும் | மரபுத்தொடர் | வாழ்த்து/ பாராட்டுக் / நட்புக் கடிதம் | காலந்தோறும் கதைகள் |
| | SLO-2 | மொழி முதல் எழுத்துகள் | தமிழில் எதிர்ச்சொற்கள் | பழமொழி மரபுத் தொடர் வேறுபாடு | கட்டுரை வகைகள் | கதைகளில் கற்பனையும் உண்மையும் |
| S-7 | SLO-1 | மொழி இறுதி எழுத்துகள் | ஒரெழுத்து ஒருமொழி - அறிமுகம் | தமிழில் மரபுத்தொடர் | கட்டுரை எழுதும் முறை | வாய்மொழிக் கதை |
| | SLO-2 | எழுத்து வேறுபாடும் பொருளும் | ஒரெழுத்து ஒருமொழியும் பொருளும் | விடுகதை | கட்டுரைக் களங்கள் | ஒரு பக்கக் கதை |
| S-8 | SLO-1 | ணகர - னகர - நகர வேறுபாடு | சொற்களின் தன்மைகள் | நுண்ணறிவு வெளிப்படுத்தல் | போட்டிக் கட்டுரை | சிறுகதை |
| | SLO-2 | லகர - ளகர - ழகர வேறுபாடு | ஒரு சொல் பல பொருள் | கதை மரபில் நாட்டுப்புறக் கதைகள் | அனுபவக் கட்டுரை | கதை எழுதும் முறை |
| S-9 | SLO-1 | சொல்லும் பொருளும் | ஒரு பொருள் பல சொல் | தமிழில் நாட்டுப்புறக் கதைகள் | பயணக் கட்டுரை | சமூக உணர்வின் வெளிப்பாடு |
| | SLO-2 | காலந்தோறும் சொற்கள் | சொல் உருவாக்கத்தின் பயன்கள் | நாட்டுப்புறக் கதைகளும் சமூக வரலாறும் | இதழியல் கட்டுரைகள் | நிகழ்வைக் கதை வழியே வெளியிடல் |

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|--------------------|---|
| Learning Resources | <ol style="list-style-type: none"> 1. நல்ல தமிழ் எழுத வேண்டுமா?, அ. கி. பரந்தாமனார், பாரி நிலையம், 2010. 2. நாட்டுப்புற இயல் ஆய்வு, ச. சக்திவேல், மணிவாசகர் பதிப்பகம், சென்னை, 2006. 3. படைப்புக்கலை, மு. சுதந்திரமுத்து, அறிவுப் பதிப்பகம், சென்னை, 2008. 4. கதையியல், க. பூரணச்சந்திரன், அடையாளம் பதிப்பகம், சென்னை, 2012. 5. இணைய வழித் தரவுகள் : https://tamilheritage.org/ |
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| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------|------------------------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 30% | 30% | 30% | 30% | 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. 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 | <ol style="list-style-type: none"> 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.Hezbibah 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 |

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

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

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

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

| Duration (hour) | 9 | 9 | 9 | 9 | 9 |
|-----------------|--|---|--|-------------------------|-------------------------------|
| S-1 | SLO-1 Kahani | Nibandh | Bal ramayan | Anuvad | Paribhashik shabdavali |
| | SLO-2 Avdhama | Avdhama | Khatha vashtu | Avdhama | 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 bharaat- Bhalkrishna bhatt | Ramayan ka samaj men mahatva | Prakar | Avadhama |
| 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 |
| 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 prema | 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 | Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi. | | | | | |
| | 1. | Srijanlok Literary Magazine, Ara (Bihar – 802301) | | | | |
| | 2. | https://hindisamay.com/ | | | | |
| | 3. | https://ncert.nic.in/textbook.php?fnbr1=0-12 | | | | |
| | 4. | Prayojan mulak Hindi, Dr. Sontakke | | | | |
| | 5. | https://rajbhasha.gov.in/hi/ol_clause | | | | |

| 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 | 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 |

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

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

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

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

| | 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. 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 | | |
| 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: | 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: | 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 - - - - - - - - - - - - - - - - |
| CLO-3: | Calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases. | H - - | - M - - - - - - - - - - - - - - - - |
| CLO-4: | Calculate and apply correlation and Regression concepts | H - - | - 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 |
| S-4, S-5 | SLO-1 | Practical – Statistical Enquiry | Practical – Arithmetic mean -problems-shortcut methods | Practical - Problems on Quartile deviation | Practical – Scatter diagram applications | Practical – Models of time series applications |
| | SLO-2 | | | | | |
| S-6 | SLO-1 | 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 |
| | SLO-2 | 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 | SLO-1 | 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 |
| | SLO-2 | 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 | SLO-1 | 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 |
| | SLO-2 | 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 | SLO-1 | Practical - Classification and Tabulation | Practical – Applications of Median problems | Practical – Problems on Mean deviation | Practical - Problems on correlation | Practical – Problems on least square method |
| | SLO-2 | | | | | |
| S-11 | SLO-1 | 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 |
| | SLO-2 | Bar diagrams | Mode-discrete data Problems | Standard deviations- Continuous data-problems | Definition and Uses | Unweighted index number |
| S-12 | SLO-1 | Pie diagram | Mode -problems- Discrete data | Coefficient of Variation problems | Types of Regression Equations | Weighted index number |
| | SLO-2 | 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 | SLO-1 | 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 |
| | SLO-2 | 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 | SLO-1 | Practical – Graphical representation of Statistical data | Practical – Applications of Mode problems | Practical - Skewness and its applications | Practical – Regression equations | Practical – Applications of index number |
| | SLO- | | | | | |

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|-----------------------------------|---|
| Learning Resources/Reference Book | Textbooks: 1. Gupta S.P (2012), Statistical Methods, 4 th Edition, Sultan Chand & Sons, New Delhi 2. S.P. Rajagopalan – Business Statistics – Vijay Nicole Publications References: 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 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. M. Vasantha, ICMR, Chennai | Dr. V. Prakash, Dr. Ambedkar Government Arts College, Chennai | Ms. Madhumitha J, Ass. Prof., FSH, SRM IST |

| Course Code | UCC23S01L | Course Name | OFFICE AUTOMATION | Course Category | S | Skill Enhancement Courses | L | T | P | O | C |
|-----------------------|-----------|----------------------|-------------------|---------------------|-----|----------------------------|--|---|---|-----------------------------|-----|
| | | | | | | | 0 | 0 | 2 | 2 | 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 | | | Level of Thinking (Bloom) | 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 | | | | | | | | | | | | | | | | | | | | | |
| 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: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | | Learn the basics of computer | | | 2 | 75 | 60 | H | L | L | L | L | M | H | H | L | L | | L | L | L | L | L |
| CLO-2 : | | Use MS word efficiently | | | 2 | 80 | 70 | H | H | M | H | H | H | M | H | M | H | H | H | H | H | H | H |
| CLO-3 : | | Use MS excel effectively | | | 2 | 70 | 65 | H | H | M | H | H | H | M | H | M | H | H | H | H | L | H | H |
| CLO-4 : | | Use MS power point effectively | | | 2 | 70 | 70 | H | M | M | - | H | H | M | H | M | H | H | H | H | L | H | H |
| CLO-5 : | | Use MS outlook effectively for writing reports | | | 2 | 80 | 70 | H | H | M | H | H | H | M | H | M | H | H | H | H | H | H | H |

| 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 | |
| S- 6 | SLO-1 | Internet and Intranet. | Formula – Undo – Redo – Find and Replace | Formatting for print ready | Clipart and Pictures | Outlook setting - Practice |
| | SLO 2 | | - Auto correct | | | |

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| Learning Resources: | Textbooks: 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. |
| | References: 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@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.P. Suseela, Associate Professor, 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 | UCC23P01L | 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 | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Identify the research problem | | | | | | | | | | | | | | | | | | | |
| 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: | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
| | | | 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 I / 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. 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 |
| 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 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 |

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

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

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| Learning Resources | Textbooks and References: 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 | 10% | 10% | 30% | 30% |
| | Understand | | | | |
| Level 2 | Apply | 50% | 50% | 40% | 40% |
| | Analyze | | | | |
| Level 3 | Evaluate | 40% | 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 | 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 | UCC23401J | 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 | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Understand about Insurance Company and the preparation of Final accounts as per IRDA | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Understand about the Liquidation of Company and to prepare the liquidators final statement of account and Financial Reporting | | | | | | | | | | | | | | | | | | | | | | |
| 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 | 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 | M | 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 | M | 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 merger | Non-banking assets classification | Principles of insurance | Winding up by the court | Limitations of inflation accounting |
| | SLO-2 | Condition for amalgamation in 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 |

| 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 – 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 |

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| Learning Resources: | Textbooks: |
| | <ol style="list-style-type: none"> Reddy T.S. & Murthy A (2013): "Corporate Accounting" – Margham Publications, Chennai Palaniappan R: "Corporate Accounting" – Vijay Nicole Publications, Chennai. Gupta R.L. & Radhaswamy M (2013) – "Corporate Accounting" – Sultan Chand & Sons, New Delhi References: <ol style="list-style-type: none"> Shukla M.C. Grewal, T.S. Gupta "Advanced Accounts" – S.Chand & Co. Ltd. New Delhi 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 | Dr.R.Shanthi, Professor, Department of Commerce, University of Madras, Chepauk Campus, Chennai. E-Mail: shanthi@unom.ac.in | <ol style="list-style-type: none"> Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. Dr.P. Suseela, Associate Professor, Dept. of Commerce (AF), CSH, SRMIST, RMP Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. Mrs. S. Sivakavitha, K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR Dr. Ila Nakkeeran Assistant professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| | | | | | | | | | | | |
|-------------|-----------|-------------|-----------------------|-----------------|---|----------------------------------|---|---|---|---|---|
| Course Code | UCC23402J | 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 | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | To study about various ratios | | | | | | | 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 | | | | 2 | 70 | 70 | H | - | H | H | H | - | M | H | - | H | H | H | M | - | - | H |
| CLO-4 : | Efficient implication of budget | | | | 3 | 80 | 75 | H | - | H | H | H | - | - | H | - | H | H | H | M | - | - | H |
| CLO-5 : | Make a decision on the Management Accounting | | | | | | | | | | | | | | | | | | | | | | |

| 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 |

| 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 – 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: |
| | 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 | | Format of Fund from operations | Sales to earn profit |
| | SLO-2 | | Problems on Solvency Ratios | Sales Budget | 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 |

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| Learning Resources: | Textbooks: <ol style="list-style-type: none"> 1. S.N. Maheswari, <i>Management Accounting</i> – Sultan Chand & Sons, New Delhi 2. A. Murthy and S. Gurusamy, <i>Management Accounting</i>, Vijay Nicole Publishers, Chennai 3. S.P. Gupta, <i>Management Accounting</i> – Sultan Chand & Sons, New Delhi 4. R.S.N. Pillai & Bhagavathi, <i>Management Accounting</i> – S. Chand & Co. Ltd., New Delhi References: <ol style="list-style-type: none"> 1. T.S. Reddy & Hari Prasad Reddy, <i>Management Accounting</i> – Margham Publications, Chennai 2. Manmohan & Goyal, <i>Management Accounting</i> – Sahithiya Bhavan, Agra |
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| Bloom's Level of Thinking | | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|---------------------------|------------|--|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 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.P. Suseela, Associate Professor, 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. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| Course Code | UCC23403J | Course Name | COMPANY LAW AND SECRETARIAL PRACTICE II | Course Category | C | Discipline Specific Core Courses | L | T | P | O | C |
|-------------|-----------|-------------|---|-----------------|---|----------------------------------|---|---|---|---|---|
| | | | | | | | 3 | 0 | 3 | 2 | 4 |

| Pre-requisite Courses | Company Law and Secretarial 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 : | Explain the procedure involved in raising capital by way of issue of Debentures and other modes | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Provide the learners an insight into the Powers of Members, Shareholders and Duties and Responsibilities of Directors in the Company | | | | 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 : | Aware of the Various Meetings, Resolutions and Voting Rights of the shareholders | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Remember the Procedures in the Payment of Dividends and the Maintenance of Books, Registers and other Documents | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Examine the Modes of Winding up of a Company and its Procedures | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Develop strategies for raising the Share Capital and Debentures | | | | 3 | 85 | 80 | H | - | L | L | L | H | L | L | M | - | M | M | H | L | - |
| CLO-2 : | Understand the Importance of Members, Shareholders and Powers of Directors in the Company | | | | 3 | 80 | 75 | H | - | L | L | L | L | M | M | M | H | M | M | H | M | - |
| CLO-3 : | Plan for convening the Company Meetings and Voting as per the compliance of companies Act | | | | 3 | 85 | 75 | H | - | L | L | L | L | L | L | M | H | M | M | H | L | - |
| CLO-4 : | Analyze the Kinds of Dividend and the Legal Provisions in the Payment of Dividend | | | | 3 | 80 | 75 | H | M | M | L | H | H | M | M | M | H | M | M | H | M | M |
| CLO-5 : | Evaluate the role of Liquidators in the Winding Up of Company | | | | 3 | 80 | 75 | H | M | L | L | L | L | L | M | M | M | M | M | 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 |
|-----------------|-------|---|--------------------------------|--|---|--|
| | | 18 | 18 | 18 | 18 | 18 |
| S-1 | SLO-1 | Share Capital | Members of a company | Meeting | Dividend | Winding Up of a Company |
| | SLO-2 | Meaning | Definition | Requisites for a Valid Meeting | Meaning and Definition | Meaning and Definition |
| S-2 | SLO-1 | Kinds of Share Capital | Member Vs Shareholders | Quorum for Meetings | Kinds of Dividend | Winding Up of a Company |
| | SLO-2 | Authorized, Subscribed and Paid-Up Capital | Capacity to Become a member | Kinds of Meetings | Final Dividend | |
| S-3 | SLO-1 | Alteration of Share Capital | Modes of Acquiring Membership | Annual General Meeting | Rules regarding Payment of Dividend | Modes of Winding-Up of a Company Grounds For Winding -Up of a Company |
| | SLO-2 | | Minimum and Maximum of Members | Role/ Duties of Company Secretary before The Annual General Meeting, | Legal Rules regarding Payment of Dividend | |
| S – 4-6 | SLO-1 | Duties of Company Secretary to Increase the Share Capital | Termination of Membership | Role/ Duties of Company Secretary at the Annual General Meeting, | Prohibition on Declaration of Dividend | Circumstances For Winding-Up for a Company |
| | SLO 2 | | Expulsion from Membership | Role/ Duties of Company Secretary after the Annual General Meeting, | Authority to Declare Dividend | Persons Entitled to apply for Winding-Up |
| S-7 | SLO 1 | Decrease / Reduction of Share Capital | Rights of Members | Extra- Ordinary General Meeting | Procedure for Declaration of Dividend | Legal Provisions applicable to Compulsory Winding Up |

