ACADEMIC CURRICULA

UNDERGRADUATE DEGREE PROGRAMME

Bachelor of Commerce
Three Years /

Bachelor of Commerce (Honours)
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



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

Kattankulathur, Chengalpattu District 603203, TamilNadu, India Department of Commerce

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

2. Departme	ent Mission Statement							
Stmt - 1								
Stmt - 2	produce fruitful Researchers and valuable articles as per the hour of the time.							
Stmt - 3	Implementing global standards and nurturing the students through innovation and quality education.							
Stmt - 4	Nurturing the Commerce Professionals to effectively contribute to the society with integrity and commitment.							
Stmt - 5	, , , ,							

3. Progran	n Education Objectives (PEO)
PEO - 1	ADDIE: Knowledge, Skill, Aptitudes
PEO - 2	Higher studies/research/analysis
PEO - 3	Job orientations/proficiencies/skills
PEO - 4	Entrepreneurship/Self-empowerment
PEO - 5	Business Ethical Values
	17 (5A), 107 = W.3. (1)

4. Consistency of PEO's with Mission of the Department											
	Mission Stmt 1	Mission Stmt 2	Mission Stmt 3	Mission Stmt 4	Mission Stmt 5						
PEO - 1	Н	M	H	Н	M						
PEO - 2	Н	H TABLE	CLUSS HIRE A	HY	Н						
PEO - 3	Н	M	OF THE LAND	NUMBER OF STREET	Н						
PEO - 4	H	7. 7.2E 7.77	. Н	CONT. H	Н						
PEO - 5	Н	M	of the first test	M	Н						

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

5. Consist	tency of	PEO's	with Progr	ram Lea	rning Outc	omes (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/Quali ties	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
PEO - 1	Н	Н	M	М	Н	Н	Н	Н	Н	Н	M	Н	Н	M	Н
PEO - 2	Н	Н	Н	Н	М	Н	М	M	Н	Н	Н	Н	Н	L	Н
PEO - 3	М	М	М	М	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н
PEO - 4	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	M	Н	Н	Н	М
PEO - 5	Н	Н	Н	L	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н