| | | | | | | |
|---------|-------|---|--|--|---|--|
| | SLO-2 | Buy- Back of Shares | Liability of Members | Role/ Duties of Company Secretary before the Extra- Ordinary General Meeting | Procedure for Payment of Final Dividend | Provisional Liquidator |
| S-8 | SLO-1 | Borrowing Powers | Voting Rights of Shareholders | Role/ Duties of Company Secretary at the Extra-Ordinary General Meeting | Revocation of Dividend | Official Liquidator |
| | SLO-2 | Method of Borrowing | Variation of Shareholders rights | Role/ Duties of Company Secretary after the Extra-Ordinary General Meeting | Interim Dividend | Company Liquidator |
| S-9 | SLO-1 | Types of Borrowing | Directors | Class Meeting | Declaration of Dividend out of Company Reserves | Commencement of Winding Up |
| | SLO-2 | Duties of Secretary with respect to Borrowing | Number of Directors | Other Meetings | Unclaimed/ Unpaid Dividend | Winding Up Committee |
| S-10-12 | SLO-1 | Debentures | Appointment of Directors | Meetings of Creditors and Debenture Holders | Dividend Warrant | Report by the Company Liquidator |
| | SLO-2 | Meaning - Definition | Appointment of First Directors | Meetings of Board Directors | Duties of Company Secretary in respect of Payment of Dividend | Duties of Company Liquidator |
| S-13 | SLO-1 | Features of Debentures | Appointment of Directors by Shareholders at general meeting | Voting, e-Voting | Punishment for failure to Distribute Dividend | Powers of the Company Liquidator |
| | SLO-2 | Kinds of Debentures | | Proxy | Books of Account | Powers of Tribunals In the Case of Compulsory Winding up |
| S-14 | SLO-1 | Debenture Stock | Appointment of Directors by Third Parties and Central Government | Resolution | Statutory Books and Registers to be Maintained by the Company | Voluntary Winding up |
| | SLO-2 | Debenture Trust Deed | Powers of Directors | Ordinary Resolution | | Legal Provisions relating to Voluntary Winding Up |
| S-15 | SLO-1 | Disqualifications of Debenture Trustee | Duties of Directors | Matters passed in Ordinary Resolution | Board of Directors Report | Declaration of Solvency- Meeting of Creditors -Publication of Resolution of Voluntary Winding Up |
| | SLO-2 | Duties of Debenture Trustee | Liabilities of Directors | Special resolution | Contents of Board Report | Dissolution of a Company |
| S-16-18 | SLO-1 | Difference between Shares and Debentures | Retirement and Resignation of Directors | Matters passed in Special Resolution | Audit Report | Final Meeting and Dissolution |
| | SLO-2 | | | | Types of Audit Report | |

| | |
|---------------------|---|
| Learning Resources: | Textbooks: 1. Dr.S.M Shukla and CS.K.Jain, Company Law and Secretarial Practice, Sahitya Bhawan Publications, Agra. 2. N.D. Kapoor, ,Company Law and Secretarial Practice, S.Chand & Co. 3. Gaffoor – Company Law and Secretarial Practice – Vijay Nicole Publications 4. Avtar Singh,Company Law”, Eastern Book Co., Lucknow. |
| | References: 1. Dr. Pooja Aggarwal, Dr. Saroj Kumar,Company Law and Secretarial Practice, Thakur Publications, Lucknow. 2. Sangeet Kedia, Advanced Company Law And Practice, Pooja Law Publishing Company, 3.P.K. Ghosh, S., Company Law and Secretarial Practice, Chand & 3.P.K. Ghosh, S., Company Law and Secretarial Practice, Chand & Sons |

| 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 | Understand | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% | - |
| Level 2 | Analyze | | | | | | | | | | |
| Level 3 | Apply | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 40% | - |
| Level 4 | Evaluate | | | | | | | | | | |
| Level 5 | Create | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 30% | - |
| Level 6 | Remember | | | | | | | | | | |
| 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.P. Suseela, Associate Professor, 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 CS & AF FSH, SRM IST, Kattankulathur |

| 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 செய்தல் |
| CLR-2 : | நேர்காணல் செய்யும் திறனும் செய்தி வாசிப்பு முறைகளையும் தெரியச் செய்தல் |
| CLR-3 : | விமர்சனத்தின் தன்மைகளும் செய்தியறிக்கை தயாரிக்கும் முறையையும் அறியச் செய்தல் |
| CLR-4 : | பேச்சுக்கலையின் தனித்துவங்களைப் புரியச் செய்தல் |
| CLR-5 : | கணினித்தமிழின் பல்வேறு நுட்பங்களைத் தெரியச் செய்தல் |

| | |
|---------------------------------|--|
| Course Learning Outcomes (CLO): | At the end of this course, learners will be able to: |
| CLO-1 : | அகராதித்துறை, கலைச்சொல்லாக்கத் துறையைத் தெரிந்துகொள்ளுதல் |
| CLO-2 : | ஊடகங்களில் மொழி ஆளுமையோடு செயல்படும் திறன் பெறுதல் |
| CLO-3 : | கலை, இலக்கிய விமர்சன முறைகளையும், செய்தியறிக்கை தயாரிக்கும் நுட்பங்களையும் தெரிந்துகொள்ளுதல் |
| CLO-4 : | பல்வேறு வடிவங்களைக் கொண்ட பேச்சுக்கலையை அறிவதன்வழி, சிறந்த மேடைப் பேச்சாளராக உருவாகும் தகுதியைப் பெறுதல் |
| CLO-5 : | தமிழைக் கணினி வழி, இணையம் வழி கொண்டுசேர்க்கும் உலகளாவிய செயல்பாடுகளை அறிந்துகொள்ளுதல் |

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

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

| Duration (hour) | 9 | 9 | 9 | 9 | 9 |
|-----------------|---------------------------------|-----------------------|-----------------------|---------------------------|---|
| S-1 | SLO-1 தமிழில் அகராதிகள் | நேர்காணல் அறிமுகம் | விமர்சனம் - அறிமுகம் | பேச்சுக்கலை | கணினித்தமிழ் |
| | SLO-2 ஒரு மொழி/ இருமொழி அகராதி | ஆளுமைத்திறன் | விமர்சனத்தின் நோக்கம் | பேச்சின் அடிப்படைகள் | கணினி வழித் தட்டச்சு |
| S-2 | SLO-1 பன்மொழி அகராதி | நோக்கம் - கண்டறிதல் | விமர்சன வகைகள் | தன்னம்பிக்கையும் பேச்சும் | தட்டச்சு 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 | பட்டிமன்றப் பேச்சு | குரல் வழி தட்டச்சு |
| S-4 | SLO-1 அகராதி உருவாக்கப் பயிற்சி | நேரடியாக வினா விடை | விமர்சகர் தகுதிகள் | சொற்பொழிவு முறை | எழுத்து வழி தட்டச்சு |
| | SLO-2 அகராதி உருவாக்கப் பயிற்சி | அச்ச ஊடக நேர்காணல் | தேர்ந்த புலமை | பேச்சின் நுட்பங்கள் | தட்டச்சு செய்யும் பயிற்சி |

| | | | | | | |
|-----|-------|---|----------------------------|-----------------------------|--|---|
| S-5 | SLO-1 | கலைச்சொல் அறிமுகம் | காட்சி ஊடக நேர்காணல் | எழுத்துவடிவ விமர்சனம் | பேச்சாளர்களும் பேசும் முறைகளும் | தட்டச்சு செய்யும் பயிற்சி |
| | SLO-2 | பிறமொழிச் சொற்களும் தமிழில் கலைச் சொற்களும் | கேட்பு ஊடக நேர்காணல் | காட்சி வடிவ விமர்சனம் | பேச்சு - எடுத்துரைப்பும் உடல்மொழியும் | பிழை திருத்திகள் |
| S-6 | SLO-1 | கலைச்சொல்லாக்க நெறிமுறைகள் | கள 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 | பேச்சாளர்க்குரிய தகுதிகள் | வலைப்பூ உருவாக்கம் |
| S-7 | SLO-1 | துறைசார் சொற்கள் | நேர்காணல் செய்யும் பயிற்சி | செய்தியறிக்கை | பேச்சுப் பயிற்சி | வலைப்பூவில் எழுதும் முறைகள் |
| | SLO-2 | புதிய கண்டுபிடிப்புகளும் கலைச்சொற்களும் | செய்தி வாசிப்பு முறைகள் | சமூக நிகழ்வை எழுதுதல் | பேச்சுப் பயிற்சி | வலைப்பூவின் பயன்கள் |
| S-8 | SLO-1 | பயன்பாட்டுச் சொற்கள் | செய்தி வாசிப்பு நுட்பங்கள் | செய்தியாளர்க்குரிய தகுதிகள் | கலந்துரையாடலின் நோக்கம் | தமிழ் இணைய நூலகங்கள் |
| | SLO-2 | கலைச்சொல்லாக்கப் பயன்பாடுகள் | உச்சரித்தல் | உற்றுநோக்குதல் | கலந்துரையாடலின் தனித்தன்மைகள் | இணைய நூலகப் பயன்பாடுகள் |
| S-9 | SLO-1 | கலைச்சொல் உருவாக்கப் பயிற்சி | பிழையின்றி வாசித்தல் | சமநிலையில் எழுதுதல் | தம் கருத்தைத் தெளிவாக உரைத்தல் | தமிழ்த் தொடரடைவுகள் |
| | SLO-2 | கலைச்சொல் உருவாக்கப் பயிற்சி | வாசித்தலும் உணர்வும் | செய்தியறிக்கை தயாரித்தல் | கலந்துரையாடல் பயிற்சி | தொடரடைவின் பயன்பாடுகள் |

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

| 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 | <ol style="list-style-type: none"> 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.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR. 5. 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 Cinemas | | 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 | | 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 : | 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: | | | | | | | | | | | | | | | | | | |
| 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 | Paribhashik shabdavali |
| S-2 | SLO-1 | Udbhav | Swarup | Swarup | Arth |
| | SLO-2 | Vikash | Mahatva | Uddeshya | Paribhasha |
| S-3 | SLO-1 | Documentri move ki avdharna | Media men bhasha ka prayog | Mahatva | Swarup |
| | SLO-2 | Comercial move ki avdharna | Uttardayitva | Uddeshya | Prakar |
| S-4 | SLO-1 | Prayojan | Print media | Reportarj lekhan ke prati ruchi jagana | Film review ka mahatva |
| | SLO-2 | Uddeshya | Electronic media | Reportaj ki bhumika | Avadharna |
| S-5 | SLO-1 | Mahatva | Media ki jimmedari | Prayog | Vigyapan aur bazar |
| | SLO-2 | Prakar | Smachar lekhan | Uttardayitva | Prayojan |
| S-6 | SLO-1 | Prishthbhumi | Reporter ke gun | Ripotarj lekhan | Vigyapan aur rozgar |
| | SLO-2 | Karyashala | Sahajta | Punrikshan | Uddeshya |
| S-7 | SLO-1 | Documentry ki vidhi | Nispakshta | Lekhan vidhi | Paribhasha |
| | SLO-2 | Documentry aur comercial move men antar | Peet patrakarita | Samajik dayra | Arth |
| S-8 | SLO-1 | Comercial ki vidhi | Uttardayitva | Sahitya me ripotarj lekhan | Takaniki shabdavali ka mhatva |

| | | | | | | |
|------------|--------------|----------------|---------------|-----------------|--------------------------|----------------------|
| | SLO-2 | Move visleshan | Bhasha gyan | Pariyojna karya | Vigyapan ki visheshtayen | Shabdon ka visleshan |
| S-9 | SLO-1 | Paricharcha | Paricharcha | Paricharcha | Vigyapan mang | Path pricharcha |
| | SLO-2 | Prashnabhyash | Prashnabhyash | Prashnabhyash | Vigyapan ka prabhav | Prashnabhyash |

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

| 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 | 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: | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|--|---------------------------------|--------------------------|-------------------------|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | | | | | | | |
| CLR-1 : | | Strengthen the language of the students both in oral and written | | | | | | | | | | | | | | | | | |
| CLR-2 : | | Express their sentiments, emotions and opinions, reacting to information, situations | | | | | | | | | | | | | | | | | |
| CLR-3 : | | Make them learn the basic rules of French Grammar. | | | | | | | | | | | | | | | | | |
| CLR-4 : | | Develop strategies of comprehension of texts of different origin | | | | | | | | | | | | | | | | | |
| CLR-5 : | | Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | | 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 (%) | | | | | | | | | | | | |
| CLO-2 : | | To strengthen the knowledge on concept, culture, civilization and translation of French | | | 2 | 75 | 80 | | | | | | | | | | | | |
| CLO-3 : | | To develop content using the features in French language | | | 2 | 80 | 90 | | | | | | | | | | | | |
| CLO-4 : | | To interpret the French language into other language | | | 2 | 75 | 80 | | | | | | | | | | | | |
| CLO-5 : | | To improve the communication, intercultural elements in French language | | | 2 | 75 | 90 | | | | | | | | | | | | |
| | | | | | 2 | 80 | 75 | | | | | | | | | | | | |

| 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 indénombrables | 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 |
| | SLO-2 Les exemples | Les activités | Le prétérit simple - Le prétérit be+ V-ing | l'incapacité | Les activités |

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

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

| 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. Abigail, Assistant Professor, SRMIST, VDP |

| | | | | | | | | | | | |
|-------------|-----------|-------------|--|-----------------|---|--------------------------|---|---|---|---|---|
| Course Code | UMS23G06T | Course Name | QUANTITATIVE TECHNIQUE FOR BUSINESS DECISION | Course Category | G | Generic 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 | 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) |
| 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. | Level of Thinking (Bloom) | Disciplinary Knowledge |
| CLR-3 : | Learn the concepts of transportation and assignment problem | Expected Proficiency (%) | Communication Skills |
| CLR-4 : | Learn the basic concepts of game theory | Expected Attainment (%) | Critical Thinking |
| CLR-5 : | Understand the sequencing problems and linear programming problem | | 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: | | |
| 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 |
| 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 | Procedure 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 | Textbooks: 1. Gupta S.P (2012), P.K.Gupta and Dr.Manmohan , Business statistics and operation research, 5 th Edition, Sultan Chand & Sons, New Delhi 2. Sundersan , V , Ganapathy Subramanian, K.S and Ganesan , K (2011), Research management technique, A.R. Publications-Nagapattinam 3. Gurusamy – Operations Research – Vijay Nicole Publications |
| | References: 1. C.R.Kothari, “ Quantitative Techniques”, Vikas Publications , New Delhi |