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

1. UG PROGRAME STRUCTURE

	1. Discipline Specific Core Cour	ses (C)								3. Generic Elective Courses	S (G)				
	(20 Courses)									•	(6 Courses)					
Course Code	Course Title			Ho W	/e	ek	1	С	Course code		Course Title	L			/eek P O	- c
						P			ULT23G01J	Tamil-I				0	0	0
CM23101J	Accounting for Business - I			3 (2	4	ULH23G01J	Hindi-I		2	0	2	2	3
CM23102J	Business Management			3 (2	4	ULF23G01J	French						
EY23104J	Managerial Economics			3 (2	4	ULT23G02J	Tamil-I						
CM23201J	Accounting for Business - II			3 (_		2	4	ULH23G02J	Hindi-I		2	0	2	2	3
CM23202J	Banking Law and Practices			3 (2	4	ULF23G02J	French			_	_	_	
EY23204J CM23301J	Indian Economy			3 (_		2	4	UMS23G05J		cs for Business	3	0	2	2	4
CM23301J CM23302J	Corporate Accounting - I			3 (3 (2	4	UMS23G06T	Quanu Decisio	tative technique for Business	4	0	0	2	4
CM23302J	Legal Aspects of Business Marketing Management			3 (_		2	4	UCM23G01J		sement and Sales Management	3	Λ	2	2	4
CM23401J	Corporate Accounting - II			3 (2	4	UCM23G02J		g and Development	3	0	2	2	4
CM23402J	Audit and Assurance			3 (3	2	4	UCM23G03J	Sorvice	e and Relationship Marketing	3	0	2	2	4
CM23403J	Human Resource Management			3 (_	-	2	4	UCM23G04J		ife Balance and Employee		U		+	- -
CM23501J	Basics of Cost Accounting			3 (2	4	UCIVI23GU43	Relatio	не ваганье ани Етіріоуев n	3	0	2	2	4
CM23502J	Income Tax Law and Practice- I			3 (2	4	UCM23G05J		cs Management	3	0	2	2	4
CM23503J	GST procedure and practices			3 (2	4	UCM23G06J	Perfor	nance Management	3	0	2	2	4
CM23601J	Management Accounting			3 (2	4	UCM23G07J		Management and Consumer		Ť	1.	+	Ť
CM23602J	Income Tax Law and Practice - II			3 (2	4	JOINIZUUUIU	Behavi		3	0	2	2	4
CM23603T	Research Methodology for Social Science	Δ		4 (o 0	2	4	UCM23G08J		Management	3	0	2	2	4
M23701J	Advanced Cost Accounting			3 (_		2	4	UCM23G09J		Marketing	3	0	2	2	4
CM23801T	Financial Management			4 (2	4	UCM23G10J		iic Management	3	0	2	2	4
JIVIZJOUTT	Total Learning Credits			4 (1	V		80	00111200100		earning Credits		_	-		34
	Total Learning Credits	-		_			+	00	10.000	Total	curring crouts				_	07
Discipline 9	Specific Elective Courses (D)					1			4. Skill Enhar	ncomor	t Coureac(S)					
Discipline	(10 Courses)								4. Okili Lilliai	ICCIIICI	(5 Courses)					
ourse	Course Title		Но	urs	/			С			,		Ног	urs/ l	Veek	
ode	Course This			ek					Course Code		Course Title		L	T	P	0
CM23D01J	Business Communication		3	T			0 2	4	UCD23S01L	Rea	ntitative Aptitude and Logical soning		0	0	2	2
CM23D02J	Business Ethics								UCD23S02T	Vert	al Ability and Skill Development		2	0	0	2
CM23D03J	E- Business		3	0	2	1	2	4	UCM23S01L		e Automation		0	0	2	2
CM23D04J	Financial Markets								UCM23S02J		rch Engine Marketing		1	0	2	2
CM23D05J	International Marketing		3	0	3		2	4	HOMOSCOST	Fun	damentals of Stock Market		_	^	4	2
	= 1 1 0 11 11						4		UCM23S03J	i uii			1	0	7	4
CM23D06J	Total Quality Management						_		UCMZ3SU3J		Learning Credits		1	0	1	
	I otal Quality Management Intellectual Property Rights		3	0			2	4		Tota	Learning Credits		1	U	1	2
CM23D07J			3							Tota			1	0	1	2
CM23D06J CM23D07J CM23D08J CM23D09T	Intellectual Property Rights		3		2	1				Tota	l Learning Credits ent Courses (AE) (4 Courses)		1	0	1	2
CM23D07J CM23D08J CM23D09T	Intellectual Property Rights Research and Publication Ethics Business Environment			0	2	1	2	4		Tota	ent Courses (AE)		1 		/ Wee	
CM23D07J CM23D08J	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management			0	2	1	2	4	5. Ability Enh	Tota	ent Courses (AE) (4 Courses)			lours	ГΙР	k (0
CM23D07J CM23D08J CM23D09T	Intellectual Property Rights Research and Publication Ethics Business Environment			0	2	1	2	4	5. Ability Enh	Tota	ent Courses (AE) (4 Courses) Course Title			lours	ГΙР	k (0
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CM23D07J CM23D08J CM23D09T CM23D10T	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits			0	2	1	2	4	5. Ability Enh Course Code	Total	ent Courses (AE) (4 Courses) Course Title			lours L 4	P 0	k 0
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CM23D07J CM23D08J CM23D09T CM23D10T Value Addit Course Code CD23V01T EN23V01L CD23V04T	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce	2 0 2	ours.	6/ W 6	eel P 0 4 0	K (2	2 2 0 2 2 2	4 20 c 2 2 2 2	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULH23AE1J ULF23AE1J ULT23AE2J ULT23AE2J ULF23AE2J ULF23AE2J	Engli Appli Appli Appli Appli Fren Appli Envi	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits			dours L - 4 (P 0 0 0 2 2 2	k C C 2 2 2
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M23D07J M23D08J M23D09T M23D10T Value Addir Course Code D23V01T EN23V01L D23V04T	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce Career Readiness and Leadership	2 0 2	ours.	6/ W 6	eel P 0 4 0	K (2	2 2 0 2 2 2	4 4 20 c 2 2 2 2	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULH23AE1J ULF23AE1J ULT23AE2J ULT23AE2J ULT23AE2J ULF23AE2J UES23AE1T	Engl Appi Appi Frem Appi Frem Environ	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M) (2 Courses)			dours L - 4 (P	k 0 0 2 2 2
CM23D07J CM23D08J CM23D09T CM23D10T Value Addit Course Code CD23V01T CM23V04T CD23V06T	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce Career Readiness and Leadership Management	2 0 2	ours	6/ W 6	eel P 0 4 0	K (2	2 2 0 2 2 2	4 4 20 c 2 2 2 2	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULH23AE1J ULF23AE1J ULT23AE2J ULT23AE2J ULF23AE2J ULF23AE2J	Engl Appi Appi Frem Appi Frem Environ	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M)				P	2 2
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CM23D07J CM23D08J CM23D09T CM23D10T Value Addit Course Code CD23V01T EN23V04T CD23V06T Internship/iAPC)	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills ndustry oriented Employability skills or Commerce Career Readiness and Leadership Management Total Learning Credits Apprenticeship / Project/Community On (6 Courses)	L 2 0 2	burs	0 0 0 (c) 4 0 0	2 0 1 0 4 0	K (2	2 2 0 2 2 2	4 20 2 2 2 2 8	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULH23AE1J ULF23AE2J ULF23AE2J ULF23AE2J ULF23AE2T ULF33AE1T Course Co UNS23M01L UNC23M01L	Total Iancem Engle Apple Apple Frer Apple Frer Envir	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M) (2 Courses) Course Title			3 (F	P	2 2 2
CM23D07J CM23D08J CM23D09T CM23D10T Value Addit Course Code CD23V01T CM23V04T CD23V06T Internship/APC) Course Code Course Code	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce Career Readiness and Leadership Management Total Learning Credits Apprenticeship / Project/Community Or (6 Courses)	L 2 0 2	h	6/ Week	eel P O 4 O O O O O O O O O O	K (2	2 2 0 2 2 2 2	4 20 2 2 2 2 8	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULH23AE1J ULF23AE1J ULT23AE2J ULT23AE2J ULT23AE2J ULF23AE2J ULF23AE2J UES23AE1T Course Co UNS23M01L UNC23M01L UNC23M01L UYG23M01L UYG23M01L	Total Indiancem Engine Appin Appin Appin Appin Fren Environ Total	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M) (2 Courses) Course Title NSS NCC NSO YOGA	L	Hours		P P P P P P P P P P P P P P P P P P P	2 2 2
CM23D07J CM23D08J CM23D09T CM23D10T Value Addit Course Code CD23V01T EN23V01L CD23V04T CD23V06T Internship/APC) Course Code CM23P01L	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce Career Readiness and Leadership Management Total Learning Credits Apprenticeship / Project/Community Or (6 Courses) Course Title Internship – I	L T O O	h	6/ Week	eeel P 0 4 0 0	K (2	2 2 0 2 2 2 2	4 20 2 2 2 2 8	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULF23AE1J ULF23AE2J ULF23AE2J ULF23AE2J ULF23AE2T ULF23AE1T Course Co UNS23M01L UNC23M01L UNC23M01L	Total Indiancem Engine Appin Appin Appin Appin Fren Environ Total	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M) (2 Courses) Course Title NSS NCC NSO YOGA My India Project	L 0	Hours 0	3 (P	P P P P P P P P P P P P P P P P P P P	2 2 2