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

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

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

| Course Code | UCC23S02J | 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) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|---|--|--------------------------|-------------------------|------------------------|----------------------|-------------------|---------------------------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|---------|--|----|----|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CLR-1 : | Understand the fundamentals of accounting and Tally ERP software | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | | | | | | | | | | | | | | |
| CLR-2 : | Learn about vouchers management and inventory in Tally ERP | 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 : | 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 | 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 | 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 | 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 | 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: | Textbooks: |
| | <ol style="list-style-type: none"> 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. |
| | References: |
| | <ol style="list-style-type: none"> 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 | 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 | 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.P. Suseela, Associate Professor, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP 4. Dr. Kamalakkannan A, 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 | 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: | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Solve the problems on reasoning | 3 | 80 | 75 | - | - | H | H | H | - | M | - | - | - | - | - | - | - | - |
| CLO-2 : | Face interviews confidently | 3 | 80 | 75 | M | H | M | - | - | - | M | M | H | M | H | M | M | M | - |
| CLO-3 : | Develop comprehension and interpretation skills | 3 | 75 | 70 | M | H | H | - | - | - | M | M | H | M | H | M | 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 | SLO-1 | Races and Games | HR Round – Practice Session | Skimming & Scanning | Leadership Skills | Novel Ways to Manage Energy in Work Place – activity |
| | SLO-2 | Problems on Ages | HR personal Interview -Session | Reading Comprehension | Leadership Skills Strategy | Energy Management |
| S-6 | SLO-1 | Clocks & Calendars | Email Etiquettes | Restatement | Leadership Skills – Planning | Work Force management |
| | SLO-2 | Identification of Cross Variable Relation | Email Drafting – Do's and Don'ts | Most Appropriate Restatement | Types of Leadership | Grievance Redressal Policy in Organisations |

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|---------------------------|---|
| Learning Resources | Textbooks: |
| | <ol style="list-style-type: none"> 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 References: <ol style="list-style-type: none"> 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 | <ol style="list-style-type: none"> 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 | 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 | UCC23501J | 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): | | 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 : | To understand basics concept of income tax | 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 : | To aware the component of salary and the taxable portion | | | | | | | | | | | | | | | | | | |
| 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): | | | | | | | | | | | | | | | | | | | |
| 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 |

| 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 | 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 |
| | 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 | Commuted pension for govt employees | Treatment of unrealized rent | Conditions for allowance of depreciation |
| | SLO-2 | | Types of perquisites | Commuted 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 | Textbooks: |
| | 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 References: 1. Murthy A “ <i>Income Tax Law & Practice</i> ” – Vijay Nichole Publications, Chennai. 2. Vinod K. Singhania, <i>Students Guide to Income Tax</i> , Taxman. Publication, 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 | 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.P. Suseela, Associate Professor, 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 | UCC23502J | 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 | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Understand the methods of absorption of overhead | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Know the various methods and techniques of contract costing and process costing | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | |
| 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 | H | 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 | | | |

| 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-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 | | | |
| 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 | | |

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|--------------------|---|
| Learning Resources | Textbooks: |
| | <ol style="list-style-type: none"> 1. T S Reddy & Y Hari Prasad Reddy (edition 2012.), Cost Accounting, Margham Publications, (All the 5 units) 2. Murthy - Cost Accounting - Vijay Nicole Publications 3. Maheswari S N (2013): Problems and Solutions in Cost Accounting, Sultan Chand Sons, New Delhi. (All the 5 units) |
| | References: |
| | <ol style="list-style-type: none"> 1. Reddy T S & Y Hari Prasad Reddy, (2012)., "Cost Accounting", Margham Publications 2. Iyengar S P(2013): "Cost Accounting Principles and Practice", Sultan Chand & Sons, New Delhi. 3. Pillai R S N & V Bagavathi (2013): "Cost Accounting", S.Chand Publications, new Delhi 4. Jain S P, K L Narang (2013): "Cost 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 | | |
|---|--|---|
| 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.P. Suseela, Associate Professor, 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 | UCC23503J | 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. | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| CLR-2 : | To differentiate the brand and gain a stronger market position. | | | | | | | 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 allocate resources efficiently and achieve organizational goals. | | | | | | | H | - | H | - | - | - | H | H | H | H | M | H | M | M | - | |
| CLR-4 : | To identify opportunities and threats, enabling informed market entry and expansion. | | | | | | | H | - | M | - | - | - | H | H | M | H | H | H | H | H | H | - |
| CLR-5 : | To maintain consistent messaging across various channels for enhanced brand perception. | | | | | | | M | H | H | - | - | H | H | H | M | H | M | M | H | H | H | - |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Analyze consumer behavior to devise tailored marketing approaches. | | | | 2 | 75 | 60 | H | H | H | - | - | M | H | H | M | H | M | H | H | | | |
| 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 | | |

| 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 |

| | | | | | | |
|----------------|--------------|--|--|--|---|--|
| | SLO-2 | Macro Environmental Factors – socio-cultural, technological – Introduction | Target market selection - Introduction | Packaging- Introduction | Barriers of Communication- Introduction | International Marketing Decisions-Introduction |
| S-13 | SLO-1 | Macro Environmental Factors – socio-cultural, technological | Target market selection | Packaging | Barriers of Communication | International Marketing Decisions |
| | SLO-2 | 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 |
| S-14 | SLO-1 | 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 |
| S-15 | SLO-1 | Buyer behavior - Need for studying buyer behavior | Bases and process of positioning | Setting the Price for a product | Online Marketing Promotion | Global Marketing Orientation |
| S-16-18 | SLO-1 | Factors Influencing Buyer Behaviour | Bases and process of positioning (continuation) | Pricing Strategies for New Product | Promotion Budget | Global Market Entry Strategies |
| | SLO-2 | Consumer vs. business buying behaviour | Positioning Strategies | Pricing Strategies for Product Mix | Socially Responsible Communication | Case Study for emerging trends in marketing |

| | |
|---------------------------|---|
| Learning Resources | References: 1. Philip Kotler, Kevin Lane Keller. Marketing Management (15th edition), Pearson, (2016). 2. Chndrasekar – Marketing Management Text and Cases – Vijay Nicole Publications 3. Philip Kotler, Gary Armstrong and Prafulla Agnihotri. Principles of Marketing (17th edition), Pearson, (2018). 4. K. Sundar – Essentials of Marketing – 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, 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 | 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.P. Suseela, Associate Professor, 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. Shanthy Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| Course Code | UCC23D01J | 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 | | | Level of Thinking (Bloom) | 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): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | | Understand the role of entrepreneurship in economic development | | | 2 | 75 | 60 | H | - | 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 | 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 | 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 | 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 | 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 |
| | SLO-2 | Nature of Entrepreneurship | Sociological Theories | Entrepreneurial Motivation | | Meaning and Objectives of EDP |
| S-2 | SLO-1 | Concept of Entrepreneurship | Theories of Religious Belief | Factors of Entrepreneurial Motivation | Documents required for setting up business | Indian EDP Model |
| | SLO-2 | Role of Entrepreneurship in Economic development | Max Weber Theory | Institutional support for Entrepreneurship | | Indian EDP Model |
| S-3 | SLO-1 | Role of Entrepreneurship in Economic development | Theory of Entrepreneurial Supply | SIDCO | Problems in new venture | Indian EDP Model |
| | SLO-2 | Factors impacting emergence of Entrepreneurship | Thomas Cochran theory | NISC | | Phases of EDP |
| S – 4-5 | SLO-1 | Entrepreneurship | Innovation Theory of Schumpeter | NIESBUD | Sources of Financing – Introduction | |
| | 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 |
| | 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 | Characteristics of a successful entrepreneur | Business opportunity | Steps in marketing research | | Atal Innovation Mission Scheme |
| | SLO-2 | | Features of a sound business plan | Benefits of drivers | | |
| 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 kev issues | Entrepreneurship In India | |

| | |
|---------------------|---|
| Learning Resources: | Textbooks: |
| | <ol style="list-style-type: none"> 1. Poomima M Charantimath, Entrepreneurship Development & Small Business Enterprise, Tata McGraw Hill, 2012. 2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Ltd, 2017 3. K.Sundhar, Entrepreneurship Development, Vijay Nicole Publications, Chennai |
| | References: |
| | <ol style="list-style-type: none"> 1. Nandan, Fundamentals of Entrepreneurship, PHI, First/e, New Delhi, 2009. 2. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001 3. David H Holt, Entrepreneurship: New Venture creation, 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 | 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.P. Suseela,Associate Professor, 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 | UCC23D02J | Course Name | BUSINESS COMMUNICATION | 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: | | |
|----------------------------------|--|--|--|--|
| CLR-1 : | To learn the communication skills | | | |
| CLR-2 : | To understand the different methods of writing letters | | | |
| CLR-3 : | Employ appropriate tools in various correspondence like bank, agency etc., | | | |
| CLR-4 : | To enable the use of report writing effectively | | | |
| CLR-5 : | To learn and understand the modern forms of communication | | | |
| | | | | |

| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | |
|---------------------------------|--|--|--|--|
| CLO-1 : | To recognize the importance and value of communication skills | | | |
| CLO-2 : | To understand the basic concepts and kinds of business letters | | | |
| CLO-3 : | To employ the appropriate correspondence letters | | | |
| CLO-4 : | To learn the report writing how to conduct the meeting | | | |
| CLO-5 : | To learn the modern forms of communication | | | |
| | | | | |

| 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 | ICT Skills | |
| | | | M | - | M | - | - | - | - | - | - | - | H | - | - | - | - | - |
| | | | M | - | M | - | - | L | - | - | - | - | H | - | - | M | - | - |
| | | | M | - | M | - | - | L | - | - | - | - | H | - | - | L | M | - |
| | | | M | - | M | - | - | L | - | - | - | - | H | - | - | L | M | - |
| 3 | 90 | 80 | M | - | M | - | - | L | - | - | - | H | - | L | M | - | | |
| 3 | 90 | 80 | M | - | M | - | - | L | - | - | - | H | - | L | 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 | Introduction of Business Communication | Introduction of Business Letters | Introduction of Bank Correspondence | Introduction to Reports Writing | Introduction of Forms of Communication |
| | SLO-2 | Definition of Business Communication | Kinds of Business Letters | Meaning and of Bank Correspondence | Reports Writing Meaning | Modern forms of Forms of Communication |
| S- S-2 | SLO-1 | Nature of Business Communication | Kinds of Business Letters | Importance of Bank Correspondence | Types of Reports | FAX |
| | SLO-2 | Types of Business Communication | Kinds of Business Letters | Importance of Bank Correspondence | Types of Reports | E-Mail |
| S-3 | SLO-1 | Types of Business Communication | Interview Letter | Insurance Correspondence | Steps of Report writing | Video Conferencing |
| | SLO-2 | Methods of Business Communication | Interview Letter | Insurance Correspondence | Steps of Report writing | Internet |
| S-4-5 | SLO-1 | Methods of Business Communication | Appointment Letter | Insurance Correspondence | Characteristics of Reports Writing | Internet |
| | SLO-2 | One way communication | Appointment Letter | Fire Correspondence | Characteristics of Reports Writing | Websites |
| S-6 | SLO-1 | One way communication | Acknowledgement Letter | Fire Correspondence | Meetings | Websites |
| | SLO-2 | Two-way communication | Acknowledgement Letter | Agency Correspondence | Agenda | Social Networking |
| S-7 | SLO-1 | Two-way communication | Promotion Letter | Agency Correspondence | Minutes of Meeting | Social Networking |
| | SLO-2 | Formal communication Psychological Barriers | Promotion Letter | Agency Correspondence | Memorandum | Internet Websites and their uses in business |

| | | | | | | |
|---------|-------|---------------------------------------|------------------------|---|--|--|
| S-8 | SLO-1 | Upward Communication Business letters | Enquiry Letter | Agency Correspondence | Office Letter | Internet Websites and their uses in business |
| | SLO-2 | Barriers to communication | Enquiry Letter | Correspondence with Shareholders | Circular | Advantages of Modern Communication |
| S-9-10 | SLO-1 | Barriers to communication | Reply Letter | Correspondence with Shareholders | Formal and Informal Report | Disadvantages of Modern Communication |
| | SLO-2 | Semantic Barriers | Order Letter | Correspondence with Directors | Agenda Basics for drafting of board minutes | Electronic Communication |
| S-11 | SLO-1 | Organisational barriers | Sales Letter | Correspondence with Directors | Agenda Basics for drafting of board minutes | Non Electronic Communication |
| | SLO-2 | Organisational barriers | Circular Letter | Specimen of Bank Correspondence | Minutes of Meeting format | Merits of Electronic Communication |
| S-12 | SLO-1 | Business Letters | Complaint Letter | Specimen of Bank Correspondence | Minutes of Meeting format | Demerits of Electronic Communication |
| | SLO-2 | Layout | Letter of Resignation | Specimen letter for dishonouring Cheque | Memo and its types | Uses of the Various forms of Communication |
| S-13 | SLO-1 | Semantic Barriers | Acknowledgement Letter | Specimen letter for dishonouring Cheque | Memo and its types | Advantages and Disadvantages of e-mail, Video Conferencing |
| | SLO-2 | Specimen | Promotion letter | Specimen letter for dishonouring Cheque | Format of Minutes Basics for drafting of board minutes | Advantages and Disadvantages of Internet & Website |
| S-14-15 | SLO-1 | Principles of effective communication | Order Letter | General Insurance, Fire, agency letter | Specimen office order | Website and their use in Business |
| | SLO-2 | Principles of effective communication | Sales Circular | General Insurance, Fire, agency letter | Circular and Note Techniques | Website and their use in Business |

| | |
|---|--|
| Learning Resources/Reference books | <ol style="list-style-type: none"> 1. Sundar K & Kumara Raj A(2012 Edn) "Business Communication", Vijay Nicole, Chennai. 2. Varinder Kumar, Bodh Raj(2013 Edn), Business Communication, Kalyani Publishers, New Delhi, 3. Urmila Rai, S.M Rai (2013), "Business Communication", Himalaya Publishing House, Mumbai, Edn. |
|---|--|

| 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 | 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.P. Suseela, Associate Professor, 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. M. Thinesh Kumar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur |

| Course Code | UCC23G01J | Course Name | INDUSTRIAL LAW AND LABOUR RELATIONS | 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 : | Understand the various approaches to industrial relations in the present scenario. | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Apply the legal and alternative mechanisms to resolve labour management conflicts. | | | | | | | | | | | | | | | | | | | | | |
| CLR-3 : | Analyse the legal provisions relating to vulnerable groups of workers and laws related to wages and its payments. | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Evaluate the Health, Safety and Working conditions of Labours | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Develop understanding of Legislations relating to Social Security. | | | | | | | | | | | | | | | | | | | | | |

| 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 concept of Industrial Relations, Labour Problems and Welfare oriented remedial measures. | | 2 | 85 | 80 | H | - | H | - | - | - | H | H | H | H | H | H | M | M | - |
| CLO-2 : | Illustrate the role of Trade Union in the Industrial Setup. | | 3 | 80 | 75 | H | - | M | - | - | - | H | H | H | H | H | H | M | M | - |
| CLO-3 : | Apply the Industrial Dispute settlement procedures in resolving the issues | | 3 | 85 | 80 | H | - | H | - | - | - | H | H | H | H | H | H | H | H | - |
| CLO-4 : | Evaluate the Working Conditions and Wages Legislations | | 3 | 80 | 75 | M | - | H | - | - | - | H | H | H | H | H | H | H | H | - |
| CLO-5 : | Analyse the Legislations relating to working conditions and Social Security | | 3 | 80 | 75 | 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 | Industrial Relations | Industrial Disputes | Wages | The Workmen/Employee Compensation Act 1923 | The Industrial Employment (Standing Orders) Act 1946 |
| | SLO-2 | Industrial Relations - Definitions | Meaning and Definitions | Meaning and Definitions | Concept of Workmen Compensation | Application of the Act |
| S-2 | SLO-1 | Reasons for Poor Industrial Relations | Reasons for Industrial Disputes | Kinds of Wages | Meaning - Definitions | Special Features of the Act |
| | SLO-2 | Measures to Improve Good Industrial Relations | Prevention of Industrial Disputes | The Payment of Wages Act 1936 | Applicability of the Act | Standing Orders |
| S-3 | SLO-1 | The Trade Union Act 1926 | The Industrial Disputes Act 1947 | Applicability of the Act | Features of the Act | Submission of Draft Standing Orders |
| | SLO-2 | Registration of Trade Unions | Applicability of the Act | Payment of Wages | Scope & Coverage of the Act | Details enclosed in Standing Orders |
| S - 4-5 | SLO-1 | Privileges/Rights for Registered Trade Unions | Authorities under the Act | Mode of Payment of Wages | Principles Governing Compensation | Modification in Standing Orders |
| | SLO 2 | Duties of Registered Trade Unions | Powers of the Authorities | Salary Vs Wages | Nature of Liability | Types of Workers under the MSO |

| | | | | | | |
|---------|-------|-------------------------------|---|--|--|--|
| S-6 | SLO-1 | General Funds of Trade Unions | Strikes | Deductions from Salary or Wages under the Act | Employers Liability for Compensation | Payment of Subsistence Allowance |
| | SLO-2 | Special Funds of Trade Unions | Legal Rules related to Strike | Penalties for Non-Compliance | Arising out of and in the course of Employment | Model Standing Orders on Additional items Applicable to all Industries |
| S-7 | SLO-1 | Amalgamation of Trade Unions | Lock-outs | The Minimum Wages Act 1948 | Notional extension of Employers Premises | Misconduct |
| | SLO-2 | Dissolution of Trade Union | Legal Provisions related to Lock-Out | Concept of Minimum Wages | Defences available to Employer | Meaning and Definition |
| S-8 | SLO-1 | The Factories Act 1948 | Lay off | Objectives of the Act | Doctrine of Added Peril | Types of Misconduct |
| | SLO-2 | Definitions | Legal Provisions related to Lay off | Applicability of the Act | The Employees State Insurance Act 1948 | Power of Grid Corporation |
| S-9-10 | SLO-1 | Applicability of the Act | Closure | Fixing of Minimum Wages | Application and Scope of the Act | Report of Misconduct |
| | SLO-2 | Health Measures | Legal Provisions related to Closure | Revising of Minimum Wages | ESI Corporation | Disciplinary Proceedings |
| S-11 | SLO-1 | Safety Measures | Retrenchment | Procedure for Fixing and Revising of Minimum Wages | Constitution of Standing Committee | Administrative Rules for Disciplinary Enquiry |
| | SLO-2 | Welfare Measures | Legal Provisions related to Retrenchment | Factors to be considered in fixing Minimum wages | Medical Council | Principles of Natural Justice |
| S-12 | SLO-1 | Working Hours of Adults | Strike Vs Lock-Out | Factors Considered as Irrelevant In Fixation of Minimum Wages | ESI Schemes | Procedure for a Disciplinary Enquiry |
| | SLO-2 | Employment of Women | Lay off Vs Closure | Role of wage Board | ESI Fund | Domestic Enquiry |
| S-13 | SLO-1 | Employment of Young Persons | Difference between Lay off and Lock-out | Role of Advisory Board -Central Advisory Board | Administrative Expenses | Preliminary Enquiry |
| | SLO-2 | | | Central Advisory Board | | |
| S-14-15 | SLO-1 | Leave with Wages | Difference between Lay off and Retrenchment | Composition of committees- Consequences of Non-Compliance with The Minimum Wages Act | Constitution of ESI Court | Chart for Disciplinary Enquiry |
| | SLO-2 | | | | | |

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|---------------------|---|
| Learning Resources: | <p>Textbooks:</p> <ol style="list-style-type: none"> 1.N.D.Kapoor – Industrial Laws, Sultan Chand & Sons, New Delhi. 2.. P.C.Tripathi - Industrial Laws, Sultan Chand & Sons, New Delhi 3. .Dr. H.K. Saharay - Textbook on Labour & Industrial Law.Dr. H.K. Saharay 4. Nandakumar – Industrial Relations and Labour Welfare and Labour Laws – Vijay Nicole Publishers <p>References:</p> <ol style="list-style-type: none"> 1.Dr.Avtar Singh -Introduction to Labour & Industrial Law. New Delhi : LexisNexis. 2.Reshma Arora, (2000). Labour Law. New Delhi : Himalaya Publication House. 3.Garg, K.C.; Sharma, Mukesh; Sareen, V.K. (2002). Commercial and Labour Laws. Ludhiana: 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 | | |
|---|--|---|
| 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.P. Suseela, Associate Professor, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. Ms. J.Ramadevi, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur |

| Course Code | UCC23S03J | Course Name | FUNDAMENTALS OF STOCK MARKET | Course Category | S | Skill Enhancement Course | L | T | P | O | C |
|-------------|-----------|-------------|------------------------------|-----------------|---|--------------------------|---|---|---|---|---|
| | | | | | | | 1 | 0 | 1 | 2 | 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 | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Understand how derivatives works | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Learn how to do financial statement analysis | | | | | | | | | | | | | | | | | | | | | |
| 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 | - | 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 | H | H | H | M | M | - | | | |
| CLO-3 : | Understand the mechanism of secondary market | | 2 | 70 | 65 | H | - | - | - | H | - | M | H | M | H | M | M | M | - | | | |
| CLO-4 : | Gain knowledge about derivatives market | | 2 | 70 | 70 | H | H | - | - | H | - | M | H | M | H | 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 | H | H | H | 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 and commodity exchanges - MCDX | |
| 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: 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 4. Tycho Press. (2013). Stock Market Investing for Beginners: Essentials to Start Investing Successfully. United States: Callisto Media Incorporated. References: 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: shanthi@unom.ac.in | 1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.P. Suseela, Associate Professor, 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 | UCC23P02L | 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): <i>The purpose of learning this course is to:</i> | | 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 | | | | | | | | | | | | | | | | | | |
| 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: | | | | | | | | | | | | | | | | | |
| CLO-1 : | Gained knowledge about research project | 2 | 80 | 80 | 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-2 : | Increased knowledge on research problem | 2 | 75 | 70 | H | L | H | M | L | M | M | M | M | M | M | M | M | 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 |
|-----------------|-----------------|--------------------------|--------------------------|------------------------------|-------------------------------|--------------------------|
| S-1 to S- 5 | | 5 | 5 | 5 | 5 | 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

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. 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 |
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SEMESTER VI

| Course Code | UCC23601J | 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 | | | | | | | H | - | M | H | - | - | M | H | - | H | H | H | H | H | M | - | |
| CLR-4 : | To Understand the provisions relating to Deduction U/S 80 C to 80 U | | | | | | | H | - | M | H | - | - | M | H | - | H | H | H | H | H | H | M | - |
| CLR-5 : | Students can compute the individual assesses taxable income and tax liability | | | | | | | H | H | M | H | H | H | M | H | H | H | H | H | H | H | H | M | H |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | 3 | 85 | 80 | H | H | M | H | H | M | H | H | H | H | H | H | M | H | | |
| CLO-1 : | To Learn the provisions relating to Capital Gains | | | | 3 | 75 | 70 | H | - | M | H | - | - | M | H | - | H | H | H | H | M | - | | |
| CLO-2 : | To Assess taxable income from other sources of an Individual assessee | | | | 3 | 80 | 75 | 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-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 |
| | 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 of 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 | | | | | | |

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| Learning Resources | Text Books: |
| | <ol style="list-style-type: none"> 1. T.Srinivasan A "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 |
| | References: |
| | <ol style="list-style-type: none"> 1. hagavathi Prasad, "Income Tax Law and Account" – Vishwa Prakasan, New Delhi 2. Vinod K. Singhania, "Students Guide to Income Tax" – Taxman Publication, 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.P. Suseela, Associate Professor, 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 | UCC23602J | Course Name | CORPORATE FINANCE | 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 learn the knowledge about corporate finance | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To understand corporate financial planning | | 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 know the SEBI guidelines | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To understand the Other financial institution | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To analyze the company financial structure and company Capital structure | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Gained knowledge about corporate finance | | 3 | 85 | 80 | H | - | L | L | L | H | L | L | M | M | M | M | H | L | - |
| CLO-2 : | Understand corporate financial planning | | 3 | 80 | 75 | H | - | L | L | L | L | M | L | M | H | M | M | H | M | - |
| CLO-3 : | Familiar the SEBI guidelines | | 3 | 85 | 80 | H | - | L | L | L | L | L | L | M | H | M | M | H | L | - |
| CLO-4 : | Improved knowledge on the Other financial institution | | 3 | 75 | 70 | H | M | M | L | L | L | M | M | M | H | M | M | H | M | - |
| CLO-5 : | Analytical knowledge on company financial structure and company Capital structure | | 3 | 75 | 70 | H | M | M | L | H | H | H | M | M | M | M | M | 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 |
|-----------------|-------|----------------------------------|--|------------------------------------|---|---|
| | | 18 | 18 | 18 | 18 | 18 |
| S-1 | SLO-1 | Corporate Finance - Introduction | Corporate Financial Planning – Introduction | Capital Markets - Introduction | Industrial Financial Institutions – Introduction | Corporate Governance - Introduction |
| | SLO-2 | Nature of Corporate Finance | Meaning of Corporate Financial Planning | Meaning of Capital Markets | Meaning of Industrial Financial Institutions | Meaning of Corporate Governance |
| S-2 | SLO-1 | Importance of Corporate Finance | Definition of Corporate Financial Planning | Definition of Capital Markets | Importance of Industrial Financial Institutions | Definition of Corporate Governance |
| | SLO-2 | Objectives | Significance of Corporate Financial Planning | Features of Capital Markets | Significance of Industrial Financial Institutions | Objectives of Corporate Governance |
| S-3 | SLO-1 | Types of Corporate Finance | Types of Corporate Financial Planning | Significance of Capital Markets | Development financial Institutions | Significance of Corporate Governance |
| | SLO-2 | Functions of Finance Manager | Importance of Corporate Financial Planning | Components of Capital Markets | IFCI | Principles of Corporate Governance |
| S-4-6 | SLO-1 | Sections of Corporate Finance | Need for Corporate Financial Planning | Instruments of Capital Markets | IDBI | Corporate Actors |
| | SLO-2 | Examples of Corporate Finance | Problems in Corporate Financial Planning | Products of Capital Markets | ICICI | Key Responsibilities of the Board of Directors and Management |
| S-7 | SLO 1 | Financial Modeling | Steps in Corporate financial planning | Characteristics of Capital Markets | SFC | Board Structure |

| | | | | | | |
|----------------|--------------|-----------------------------------|-----------------------------------|---|--|---|
| | SLO 2 | Initial Public Offering | Sales planning | Types of Capital Markets | SIDBI | Board Leadership |
| S-8 | SLO 1 | Bank loan & Refinancing | Capital Requirements planning | Primary Market | IIBI | Board Committee Structure |
| | SLO 2 | Merger and Acquisition | Investment planning | Methods of Primary Market | EXIM Bank | Audit Committee |
| S-9 | SLO 1 | Scope of Corporate Finance | Liquidity planning | Functions of Primary Market | Banks – Commercial Banks and Universal Banks | Nominating/Corporate Governance Committee |
| | SLO 2 | Activities of Corporate Finance | Advantages of financial planning | Intermediaries in the New issues market | Other Financial Institutions | Compensation Committee |
| S-10-12 | SLO 1 | Investments and Capital Budgeting | Overtrading | SE BI Guidelines on Primary Market | LIC | Importance of Corporate Governance |
| | SLO 2 | Capital Financing | Under trading | Secondary Market | GIC | Issues of Corporate Governance |
| S-13 | SLO 1 | Capital Financing | Limitations of Financial Planning | Features of Secondary Market | UTI | Legal Framework in Corporate Governance |
| | SLO 2 | Dividends and Return of Capital | Difficulties in forecasting | Functions of Secondary Market | Functions of Industrial Financial Institutions | Shareholding Structure |
| S-14 | SLO 1 | Sources of raising finance | Difficulty in change | Primary Market Vs Secondary Market | Challenges of financing corporate growth | Stakeholders' relationship |
| | SLO 2 | Internal Financing | Rapid change | Importance of Secondary Market | Credit Guarantee Corporation | Stakeholders' relationship - Transparency |
| S-15 | SLO 1 | External Financing | Problem of coordination | SEBI Guidelines relating to Secondary markets | Public corporations | Stakeholders' relationship - Disclosures |
| | SLO 2 | Long term Financing | Financial Planning Process | SEBI Guidelines relating to Capital markets | Private Corporation | Recent Developments in Corporate Governance |
| S-16-18 | SLO 1 | Short term Financing | Over Capitalization | Recent trend in Capital market. | ECGC | Management Structure and Processes |
| | SLO 2 | Corporate Finance Companies | Under Capitalization. | Role of Capital market in India. | Government Policies on Industrial Finance | Financial Disciplines. |