CM23D07J CM23D08J CM23D09T CM23D09T CM23D10T Value Addit Course Code CD23V01T EN23V01L CD23V06T Internship/APC) Course Code CM23P01L CM23P02L	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce Career Readiness and Leadership Management Total Learning Credits Apprenticeship / Project/Community Or (6 Courses) Course Title Internship – I Internship – I Internship – II	L 2 0 2 2	h Ours Our	6 C C C C C C C C C C C C C C C C C C C	eeele P P O O O O O O O O O O O O O O O O O	K (2	2 2 0 2 2 2 2	4 4 20 2 2 2 2 8	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULH23AE1J ULF23AE1J ULT23AE2J ULT23AE2J ULT23AE2J ULF23AE2J ULF23AE2J UES23AE1T Course Co UNS23M01L UNC23M01L UNC23M01L UYG23M01L UYG23M01L	Total Indiancem Engine Appin Appin Appin Appin Fren Environ Total	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M) (2 Courses) Course Title NSS NCC NSO YOGA	L 0	Hours 0	3 (P	P P P P P P P P P P P P P P P P P P P	2 2 2
Course Code CD23V04T CD23V06T	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce Career Readiness and Leadership Management Total Learning Credits Apprenticeship / Project/Community Or (6 Courses) Course Title Internship — I Internship — II Internship — III In	L 2 0 2 2	h P C C C C 4	0 0 0 (c)	2 2 2 0 0 0 0 0 0 0	K (2	2 2 2 0 0 2 2 2 2 2 2 2	4 4 20 C 2 2 2 2 8 8	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULT23AE1J ULT23AE2J ULT23AE2J ULT23AE2J ULF23AE2J ULF23AE2J ULF23AE2J USS23AE1T Course Co UNS23M01L UNC23M01L UNC23M01L UYG23M01L UMI23M01L	Engli Appi Fren Appi Fren Envi Tota	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M) (2 Courses) Course Title NSS NCC NSO YOGA My India Project Total Learning Credits		Hours	3 (P	P P P P P P P P P P P P P P P P P P P	2 2 2
Course Code CD23V04T CD23V06T	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce Career Readiness and Leadership Management Total Learning Credits Apprenticeship / Project/Community Or (6 Courses) Course Title Internship — I Internship — II Mini Project Internship — III	L T T O O O O O O O O	h	6/ Week CO (0) (0) (0) (0) (0) (0) (0) (0) (0) (0)	2 2 2 2 2 2 2 2 2 2	K (2	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	4 4 20 C 2 2 2 2 8 8	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULT23AE1J ULT23AE2J ULT23AE2J ULT23AE2J ULF23AE2J ULF23AE2J ULF23AE2J USS23AE1T Course Co UNS23M01L UNC23M01L UNC23M01L UYG23M01L UMI23M01L	Engli Appi Fren Appi Fren Envi Tota	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M) (2 Courses) Course Title NSS NCC NSO YOGA My India Project		Hours	3 (P	P P P P P P P P P P P P P P P P P P P	2 2 2
Course COD23V06T CD23V06T CD23V06T Course COD23V06T CD23V06T CD23V06T CD23V06T CD23V06T CD23V06T CD23V06T COURSE CODE CODE COURSE CODE COD COD	Intellectual Property Rights Research and Publication Ethics Business Environment Entrepreneurship Management Total Learning Credits tion Course (V) (4 Courses) Course Title Jniversal Human Values Communication Skills Industry oriented Employability skills or Commerce Career Readiness and Leadership Management Total Learning Credits Apprenticeship / Project/Community Or (6 Courses) Course Title Internship — I Internship — II Internship — III Internship — III Project Phase-I	L 2 0 2 2	h / We	6/ We eek CO (CO) (CO) (CO) (CO) (CO) (CO) (CO) (2 2 2 2 2 2 2 2 2 2	K (2	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	4 4 20 2 2 2 2 2 8 8	5. Ability Enh Course Code ULE23AE1T ULT23AE1J ULT23AE1J ULT23AE2J ULT23AE2J ULT23AE2J ULF23AE2J ULF23AE2J ULF23AE2J USS23AE1T Course Co UNS23M01L UNC23M01L UNC23M01L UYG23M01L UMI23M01L	Engli Appi Fren Appi Fren Envi Tota	ent Courses (AE) (4 Courses) Course Title ish ied Tamil- I ied Hindi - I ch for Specific Purpose – I ied Tamil- I ied Hindi - I ch for Specific Purpose – II ronmental Studies I Learning Credits 8.Mandatory Courses(M) (2 Courses) Course Title NSS NCC NSO YOGA My India Project Total Learning Credits		Hours	3 (P	P P P P P P P P P P P P P P P P P P P	2 2 2