| | |
|---------------------------|--|
| Learning Resources | Textbooks: 1. Kucghal S.C., (2012): Corporate Finance, Sultan Chand Publications, New Delhi (all the 5 units) 2. Khan Y. and Jain P.J. (2013): "Financial Mangement", Tata McGraw-Hill Education 3. T. Srinivasan – Financial Management – 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, 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.P. Suseela,Associate Professor, 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 Commerce (CS&AF), FSH, SRMIST KTR 5.Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| Course Code | UCC23603T | 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: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|--|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1 : | To learn the importance of Research | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To Identify the problems in the area of Research | | | | | | | 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 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 | | | | 3 | 85 | 80 | H | - | L | L | L | H | L | L | M | M | M | M | H | L | - |
| CLO-2 : | To recognize the problems in the research | | | | 3 | 80 | 75 | H | - | L | L | L | L | M | L | M | H | M | M | H | M | - |
| CLO-3 : | To learn the components of research | | | | 3 | 85 | 80 | H | - | L | L | L | L | L | L | M | H | M | M | H | L | - |
| CLO-4 : | To understand the methods of data collections | | | | 3 | 75 | 70 | H | M | M | L | L | L | M | M | M | H | M | M | H | M | - |
| CLO-5 : | To employ the different tests in research and report writing | | | | 3 | 75 | 70 | H | M | M | L | H | H | H | M | M | M | M | M | 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 |
|-----------------|-------|-----------------------------------|------------------------------------|------------------------------------|--|---|
| | | 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 | | | | 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 | TEXT BOOK: |
| | 1. C.R. Kothari (2013): Research Methodology Methods and Techniques, 2/e, Vishwa Prakashan. (All the 5 units) 2. Prabhu – Research Methodology in Business Management – Vijay Nicole Publications 3. Bendat and Piersol (2001), Random data: Analysis and Measurement Procedures, Wiley Interscience. REFERENCES: 1. Richard I Levin and 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: shanthi@unom.ac.in | 1.Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2.Dr.P. Suseela,Associate Professor, 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 Commerce (CS&AF), FSH, SRMIST KTR 5.Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| Course Code | UCC23D03J | Course Name | GOODS AND SERVICES TAX | 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 : | | Enable the students to understand the importance of GST | | | Level of Thinking (Bloom) | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | | Understand the various GST levied in India | | | | | | | | | | | | | | | | | | | | | |
| CLR-3 : | | Provide the genesis of GST and its rates on various Goods and Services | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | | Understand the Registration Procedures | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | | Know the provisions relating to CGST, SCGST, IGST and UTCGST | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | 3 | 85 | 80 | H | - | M | L | L | - | M | M | M | M | H | M | H | L | - | |
| CLO-1 : | | Students understood the GST basic concepts | | | 2 | 80 | 80 | H | - | M | L | L | L | M | M | M | M | H | M | H | L | - | |
| CLO-2 : | | Knowledge of the provisions relating to the Value of Supply of GST | | | 3 | 80 | 75 | H | - | M | L | L | M | H | H | H | M | M | M | H | L | - | |
| CLO-3 : | | Familiarity with the concept of Input Tax Credit | | | 3 | 70 | 70 | H | H | M | H | H | M | H | H | H | M | - | M | H | H | H | |
| CLO-4 : | | Exposure to the procedures regarding the filing of GST Returns | | | 2 | 75 | 70 | H | - | M | L | L | - | H | H | H | M | M | M | H | L | - | |
| CLO-5 : | | Through knowledge of exempted Goods and Services | | | 3 | 85 | 80 | | | | | | | | | | | | | | | | |

| 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 | Tax meaning and definition | GST concepts and terminology | Provisions relating to Value of Supply of Goods and Services | Composition levy- eligibility, provisions, rules, rates | Overview of GST return filing process |
| | SLO-2 | Concept of Tax | | | Composition levy- eligibility, provisions, rules, rates | Overview of GST return filing process |
| S-2 | SLO-1 | Features of tax | GST concepts and terminology | Provisions relating to Value of Supply of Goods and Services | Input Tax Credit - Meaning | Importance and significance of timely return filing |
| | SLO-2 | | Levy and collection of GSTS | Provisions relating to Value of Supply of Goods and Services | Input Tax Credit - Meaning | Importance and significance of timely return filing |
| S-3 | SLO-1 | Objectives of taxation | Amendment and cancellation of registration | Items included and deductions against taxable value | Eligibility and conditions to avail Input Tax Credit | Importance and significance of timely return filing |
| S-4-5 | SLO-1 | Cannon of Taxation | Amendment and cancellation of registration | Items included and deductions against taxable value | Eligibility and conditions to avail Input Tax Credit | Understanding different types of GST returns |

| | | | | | | |
|---------|-------|--|--|--|---|--|
| S-6 | SLO 1 | Merits and demerits of Indirect taxation | Supply of goods and services-Meaning | Practical problems related to computation of taxable value of goods and services supplied. | Performa and preparation of tax invoice. | Registration - Procedures involved in the issue of certificate of registration under GST |
| S-7 | SLO-1 | Evolution and overview of GST | Supply of goods and services-Meaning | Practical problems related to computation of taxable value of goods and services supplied. | Availability of Credit in special circumstances | GSTR-1: Outward Supplies Return |
| S-8 | SLO-1 | Evaluation and suggestion of GST | Scope and types of GST | Practical problems related to computation of taxable value of goods and services supplied. | Availability of Credit in special circumstances | GSTR-2: Inward Supplies Return |
| | SLO-2 | | | Tax rates applicable on supply of goods and services | | |
| S-9-10 | SLO-1 | Constitutional provisions related to GST | Scope and types of GST | Tax rates applicable on supply of goods and services | Transfer of Input Tax Credit | GSTR-3: Monthly Return |
| | SLO-2 | | Determination of time and place of supply of goods and services. | | | |
| S-11 | SLO-1 | Constitutional provisions related to GST | Determination of time and place of supply of goods and services. | Tax rates applicable on supply of goods and services | Claim of Input Tax Credit | GSTR-9: Annual Return |
| | SLO-2 | GST Council and its role | Determination of time and place of supply of goods and services. | Practical problems relating to calculation of GST payable on goods and services supplied. | | |
| S-12 | SLO-1 | Roles of GST Council | Levy and collection of tax. | Practical problems relating to calculation of GST payable on goods and services supplied. | E-Way Bill – Definition | GSTR-9C: Reconciliation Statement and Certification |
| S-13 | SLO-1 | GST Council and its role | Levy and collection of tax. | Practical problems relating to calculation of GST payable on goods and services supplied. | E-Way bill portal – registration/enrolment | Returns - GSTR-9 A- persons responsible to File & Information to be given |
| | SLO-2 | Case Study | List of exempted goods and services with practical problems. | | validity of e-way bill | |
| S-14-15 | SLO-1 | Case Study | List of exempted goods and services with practical problems. | Practical problems relating to calculation of GST payable on goods and services supplied. | Documents required to generate an e-way bill | Registration on the GST portal for return filing |
| | SLO-2 | | | | Cases when e-way bill is not required | |

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| Learning Resources: | Textbooks: 1. Taxmann's GST Acts, Publisher: Taxmann Publication 2. Students Guide to Income Tax, Author: Dr. Vinod K Singhania & Dr. Monica Singhania, Publisher: Taxmann 3. Reference book suggestion: "GST in India: Theory and Practice" by Alok Kumar Mishra 4.L. J. Chaarals – Goods and Services Tax – Vijay Nicole Publications |
| | References: 1. "Goods and Services Tax (GST): A Comprehensive Guide" by ClearTax - This article provides an in-depth overview of GST, covering its concept, benefits, registration process, and key features. 2. "Understanding GST: A Beginner's Guide" by Economic Times - This article offers a beginner-friendly explanation of GST, its implementation in India, and its impact on different sectors of the economy. 3. "GST Input Tax Credit: Eligibility, Rules, and Procedures" by Investopedia - This article explains the concept of input tax credit (ITC) under GST, eligibility criteria, and the procedures for claiming and utilizing ITC. |

| 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 | | | | | | | | | | |
| | Remember | 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.P. Suseela, Associate Professor, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. 4..K.Karthikeyan, Assistant Professor, Dept. of CS and AF, SRM IST, KTR. 5. Dr. Thinesh Kumar M, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| | | | | | | | | | | | |
|-------------|-----------|-------------|--------------------------|-----------------|---|--------------------------------------|---|---|---|---|---|
| Course Code | UCC23D04J | 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: | | | | | | | | | | | | | | | | | | |
| CLO-1: | Understanding about various quality terms. | | 2 | 75 | 60 | H | - | L | M | - | - | L | L | L | L | L | M | L | 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. | | 2 | 80 | 70 | H | L | H | - | L | - | L | L | M | M | M | M | M | L | - |
| CLO-3: | Analyze the periodical data in quality control using statistical tools | | 3 | 70 | 65 | H | H | H | L | H | M | H | L | H | M | M | H | M | M | - |
| CLO-4: | Understand the procedures which will help him/her to identify the parameters that are improving/depriving the quality | | 3 | 70 | 70 | H | L | M | - | L | - | H | L | H | M | M | H | M | M | H |
| CLO-5: | Maintain processes/documentation properly. | | 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 |
|-----------------|-------|--|--------------------------------|--|---------------------------------------|--|
| | | 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, |
| | SLO-2 | quality statements | Control Charts for variables and attributes | Types of FMEA: Design, Process, and System | Process Control in Services, Process | Roles and responsibilities of |
| S-7 | SLO-1 | strategic planning | Process capability | Service Quality Dimensions and Measurement | Improvement: Meaning and Concept | Quality Circle Members, |
| | SLO-2 | Deming philosophy | Concept of six sigma | Quality Function Deployment (QFD) in Service Organizations | DMAIC and Deming's PDCA cycle | Implementation of Quality Circles, |
| S-8 | SLO-1 | 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 |
| | SLO-2 | 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 |
| S- 9 -10 | SLO-1 | System of Profound Knowledge | Quality Statements | Customer Relationship Management (CRM) and Quality Management | Checklists, Pareto Charts | Data Collection |
| | SLO-2 | Barriers to TQM implementation | Strategic quality planning | Service Recovery and Complaint Handling | Histogram, Scatter Diagram Run Charts | Cause-and-effect Diagram |
| S-11 | SLO-1 | Resistance to Change | Quality Councils | Techniques and best practices for handling customer | Control Charts | Line Graphs |
| | SLO-2 | Lack of Leadership Support | Employee involvement Empowerment, | Total Productive Maintenance (TPM) | Statistical Process Control: Meaning and Concept, | Quality Circle Facilitation and Leadership |
| S-12 | SLO-1 | Inadequate Employee Involvement | Employee Motivation | Case studies | Construction of X-bar and R Control | Measurement and Evaluation of Quality Circles |
| | SLO-2 | 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 |
| S-13 | SLO-1 | 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 |
| | SLO-2 | Employee Empowerment and Continuous Improvement | Partnering, Supplier selection, | Service Blueprinting and Process Mapping | Acceptance Sampling: Meaning, | Sustaining Quality Circles for Long-Term Success |
| S-14-15 | SLO-1 | Reducing Variation and Improving Quality | Supplier partnership | Practical application of these tools for identifying opportunities | Importance | Discussing approaches to sustaining and institutionalizing |
| | SLO-2 | Statistical Process Control (SPC) | Supplier Rating. | Service Innovation and Continuous Improvement | Types | Overcoming challenges |

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|----------------------------|--|
| Learning Resources: | Textbooks: 1. Besterfield D. H. – ‘Total Quality Management’ – Pearson Education Asia – 2015-4th Edition. |
| | References: 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 |
| 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, 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 | UCC23G02J | 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) | Expected Proficiency (%) | 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 | - |
| CLO-2 : | To understand the regulatory framework of insurance. | | | | 2 | 75 | 70 | H | M | L | - | - | M | M | M | H | H | 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 | M | M | H | M | 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 |

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| Learning Resources: | Textbooks: 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 |
| | References: 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 | | | | | | | | | | |
| | 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.P. Suseela, Associate Professor, 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.Thinesh kumar M, Assistant Professor, Dept. of CS and AF, SRM IST, KTR |

| Course Code | UCC23P03L | 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: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|---|--|--|---|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|----|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CLR-1 : | To give idea about research project | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-2 : | To identify the research problem | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-3 : | To review of literature | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To give idea about data collection | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To understand knowledge on statistical tools | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | 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 | ICT Skills | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Gained knowledge about research project | | | 2 | | | | | | | | | | | | | | | | | | | 85 | 80 | H | H | L | - | - | M | M | H | M | M | H | H | M | 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 | 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 | 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 | 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 | 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.

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. 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 |
| 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.P. Suseela, Associate Professor, 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 | UCC23701J | 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: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|--|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1 : | To know about the business environment | | | | Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To study about the need of Political environment | | | | | | | 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 know about the Socio-cultural environment | | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To know about the Economic Environment of business | | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To study of legal environment of business and the Government Fiscal Policy | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Develop the business environment | | | | 2 | 85 | 80 | H | H | L | - | - | M | M | H | M | M | H | H | H | M | H |
| CLO-2 : | Know the need of political environment | | | | 2 | 80 | 70 | H | H | H | L | L | H | M | M | H | H | H | M | H | M | H |
| CLO-3 : | Have knowledge on the Socio-cultural environment | | | | 3 | 75 | 75 | H | H | M | L | L | H | M | M | M | H | H | M | H | H | H |
| CLO-4 : | Understand the Monetary and fiscal policy | | | | 3 | 80 | 75 | H | H | M | H | H | H | M | H | H | H | M | H | H | H | H |
| CLO-5 : | Apply legal environment of business and Government Economic planning am policy | | | | 3 | 75 | 70 | H | H | H | H | H | H | M | 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 |
|-----------------|-------|--------------------------------------|--|--|---|---|
| | | 18 | 18 | 18 | 18 | 18 |
| S-1 | SLO-1 | The concept of Business Environment | Political Environment-Meaning | Socio-Cultural Environment-Meaning | Economic Environment-Meaning | Natural and Technological Environment |
| | SLO-2 | Business environment - Definition | Political Environment-of India | Socio-Cultural Environment- importance | Nature of economic environment | |
| S-2 | SLO-1 | Business Environment nature | Different Economic System and the role of the government | Nature and impact of culture on business | Economic factors | Technological leadership and followership |
| | SLO-2 | significance of Business Environment | Capitalist Economy | | Growth strategy | sources of technological dynamics |
| S-3 | SLO-1 | Internal Environment | Socialist Economy | Culture and globalization | Economic policies | Impact of technology on globalization |
| | SLO-2 | | Mixed Economy | Cultural heritage | | Status of technology in India |
| S-4-6 | SLO-1 | External Environment | Public Sector and environmental perspective | Social attitudes | New Industrial policy features | Features of Technological environment |
| | SLO-2 | | | Castes and communities | Impact of Industrial Policy on Business | Impact of technology. On environment |
| S-7 | SLO-1 | Business and society | Government intervention in private sector | Politics And Environment | Monetary Policy | Legal Environment |

| | | | | | | |
|---------|-------|---|---|--|--|--|
| | SLO-2 | | | | | |
| S-8 | SLO-1 | Environmental screening - Meaning | Importance of Political environment | Joint family systems | Fiscal Policy | Competition Law |
| | SLO-2 | Business Environmental analysis - Meaning | | linguistic and religious groups | | |
| 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 | | | | | |

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|--------------------|---|
| Learning Resources | Textbooks: 1. Business Environment Fourth Edition By Pearson 2. Nimitha Gopal, Business Environment, Vijay Nicole Publications, Chennai |
| | References: 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 |
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| Course Code | UCC23D05J | 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 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 importance of IP and to educate the basic concepts of Intellectual Property Rights | 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-2 : | Apply the knowledge to the students regarding Indian position of the Copyright Law, 1957 | | | | L | - | M | L | L | L | L | M | L | - | L | - | L | L | - |
| CLR-3 : | Know the procedure of obtaining Patents, Copyrights, Trade Marks &Industrial Designs | | | | L | - | M | L | L | L | L | M | L | H | M | H | L | L | - |
| CLR-4 : | Identify the significance of practice and procedure of Patents. | | | | L | - | M | L | L | M | L | M | L | H | M | H | L | M | - |
| CLR-5 : | Evaluate the important Agreements, Treaties and Conventions relating to Intellectual Property Rights. | | | | M | H | M | L | L | M | L | M | L | H | M | H | L | M | H |
| 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 | Future Perspective of IPR | Rights provided by Copyright | Types of Trademarks | Different Types of Applications under the Patent Act 1970 | Types of Application |

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| 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 | Requirements or Principles of Patent Law, Novelty or Newness | Renewal of GI –Status quo Before the GI Act |
| S-8 | SLO-1 | Legal Framework | International Conventions and Treaties on Copyright Protection | Objection/Denial to Register the Trademarks | Non-obviousness or Inventive step, Usefulness or Utility, Non-Patentable Inventions | Examples of GI goods from India |
| | SLO-2 | Statutes governing IPR in India | Berne Convention for the protection of Literary and Artistic Work | 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 –Remedies for Infringement |
| | SLO-2 | Leading International Instruments Concerning IPR | Rome Conventions for the protection of Performers, Producers of Phonograms and Broadcasting Organizations | Relative grounds for Denial | Pre -Grant Opposition in India | The Designs Act 2000 |
| S-10 - 12 | SLO-1 | Leading International instruments Concerning IPR | Authorship and Ownership in Copyright | Proceedings in Opposition | Post – grant Opposition in India | Meaning and Origin |
| | SLO-2 | WIPO -World Intellectual Property Organization | Assignment of Copyright | Trademarks Infringement | Patent 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 | Direct Infringement – Literal and Non-Literal Infringement | Essential requirements for Registration of Designs |
| S-14 | SLO-1 | Common Rules | Procedure for Registering a Copyright | Trade Secrets and Confidential Information | Indirect, Contributory, and Willful Infringement | Application to register Designs |
| | SLO-2 | TRIPS - Trade Related Aspects of Intellectual Property Rights Agreement | Infringement of Copyrights | Essentials of Trade Secret | Defences available against Patent Infringement | Importance of Registration of Designs |
| S-15 | SLO-1 | Issues covered under TRIPS Agreement | Copyright Infringement Elements | Protection of Trade Secrets in India | Acts not amount to 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 | Confidential Information and Trade Secret Law in Global Trends | Reliefs in Suit for Infringement | Remedies against the Piracy |
| | SLO-2 | TRIPS Agreements relaxation During Covid19 | Landmark Judgements on Copyrights Infringement | Case Laws of Trade Secret and Confidential Information | Case Laws of Patent Infringement | Case Laws on Registration of Designs |

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| Learning Resources: | Textbooks: 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.B.L. Wadera, <i>Patents, trademarks, copyright, Designs and Geographical Judications</i> . 4. V J Taraporevala – <i>Law of Intellectual Property Rights</i> – Thomson Reuters |
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| | References: 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 |
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| Bloom's Level of Thinking | | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
|------------------------------|------------|--|----------|---------------|----------|---------------|----------|---------------|----------|--------------------------------------|----------|
| | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%) | | | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 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.P. Suseela, Associate Professor, 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 | UCC23D06J | 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 |
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| 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 | | | 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 basic knowledge about Attitudes, Values, Perception, Personality, | | | | | | 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 basic knowledge about Motivation, Leadership, Counselling and Negotiation | | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | | Analyze the different stages of Group development | | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | | Understand the characteristics and roles of a counsellor and Importance of negotiation and better industrial relations. | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | |
| 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 | Importance Group Development | 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 |

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| 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 |
| | SLO-2 | Ability of OB | Myers Briggs Type indicator | Importance of Motivation | Mentoring definition | Objectives of Negotiation |
| S - 14 | 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 |

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| Learning Resources: | Textbooks: 1. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, <i>Organizational Behaviour</i> , Pearson, 2019 2. Sundar – <i>Elements of Organisational Behaviour</i> -Vijay Nicole Publications 3. Kavitha Singh, <i>Counselling skills for Managers</i> , PHI Learning, 2015 4. Stephen McShane & Van Glinar, “ <i>Organisational Behaviour</i> ”, prentice Hall India Pvt.Ltd New delhi |
| | References: 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 & 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 | 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 % | |

| 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.P. Suseela, Associate Professor, 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. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS and AF, SRM IST, KTR |

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|-------------|-----------|-------------|---------------------------------|-----------------|---|--------------------------|---|---|---|---|---|
| Course Code | UCC23G03J | Course Name | CORPORATE SOCIAL RESPONSIBILITY | Course Category | G | Generic Elective Courses | L | T | P | O | C |
| | | | | | | | 3 | 0 | 2 | 2 | 4 |

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|----------------------------|--|----------------------|-----|-----------------------------|-----|
| 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 examine the scope and complexity of CSR. | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To demonstrate a multi stakeholder perspective in viewing CSR issues. | 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 explain the vision and mission of corporate to society at large. | | | | | | | | | | | | | | | | | | |
| CLR-4 : | To evaluate the level of commitment to CSR of different organizations and show its competitive advantage. | | | | | | | | | | | | | | | | | | |
| CLR-5 : | To analyses the impact of CSR on corporate culture. | | | | | | | | | | | | | | | | | | |
| 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 : | Gain knowledge about basic concept of corporate social responsibility | | | | | | | | | | | | | | | | | | |
| CLO-2 : | Application of Fundaments in stakeholders' engagement | | | | | | | | | | | | | | | | | | |
| CLO-3 : | Apply information Technology in CSR towards environment and biodiversity | | | | | | | | | | | | | | | | | | |
| CLO-4 : | Awareness on recent trends in sustainability models | | | | | | | | | | | | | | | | | | |
| CLO-5 : | Know various theories of CSR | 2 | 85 | 80 | H | L | L | L | L | L | L | M | L | L | M | H | H | H | L |
| | | 3 | 80 | 75 | H | L | L | L | L | L | L | M | L | L | M | H | H | H | L |
| | | 3 | 80 | 75 | H | L | M | L | L | L | L | M | L | L | M | H | H | H | L |
| | | 3 | 85 | 80 | H | L | H | L | L | L | M | M | H | L | M | H | H | H | L |
| | | 3 | 75 | 70 | H | H | M | L | M | M | M | L | M | L | 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 |
|-----------------|-------|--------------------------|--------------------------|--|------------------------------|---|
| | | 15 | 15 | 15 | 15 | 15 |
| S-1 | SLO-1 | Evolution of CSR | Stakeholder engagement, | Environment: Need for Environmental assessments. | Benefits of CSR to Business. | Case studies in organizational, Economic and Social CSR issues Organizational issues :- action vs. intentions corporate commitment, voluntary vs. mandatory stakeholders activism |
| | SLO-2 | Evolution of CSR | Stakeholder engagement, | Environment: Need for Environmental assessments. | Benefits of CSR to Business. | Case studies in organizational, Economic and Social CSR issues Organizational issues :- action vs. intentions corporate commitment, voluntary vs. mandatory stakeholders activism |
| S-2 | SLO-1 | Evolution of CSR | Stakeholder engagement, | Environment: Need for Environmental assessments. | Benefits of CSR to Business. | Case studies in organizational, Economic and Social CSR issues Organizational issues :- action vs. intentions corporate commitment, voluntary vs. mandatory stakeholders activism |
| | SLO-2 | Evolution of CSR | Stakeholder engagement, | Environment: Need for Environmental assessments. | Benefits of CSR to Business. | Case studies in organizational, Economic and Social CSR issues Organizational issues :- action vs. intentions corporate commitment, voluntary vs. mandatory stakeholders activism |

| | | | | | | |
|---------------|--------------|----------------------------|---|--|---|---|
| | | | | | | <i>intentions corporate commitment, voluntary vs. mandatory stakeholders activism</i> |
| S-3 | SLO-1 | Evolution of CSR | Stakeholder engagement, | Environment: Need for Environmental assessments. | Benefits of CSR to Business. | Case studies in organizational, Economic and Social CSR issues Organizational issues :- action vs. intentions corporate commitment, voluntary vs. mandatory stakeholders activism |
| | SLO-2 | Evolution of CSR | Stakeholder engagement, | Environment: Need for Environmental assessments. | Benefits of CSR to Business. | Case studies in organizational, Economic and Social CSR issues Organizational issues :- action vs. intentions corporate commitment, voluntary vs. mandatory stakeholders activism |
| S-4-5 | SLO-1 | Primaries of CSR | Interaction in a Multi-Stakeholder | Governments' response to CSR Role of Biodiversity, | The strategic CSR model | Social issues, outsourcing, corruption, human right patents |
| | SLO-2 | Primaries of CSR | Interaction in a Multi-Stakeholder | Governments' response to CSR Role of Biodiversity, | The strategic CSR model | Social issues, outsourcing, corruption, human right patents |
| S-6 | SLO-1 | Primaries of CSR | Interaction in a Multi-Stakeholder | Governments' response to CSR Role of Biodiversity, | The strategic CSR model | Social issues, outsourcing, corruption, human right patents |
| | SLO-2 | Primaries of CSR | Interaction in a Multi-Stakeholder | Governments' response to CSR Role of Biodiversity, | The strategic CSR model | Social issues, outsourcing, corruption, human right patents |
| S-7 | SLO-1 | CSR and law of e economics | Context: CSR role on internal environment:: Employees, Human Resource Management - labour security and human rights, Health and Safety. | CSR a balance between organizational means and end | Theories of CSR: A.B Carroll, Wood, and stakeholders Theories | The triple bottom line approach. |
| | SLO-2 | CSR and law of e economics | Context: CSR role on internal environment:: Employees, Human Resource Management - labour security and human rights, Health and Safety. | , CSR a balance between organizational means and end | Theories of CSR: A.B Carroll, Wood, and stakeholders Theories | The triple bottom line approach. |
| S-8 | SLO-1 | CSR and law of e economics | Context: CSR role on internal environment:: Employees, Human Resource Management - labour security and human rights, Health and Safety. | , CSR a balance between organizational means and end | Theories of CSR: A.B Carroll, Wood, and stakeholders Theories | The triple bottom line approach. |
| | SLO-2 | CSR and law of e economics | Context: CSR role on internal environment:: Employees, Human Resource Management - labour security and human rights, Health and Safety. | , CSR a balance between organizational means and end | Theories of CSR: A.B Carroll, Wood, and stakeholders Theories | The triple bottom line approach. |
| S-9-10 | SLO-1 | CSR and social legitimacy | Consumers awareness and willingness to pay for socially responsible corporate behavior | Climate change and Environment in business. | Factors hindering CSR activities in companies.. | Stakeholder engagement, Standards and Codes – SA 8000, the Global Compact, GRI, etc as well as |
| | SLO-2 | CSR and social legitimacy | Consumers awareness and willingness to pay for socially responsible corporate behavior | Climate change and Environment in business. | Factors hindering CSR activities in companies.. | Stakeholder engagement, Standards and Codes – SA 8000, the Global Compact, GRI, etc as well as |

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| S-11 | SLO-1 | CSR and social legitimacy | Consumers awareness and willingness to pay for socially responsible corporate behavior | Climate change and Environment in business. | Factors hindering CSR activities in companies.. | Stakeholder engagement, Standards and Codes – SA 8000, the Global Compact, GRI, etc as well as |
| | SLO-2 | CSR Expectations in rich and poor societies | Customers: Consumer rights and movements affecting CSR; | Environmental and other global forces propelling CSR | CSR as a competitive advantage | Economic business issues :- Branding diversifying sustainability, Fair trade wages (3) |
| S-12 | SLO-1 | CSR Expectations in rich and poor societies | Customers: Consumer rights and movements affecting CSR; | Environmental and other global forces propelling CSR | CSR as a competitive advantage | Economic business issues :- Branding diversifying sustainability, Fair trade wages (3) |
| | SLO-2 | CSR Expectations in rich and poor societies | Customers: Consumer rights and movements affecting CSR; | Environmental and other global forces propelling CSR | CSR as a competitive advantage | Economic business issues :- Branding diversifying sustainability, Fair trade wages (3) |
| S-13 | SLO-1 | The five stages of organizational growth with CSR | Community: Community involvement, Shareholders, Suppliers. | Impact of globalization and communication technologies. | Implementing CSR | international standards including ISO 26000. |
| | SLO-2 | The five stages of organizational growth with CSR | Community: Community involvement, Shareholders, Suppliers. | Impact of globalization and communication technologies. | Implementing CSR | international standards including ISO 26000. |
| S-14-15 | SLO-1 | The five stages of organizational growth with CSR | Community: Community involvement, Shareholders, Suppliers. | Impact of globalization and communication technologies. | Implementing CSR | international standards including ISO 26000. |
| | SLO-2 | The five stages of organizational growth with CSR | Community: Community involvement, Shareholders, Suppliers. | Impact of globalization and communication technologies. | Implementing CSR | international standards including ISO 26000. |

| 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.P. Suseela,Associate Professor, 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 and AF, SRM IST, KTR 5. Mrs. S. Sivakavitha, K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| Course Code | UCC23G04J | 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) | Expected Proficiency (%) | Expected Attainment (%) | 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 | 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 | M | H | 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 | 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 | 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 | 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-Introudction | 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: | Textbooks: 1. Winston, W. (2021). <i>Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365)</i> . United Kingdom: Pearson Education. 2.. Walkenbach, J. (2015). <i>Excel 2016 Bible</i> . United Kingdom: Wiley. 3. Bissett, B. (2020). <i>Automated Data Analysis Using Excel</i> . United States: CRC Press 4. <i>Basics of Python Programming: Embrace the Future of Python</i> . (2020). India: BPB Publications. |
| | References: 1.Nigam, M. (2020). <i>Advanced Analytics with Excel 2019: Perform Data Analysis Using Excel's Most Popular Features</i> . India: BPB PUBN. 2. <i>Data Analysis Using Microsoft Excel</i> . (n.d.). India: Excel Books. 3. Whigham, D. (2007). <i>Business Data Analysis Using Excel</i> . United Kingdom: OUP Oxford. 4. Martelli, A. (2006). <i>Python in a Nutshell</i> . 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.P. Suseela, Associate Professor, Dept. of Commerce (AF), CSH, SRMIST, RMP 3. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR 4.Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH, SRMIST, VDP. 5. Miss. J Ramadevi, Assistant Professor, Dept. of CS and AF, FSH, SRM IST, Kattankulanthur |

| | | | | | | | | | | | |
|-------------|-----------|-------------|------------------|-----------------|------|---|---|---|---|---|---|
| Course Code | UCC23P04L | 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 | 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: | | | | | | | | | | | | | | | | | | | | |
| 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 I / Font Size: 14 for headings) The report should be professionally prepared.
- 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. 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 | <ol style="list-style-type: none"> 1. Dr. K. Selvasundaram, Head-Dept. Of CS & AF, FSH, SRM IST, Kattankulathur 2. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS and AF, FSH, SRM IST, KTR 3. Dr. Shanthi P, Assistant Professor, Dept. of CS and AF, FSH, SRM IST, Kattankulanthur 4. Dr. K. Karthikeyan K, 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 | UCC23P05L | Course Name | PROJECT PHASE - I | Course Category | IAPC | Internship/Apprenticeship / Project/ Community Outreach | L | T | P | O | C |
|-------------|-----------|-------------|-------------------|-----------------|------|--|---|---|---|---|---|
| | | | | | | | 0 | 0 | 8 | 2 | 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: |
|----------------------------------|---|
| CLR-1 : | Give idea about research project by visiting an institution (Banking, Finance, Accounting, Business enterprise) |
| CLR-2 : | Identify the research problem |
| 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: | 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 | ICT Skills |
| CLO-1 : | Gained knowledge about research project | 2 | 75 | 60 | H | L | H | M | L | M | M | M | M | M | M | M | M | L | L |
| CLO-2 : | Increased knowledge on research problem | 2 | 80 | 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 | 70 | 65 | H | L | H | L | L | L | H | H | H | H | H | H | H | L | L |
| CLO-4 : | Well versed in data collection | 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)

6. Subheading shall be typed in the Font style (Font: Times New Roman I / 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. 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 |
| 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, Head-Dept. Of CS & AF, FSH, SRM IST, Kattankulathur 2. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS and AF, FSH, SRM IST, Kattankulanthur. 3. Dr. Shanthi P, Assistant Professor, Dept. of CS and AF, FSH, SRM IST, Kattankulanthur. 4. Dr. K. Karthikeyan K, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR. 5. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

SEMESTER VIII

| Course Code | UCC23801J | 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 |
|-----------------------|-----|----------------------|-----|---------------------|-----|----------------------------|--|-----------------------------|-----|
|-----------------------|-----|----------------------|-----|---------------------|-----|----------------------------|--|-----------------------------|-----|

| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | |
|----------------------------------|--|--|--|--|
| CLR-1 : | To know about the importance of Audit | | | |
| CLR-2 : | To Minimize the errors and fraud. | | | |
| CLR-3 : | To know the true picture of the financial statements | | | |
| CLR-4 : | How to appoint the auditor and his/her powers and duties | | | |
| CLR-5 : | To know the liability of the auditors the importance of the company audit. | | | |

| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | |
|---------------------------------|---|--|----|----|
| CLO-1 : | Understanding the meaning and necessity of audit | 2 | 80 | 75 |
| CLO-2 : | Identify the steps involved in performing audit process | 2 | 80 | 70 |
| CLO-3 : | Apply auditing practices to different types of business entities. | 2 | 75 | 70 |
| CLO-4 : | Comprehend the role of auditor in avoiding the corporate frauds. | 3 | 80 | 75 |
| CLO-5 : | Determine the appropriate audit report for a given audit situation. | 3 | 80 | 75 |

| 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 |
|-----------------|-------|---|---|--|---|---|
| | | 15 | 15 | 15 | 15 | 15 |
| S-1 | SLO-1 | Definition of audit | Vouching of cash transactions- Introduction | Depreciation – Meaning | Appointment of Auditor | Investigation |
| | SLO-2 | Difference between auditing and accountancy | Vouching of cash transactions | Depreciation – Definition | Appointment of First Auditor | Nature of Investigation |
| S-2 | SLO-1 | Types of audits | Vouching of Trading transactions | Depreciation – Objectives | Filing of casual vacancy | Distinction between investigation and Auditing |
| | 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 | Points to be considers as regards to conduct of investigation |
| | SLO-2 | | Audit of various ledger | | Casual vacancy | Objectives of investigations |
| S-4-5 | SLO-1 | Principles of Auditing | Audit of Outstanding liabilities | Depreciation – Methods with Formula | Auditors Remuneration | Classes of Investigation |
| | 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 | Liabilities of an Auditor |
| | SLO-2 | | | | | |
| S-7 | SLO-1 | Nature of auditing | Scrutinizing of expense Accounts – Introduction | Disadvantages of different methods of depreciation | Qualifications of Auditors | Legal position |

| | | | | | | |
|---------|-------|---|---|---|---|--|
| | SLO-2 | | Scrutinizing of expense Accounts | | | Liabilities under companies Act - Introduction |
| S-8 | SLO-1 | Internal check – meaning | Income Accounts – Meaning | Reserves – Meaning definitions | Disqualifications of Auditors | Liabilities under companies Act |
| | SLO-2 | | Income Accounts | | Status of Auditors | Civil Liability – Definition |
| S-9-10 | SLO-1 | Internal check vs internal audit | Asset accounts – Meaning | Types of Reserves | 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 | Special Audit u/s 233A | Liability of Auditor of Holding company |
| 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 |

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| Learning Resources | Textbooks: |
| | 1. Dinkar Pagare, Principles & Practice of Auditing, Sultan Chand & Sons, New Delhi, 2022 2. Tandon B.N., Handbook of Practical Auditing, S. Chand, New Delhi. -2022 3. Dr. K. Sundar – Practical Auditing – Vijay Nicole Publications References: 1. Taxmann's Auditing and Corporate Governance, 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 | <ol style="list-style-type: none"> 1. Dr. K.Selvasundaram, Professor and Head, Dept. of CS an AF, FSH, SRMIST KTR. 2. Dr.P. Suseela, Associate Professor, 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 | UCC23D07T | 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 to: | | | 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 brand | 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 brand | 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 |

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|-------------|--------------|--|---|---|---|---|
| | 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-inforcing 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 |

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

| Continuous Learning Assessment (50% weightage) | | | | | | | | | | | |
|--|------------|---------------|----------|---------------|----------|---------------|----------|----------------|----------|-----------------------------------|----------|
| Bloom's Level of Thinking | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%)# | | Final Examination (50% weightage) | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 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.P. Suseela, Associate Professor, 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 | UCC23D08T | 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 to: | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | |
|----------------------------------|---|--|---------------------------|--------------------------|-------------------------|---------------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1: | To understand various concepts of corporate governance | | 1 | 2 | 3 | 1 | 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 | | 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 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: | | | | | | | | | | | | | | | | | | |
| CLO-1: | Describe the basics of corporate governance. | | 3 | 80 | 70 | H | - | L | M | - | - | - | - | L | M | H | L | H | - | - |
| CLO-2: | Recite various corporate governance theories, principles and philosophies | | 3 | 75 | 70 | H | L | - | - | - | L | L | L | L | M | H | L | H | - | - |
| CLO-3: | Explain the various committee reports for better corporate governance | | 3 | 75 | 70 | H | - | - | 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 | 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 | 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 |

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| S – 4 | SLO-1 | The difference between governance and management | Japanese Model | Naresh Chandra Committee | E-voting by Shareholders | Ethical theories |
| | SLO-2 | Governance & ethics | German Model | N. R. Narayan Murthy Report. | Virtual Board Meeting | Ethics Management |
| S-5 | SLO-1 | 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 |
| | SLO-2 | Genesis of Corporate Governance | Indian Model | | Prevention of Oppression & Mismanagement. | Issue of Ethical Leadership in Corporate Governance |
| S-6 | SLO-1 | 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 |
| | SLO-2 | 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 |
| S-7 | SLO-1 | 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 |
| | SLO-2 | Systems of corporate governance in India | Organization for Economic Co-operation and Development (OECD) Principles | National Financial Reporting Authority (NFRA) | LODR- Listed Body Corporate | Relationship between CSR and Business Ethics |
| S-8 | SLO-1 | 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 |
| | SLO-2 | 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 |
| S-9 | SLO-1 | 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 |
| | SLO-2 | 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 |
| S-10 | SLO-1 | 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 |
| | SLO-2 | 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 |
| S-11 | SLO-1 | 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 |
| | SLO-2 | Corporate Governance in Family Business | King Report: Saudi Arabia | Consequences | Business houses in India | Corporate governance best practices: case study |
| S-12 | SLO-1 | Corporate Governance in State Owned Business | King report 1 and 2 | Effects and impact of poor Corporate Governance | Challenges of corporate governance in 21 st century | Whistle-blowing and Corporate Governance |
| | SLO-2 | 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 |

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| Learning Resources: | Textbooks: 1. Tricker, R. I., Tricker, B. (2019). <i>Corporate Governance: Principles, Policies, and Practices</i> . United Kingdom: Oxford University Press. 2. <i>Corporate Governance – The Indian Scenario</i> , By – Vasudha Joshi, [Foundation Books Pvt. Ltd.], 2004 3. <i>Corporate Governance</i> , 2nd Edn., By – Christine A Mallin, [OUP], 2007 |
| | References: 1. <i>Corporate Governance – A practical Guide to the Legal Frameworks and International Codes of Practice</i> , By – Alan Calder, [Kogan Page], 2008 2. <i>GeetaRani and R K Mishra, Corporate Governance Theory & Practice</i> , Pub. By Excel Books 3. <i>V Sithapathy and Rama Devi Iyer, Corporate Governance Practice & 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.P. Suseela, Associate Professor, Dept. of Commerce (AF), CSH, SRMIST, RMP 3 Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur . Dr. Ila Nakkeeran Assistant professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR |

| Course Code | UCC23D09J | 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 |
|-----------------------|-----|----------------------|-----|---------------------|-----|----------------------------|--|-----------------------------|-----|
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| Course Learning Rationale (CLR): | | The purpose of learning this course is to: | | |
|----------------------------------|---|--|----|----|
| CLR-1 : | Provide a theoretical and practical background in the field of investments | | | |
| CLR-2 : | Measure the risk and return of a stock or a portfolio position | | | |
| 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: | | |
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| | | | | |
| CLO-1 : | Understand theoretical and practical background in the field of investments | 3 | 85 | 80 |
| CLO-2 : | Measure expected returns as well as the risk position on investment | 3 | 80 | 75 |
| CLO-3 : | Illustrate the concept of Fundamental analysis and technical analysis | 3 | 75 | 70 |
| CLO-4 : | Perform the computation of Portfolio Analysis and Selection | 3 | 80 | 75 |
| CLO-5 : | Utilize derivative markets and modern form of investment avenues | 3 | 85 | 80 |

| Learning | | |
|---------------------------|--------------------------|-------------------------|
| 1 | 2 | 3 |
| Level of Thinking (Bloom) | Expected Proficiency (%) | Expected Attainment (%) |
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| 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 |
| | | | | | | | | | | | | | | |
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| H | - | L | - | - | L | L | M | L | L | M | - | M | - | - |
| M | - | M | M | M | M | M | M | L | M | H | M | H | M | - |
| H | L | L | M | M | L | M | M | L | H | H | H | H | H | M |
| M | M | M | H | H | H | M | M | L | H | H | M | H | H | M |
| 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 | PEST analysis - Introduction | Traditional portfolio analysis | | Characteristics of Derivative market |
| S-3 | SLO-1 | Investment Avenue – Definition | PEST analysis | Traditional vs Modern portfolio analysis | Characteristic line – Introduction | Growth of Derivative markets in India |
| | SLO-2 | Investment Avenue | Economic Analysis | Factors to be considered for constructing portfolio model | Characteristic line | Participants in Derivative market |
| S-4-5 | SLO-1 | Investment process - Introduction | Industry Analysis | | Capital Market Line – Introduction | Types of Derivative market |

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|---------|-------|--|---|---|--|---|
| | SLO 2 | Investment process | Industry Life Cycle Analysis | Portfolio Risk | Capital Market Line | Forward Contract |
| S-6 | SLO 1 | Factors Influencing Selection of Investment Alternatives | SWOT analysis – Introduction | Portfolio Returns | Security market Line – Introduction | Characteristics of Forward Contract |
| | SLO-2 | | | Portfolio Diversification | Security market Line | Future contract |
| S-7 | SLO-1 | Components of successful investment strategy | SWOT analysis | Diversifiable risk | Meaning of Portfolio Evaluation | Features of Future contract |
| | SLO-2 | | Company Analysis | Non- diversifiable risk | Concept of mutual fund | Forward Contract vs Future contract |
| S-8 | SLO-1 | Return and Risk in Investment | Objectives of Company Analysis | Portfolio selection model | Portfolio management process in mutual funds | Forward Contract vs Future contract |
| | SLO-2 | Risk – Introduction | Technical Analysis Meaning | Markowitz risk-return optimization - Introduction | Types of Mutual Funds | Option – characteristics |
| S-9-10 | SLO-1 | Types of Systematic Risk | Objectives Technical Analysis | Markowitz risk-return optimization | Money Market Funds and Bond Funds | Types – Call option |
| | SLO-2 | Interest rate risk | Dow Theory – Introduction | Selecting the best portfolio | Calculation of Net Asset Value (NAV) of a Fund | Put option |
| S-11 | SLO-1 | Purchasing power risk | Dow Theory | Selecting the best portfolio – Examples | Calculation of Net Asset Value (NAV) of a Fund – Example | Futures Vs Options |
| | SLO-2 | Inflation risk | Elliot Wave Theory – Introduction | Markowitz portfolio optimization – Introduction | Performance Evaluation using Sharpe's measure | Currency Swaps |
| S-12 | SLO-1 | Types of Unsystematic risks - Financial risk, operational risk | Elliot Wave Theory | Markowitz portfolio optimization | Performance Evaluation using Sharpe's measure – Example | Currency Swaps - Types |
| | SLO-2 | Types of Unsystematic risks- other types | Efficient Market Hypothesis – Strong, semi-strong | Sharpe portfolio optimization | Performance Evaluation using Treynor's measure | 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 – Example | Using virtual trading platforms Game – Practice |
| | SLO-2 | Strategies to minimize the risk | Case study on Fundamental analysis | Random walk Theory – Assumptions | Performance Evaluation using Jenson's measure | Yahoo Finance |
| S-14-15 | SLO-1 | Role of investment in Indian economy | Case study on Technical Analysis | Random walk Theory | Performance Evaluation using Jenson'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 |

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|---------------------|---|
| | |
| Learning Resources: | <p>Textbooks:</p> <ol style="list-style-type: none"> 1. Gurusamy – Security Analysis and Portfolio Management – Vijay Nicole Publications 2. Prasanna Chandra (2010), Investment Analysis and Portfolio Management, Second Edition, Tata mc Grew Hil, 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. <p>References:</p> <ol style="list-style-type: none"> 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.P. Suseela,Associate Professor, 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 | UCC23D10J | Course Name | BANKING THEORY LAW AND PRACTICE | 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: | Apply the various tools of banking concepts | | | | Level of Thinking (Bloom) | 2 | 85 | 80 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2: | Learning banking relationship | | | | | | | | | | | | | | | | | | | | | | |
| CLR-3: | Discern the negotiable instruments practiced by the banks in day-to-day activity | | | | | | | | | | | | | | | | | | | | | | |
| CLR-4: | Identify the types of bankers | | | | | | | | | | | | | | | | | | | | | | |
| CLR-5: | Determine ways of getting loans | | | | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | | | | |
| CLO-1: | Apply the various tools of banking concepts | | | | 2 | 85 | 80 | H | - | M | L | L | L | - | M | M | M | M | H | M | H | L | - |
| CLO-2: | Learning banking relationship | | | | 2 | 80 | 80 | H | - | M | L | L | L | M | M | M | M | M | H | M | H | L | - |
| CLO-3: | Discern the negotiable instruments practiced by the banks in day-to-day activity | | | | 3 | 75 | 70 | H | - | M | L | L | M | H | H | H | M | M | M | H | L | - | |
| CLO-4: | Identify the types of bankers | | | | 3 | 70 | 70 | H | H | M | H | H | M | H | H | H | M | H | M | H | H | H | H |
| CLO-5: | Determine ways of getting loans | | | | 3 | 75 | 70 | H | - | M | L | L | - | H | H | H | M | M | M | H | 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 | Meaning of Bank | Banker and Customer | Negotiable Instruments | Paying Banker | Loans and Advances |
| | SLO-2 | Objectives of Banking | Banking Customer | Negotiable Instruments - Objectives | Duties of Paying Banker | |
| S-2 | SLO-1 | Origin and development of banks | Banker and Customer Relationship | Negotiable Instruments Act | Material Alteration | Principles of Good Lending |
| | SLO-2 | | | | | |
| S-3 | SLO-1 | Introduction to Banking Concepts in Recent Trends | Case Study | Features of negotiable instruments | Refusal of Payments | Credit worthiness of borrowers |
| | SLO-2 | | | | | |
| S - 4-5 | SLO-1 | Classification of banks and its chart | Special Features | Cheques Meaning | Protection for Paying Banker | Securing Advances |
| | SLO 2 | | | Functions of Cheques | | |
| S-6 | SLO 1 | Modern functions of commercial banks | Types of Accounts | Types of Cheques | Collecting Banker | Lien |
| | SLO-2 | | | | Capacity of Collecting Banker | Pledge |
| S-7 | SLO-1 | Central Banking | Opening and Closing of Accounts | Meaning of Crossing | Duties of Collecting Banker | Mortgage |
| | SLO-2 | | | Crossing of Cheque | | Hypothecation |
| S-8 | SLO-1 | | Types of Forms | Holder in Due Course | Protection for Collecting Banker | Documents of title to goods |

| | | | | | | |
|----------------|--------------|--|--------------------------|--------------------------|---------------------------------|-----------------------|
| | SLO-2 | Definition and its Functions - Central Banking | | | | |
| S-9-10 | SLO-1 | Progress of Commercial Banking from its Inceptions | Cheques | Payment in Due Course | Dishonor of Cheque – Case Study | LIC |
| | SLO-2 | | Types of Cheques | | | |
| S-11 | SLO-1 | Differentiating Central Banking vs. Commercial Banking | Passbooks | Endorsements | Impact of cheque dishonor | FDR |
| | SLO-2 | | Mistakes in Passbooks | Features of Endorsements | | |
| S-12 | SLO-1 | Organizational- Structure of RBI | Demand Draft | Types of Endorsements | Problem of cheque dishonor | Government Securities |
| | SLO-2 | | | | | |
| S-13 | SLO-1 | Functions of RBI - Credit control of RBI and its monetary measures | Types of Account holders | Case Study | Case Study | Gold Loans |
| | SLO-2 | | | | | |
| S-14-15 | SLO-1 | Online Banking – Meaning - Benefits and Limitations of Online Banking. | Case Study | Case Study | Case Study | Case Study |
| | SLO-2 | | | | | |

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|----------------------------|--|
| Learning Resources: | Textbooks: 1. K.C. Sherlekar, <i>Banking Theory Law and Practice</i> , Himalaya Publishing House. 2. E.Gordon and K.Natarajan, <i>Banking Theory Law and Practice</i> , Himalaya Publishing House 3. <i>Banking Theory Law and Practice</i> – S. Gurusamy, Vijay Nicole Publications |
| | References: 1. <i>Banking Law and Practice</i> -- S N Maheshwari and S K Maheshwari 2. <i>Principles and practices of Banking—Indian Institute of Banking and Finance—Macmillan Publishers India Private Limited</i> 3. E. Gordon & K. Nataraj – <i>Banking Theory Law & Practice</i> – Himalaya Publishing 4. <i>Banking Theory Law and Practice</i> – K.P.M. Sundaram & P.N. Varshney |

| Continuous Learning Assessment (50% weightage) | | | | | | | | | | | |
|--|------------|---------------|----------|---------------|----------|---------------|----------|---------------|----------|-----------------------------------|----------|
| Bloom's Level of Thinking | | CLA – 1 (10%) | | CLA – 2 (10%) | | CLA – 3 (20%) | | CLA – 4 (10%) | | Final Examination (50% weightage) | |
| | | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| Level 1 | Remember | 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.P. Suseela, Associate Professor, 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. Aamir Rashid Bhatt, Assistant Professor, Dept. of CS & AF FSH, SRM IST, KTR |

| Course Code | UCC23G05T | 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 learning this course is to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|--|---------------------------|---------------------------|--------------------------|---------------------------------|------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1 : | Understand the evolution, growth and development of International Business | | | | Level of Thinking (Bloom) | 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 | | | | | | | | | | | | | | | | | | | | | | |
| 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): | | 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 : | 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: | References: 1. Sumati Varma. (2013). <i>International Business</i> (1st ed), Pearson. 2. Warren J. Keegan. (2010). <i>Global Marketing Management</i> (9th ed), 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.P. Suseela,Associate Professor, Dept. of Commerce (AF), CSH,SRMIST, RMP 3 Dr.V.Venkatraghavan, Assistant Professor, Dept. of Commerce (AF), CSH,SRMIST, VDP 4. Miss. Ramadevi J, 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 | UCC23P06L | Course Name | PROJECT PHASE – II | Course Category | IAPC | Internship/Apprenticeship / Project/ Community Outreach | L | T | P | O | C |
|-------------|-----------|-------------|--------------------|-----------------|------|--|---|---|----|---|---|
| | | | | | | | 0 | 0 | 12 | 2 | 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 to: | | | Learning | | | Program Learning Outcomes (PLO) | | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|--|---------------------------|---------------------------|--------------------------|---------------------------------|------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1 : | To give idea about research project | | | | Level of Thinking (Bloom) | 2 | 85 | 80 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | To identify the research problem | | | | | | | | | | | | | | | | | | | | | | |
| 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 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 | M | H | M | H | 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 | 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 | 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 | 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 | 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 |
| 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.P. Suseela, Associate Professor, 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. Kamalakkannan Adhisekar, Assistant Professor, Dept. of Commerce (CS&AF), FSH, SRMIST KTR 6. 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 : | Demonstrate skills learnt in the real time environment. | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Explore the different skills required in the corporate world. | 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 : | Enhance the skills with the updated technologies in the business world. | | | | 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 | H | M | L | M | L | L | M | L | L | H | M | L | L |
| CLR-5 : | Applying the practical methods that are well suited for higher productivity in the busienss | | | | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| | | | | | M | H | M | H | L | M | M | M | M | L | M | M | M | L | L |
| CLO-1 : | Get an inside view of an industry and organization. | 3 | 80 | 70 | | | | | | | | | | | | | | | |
| CLO-2 : | Gain valuable skills and knowledge required in the corporate world. | 3 | 85 | 75 | | | | | | | | | | | | | | | |
| CLO-3 : | Gain the latest updated tehnologies required finthe business. | 3 | 75 | 70 | | | | | | | | | | | | | | | |
| CLO-4 : | Exposure to the professional connection and also enhance networking | 3 | 85 | 80 | | | | | | | | | | | | | | | |
| CLO-5 : | Gained the practical exposure of the methods that are well suited for higher productivity in the organization. | 3 | 85 | 75 | | | | | | | | | | | | | | | |

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

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

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|---------------------------------|--|---------------------------|--------------------------|-------------------------|------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1 : | Outline the significance of Research and Research Methodology. | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Understand to formulate Research Problem and Research Design; | 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 : | Learn to determine the sample size in consonance with the research problem and research design; | | | | L | H | M | H | L | M | L | L | L | L | L | H | M | L | L |
| CLR-4 : | Understand how to collect and tabulate required primary and secondary data for analysis; | | | | M | H | H | M | L | M | L | L | M | L | L | H | M | L | L |
| CLR-5 : | Able to prepare a report on the basis of collected data. | | | | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| | | | | | 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 : | Conceptualize and formulate a feasible research problem demonstrating the ability to apply the acquired knowledge to the real-life problems. | 3 | 80 | 70 | | | | | | | | | | | | | | | |
| CLO-2 : | Develop hypotheses and assumptions | 3 | 85 | 75 | | | | | | | | | | | | | | | |
| CLO-3 : | Demonstrating the data collection and analytical skills. | 3 | 75 | 70 | | | | | | | | | | | | | | | |
| CLO-4 : | Develop creativity and originality along with the ability to integrate interdisciplinary knowledge. | 3 | 85 | 80 | | | | | | | | | | | | | | | |
| CLO-5 : | Demonstrate effective writing skills and follow ethical considerations. | 3 | 85 | 75 | | | | | | | | | | | | | | | |

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 | 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 : | Get an opportunity of undergoing 'on the job' training and are exposed to real working conditions. | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Work on advanced technologies, industry specific best practices and learn more about business. | | | | | | | | | | | | | | | | | | |
| CLR-3 : | Become skilled workers by acquiring the knowledge and skills in business or occupation (job), which help them in getting wage or self - employment. | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Develop creativity and originality along with the ability to integrate interdisciplinary knowledge. | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Able to prepare a report on the basis of the on-the-job work experience about the organization. | | | | | | | | | | | | | | | | | | |

| 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 : | Explore the real working conditions in the industry | 3 | 80 | 70 | L | H | M | H | L | M | L | L | L | L | L | H | M | L | L |
| CLO-2 : | Utilize advanced technologies, industry specific best practices for the betterment of business / Company | 3 | 85 | 75 | M | H | H | M | L | M | L | L | M | L | L | H | M | L | L |
| CLO-3 : | Get a better employment or self – employment by through the skills and knowledge acquired. | 3 | 75 | 70 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| CLO-4 : | Utilize the creativity, originality for interdisciplinary knowledge which help for getting wage or self - employment. | 3 | 85 | 80 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| CLO-5 : | Demonstrate effective writing skills by preparing a report about the on-the-job training. | 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 |
| | 20% | 30 % | 30 % |
| | | | Viva-Voce |
| | | | 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 : | Demonstrate skills learnt in the real time environment. | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Explore the different skills required in the corporate world. | | 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 : | Enhance the skills with the updated technologies in the business world. | | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Understanding the professional connections with the knowledge learnt | | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Applying the practical methods that are well suited for higher productivity in the busienss | | | | | | | | | | | | | | | | | | | |
| Course Learning Outcomes (CLO): | | At the end of this course, learners will be able to: | | | | | | | | | | | | | | | | | | |
| CLO-1 : | Get an inside view of an industry and organization. | | 3 | 80 | 70 | L | H | M | H | L | M | L | L | L | L | L | H | M | L | L |
| CLO-2 : | Gain valuable skills and knowledge required in the corporate world. | | 3 | 85 | 75 | M | H | H | M | L | M | L | L | M | L | L | H | M | L | L |
| CLO-3 : | Gain the latest updated tehnologies required finthe business. | | 3 | 75 | 70 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| CLO-4 : | Exposure to the professional connection and also enhance networking | | 3 | 85 | 80 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| CLO-5 : | Gained the practical exposure of the methods that are well suited for higher productivity in the organization. | | 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 Report | Continuous Learning Assessment (50% weightage) | | Final Evaluation (50% weightage) |
| | Review – 1 | Review – 2 | Project Report |
| | 20% | 30 % | 30 % |
| | | | Viva-Voce |
| | | | 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) |
|----------------------------------|--|----------|---------------------------------|

| | | | | | | | | | | | | | | | | | | | |
|---------|---|---------------------------|--------------------------|-------------------------|------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| CLR-1 : | Outline the significance of Research and Research Methodology. | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Understand to formulate Research Problem and Research Design; | 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 determine the sample size in consonance with the research problem and research design; | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Understand how to collect and tabulate required primary and secondary data for analysis; | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Prepare a report on the basis of collected data. | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------|--|---------------------------|--------------------------|-------------------------|------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 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 : | Conceptualize and formulate a feasible research problem demonstrating the ability to apply the acquired knowledge to the real-life problems. | 3 | 80 | 70 | L | H | M | H | L | M | L | L | L | L | L | H | M | L | L |
| CLO-2 : | Develop hypotheses and assumptions | 3 | 85 | 75 | M | H | H | M | L | M | L | L | M | L | L | H | M | L | L |
| CLO-3 : | Demonstrating the data collection and analytical skills. | 3 | 75 | 70 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| CLO-4 : | Develop creativity and originality along with the ability to integrate interdisciplinary knowledge. | 3 | 85 | 80 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| CLO-5 : | Demonstrate effective writing skills and follow ethical considerations. | 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 : | Get an opportunity of undergoing 'on the job' training and are exposed to real working conditions. | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| CLR-2 : | Work on advanced technologies, industry specific best practices and learn more about business. | | | | | | | | | | | | | | | | | | |
| CLR-3 : | Become skilled workers by acquiring the knowledge and skills in business or occupation (job), which help them in getting wage or self - employment. | | | | | | | | | | | | | | | | | | |
| CLR-4 : | Develop creativity and originality along with the ability to integrate interdisciplinary knowledge. | | | | | | | | | | | | | | | | | | |
| CLR-5 : | Able to prepare a report on the basis of the on-the-job work experience about the organization. | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|---------------------------|--------------------------|-------------------------|------------------------|----------------------|-------------------|-----------------|----------------------|-------------------------|---------------------|------------------------|--------------------------------|--------------------|---------------------|-----------------------|-----------------------|------------------------|------------|
| 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 : | Explore the real working conditions in the industry | 3 | 80 | 70 | L | H | M | H | L | M | L | L | L | L | L | H | M | L | L |
| CLO-2 : | Utilize advanced technologies, industry specific best practices for the betterment of business / Company | 3 | 85 | 75 | M | H | H | M | L | M | L | L | M | L | L | H | M | L | L |
| CLO-3 : | Get a better employment or self – employment by through the skills and knowledge acquired. | 3 | 75 | 70 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| CLO-4 : | Utilize the creativity, originality for interdisciplinary knowledge which help for getting wage or self - employment. | 3 | 85 | 80 | M | H | M | H | L | M | M | L | M | L | M | H | M | L | L |
| CLO-5 : | Demonstrate effective writing skills by preparing a report about the on-the-job training. | 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 |
| | 20% | 30 % | 30 % |
| | | | Viva-Voce |
| | | | 20 % |