2. IMPLEMENTATION PLAN

	Semester - I										
Course Code	Course Title	Hours/ Week									
Course Code	Course Title	L	T	Р	0	С					
ULT23G01J	Tamil-I										
ULH23G01J	Hindi-I	2	0	2	2	3					
ULF23G01J	French-I										
ULE23AE1T	English	4	0	0	2	4					
UCM23101J	Accounting for Business - I	3	0	3	2	4					
UCM23102J	Business 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 Cred	lits	17	0	13	14	22					
Total number of hou	urs/Week					30					

	Semester – II											
Course Code	Course Title	Hours/ Week										
Course Code	Course Title	L	T	Р	0	С						
ULT23G02J	Tamil-II											
ULH23G02J	Hindi-II	2	0	2	2	3						
ULF23G02J	French-II											
UES23AE1T	Environmental Studies	3	0	0	2	3						
UCM23201J	Accounting for Business - II	3	0	3	2	4						
UCM23202J	Banking Law and Practices	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/												
UNC23M01L/	NCC/NCC/NCO/VOCA											
UNO23M01L/	NSS/ NCC/ NSO/ YOGA	-	-	-	-	-						
UYG23M01L												
Total Learning Cred	lits	16	0	14	16	22						
Total number of hou	urs/Week					30						

	Semester - III										
Course Code	Course Title	Hours/ Week									
Course Code	Course Title	L	Т	P	0	С					
UCM23301J	Corporate Accounting I	3	0	3	2	4					
UCM23302J	Legal Aspects of Business	3	0	3	2	4					
UCM23303J	Marketing Management	3	0	2	2	4					
ULT23AE1J	Applied Tamil- I										
ULH23AE1J	Applied Hindi I	1	0	2	2	2					
ULF23AE1J	French for Specific Purpose - I	-									
UMS23G05J	Statistics for Business	3	0	2	2	4					
UCM23S01L	Office Automation	0	0	2	2	1					
UCM23P01L	Internship – I	0	0	0	0	1					
UCD23V04T	Industry-Oriented Employability Skills for Commerce	2	0	0	2	2					
Total Learning Cred	lits	15	0	14	14	22					
Total number of ho	urs/Week					29					

	Semester - IV									
Course Code	Course Title	Hours/ Week								
Course Code	Course Title	L	Т	Р	0	С				
UCM23401J	Corporate Accounting II	3	0	3	2	4				
UCM23402J	Audit and Assurance	3	0	3	2	4				
UCM23403J	Human Resource Management	3	0	2	2	4				
ULT23AE2J	Applied Tamil- II									
ULH23AE2J	Applied Hindi II	1	0	2	2	2				
ULF23AE2J	French for Specific Purpose - II									
UMS23G06T	Quantitative Technique for Business Decision	4	0	0	2	4				
UCM23S02L	Search Engine Marketing	1	0	2	2	2				
UCD23V06T	Career Readiness and Leadership Management	2	0	0	2	2				
UMI23M01L	My India Project	-	-	-	-	-				
Total Learning Cre	dits	17	0	12	14	22				
Total number of ho	ours/Week					29				

	Semester - V										
Course Code	Course Title	Hours/ Week									
Course Code	Course Title	L	T	P	0	С					
UCM23501J	Basics of Cost Accounting	3	0	3	2	4					
UCM23502J	Income Tax Law and Practice I	3	0	3	2	4					
UCM23503J	GST Procedure and Practices	3	0	3	2	4					
UCM23D01J	Business Communication	3	0	2	2	4					
UCM23D02J	Business Ethics			2		4					
UCM23G01J	Advertisement and Sales Management	3	0	2	2	4					
UCM23G02J	Training and Development		0	2	2	4					
UCM23S03L	Fundamentals of Stock Market	1	0	1	2	1					
UCM23P02L	Internship – II	0	0	0	0	1					
Total Learning Cred	lits	16	0	14	12	22					
Total number of hou	ırs/Week					30					

	Semester - VI										
Course Code	Course Title	Hours/ Week									
Course Code	Course Title	L	T	Р	0	С					
UCM23601J	Management Accounting	3	0	3	2	4					
UCM23602J	Income Tax Law and Practice II	3	0	3	2	4					
UCM23603T	Research Methodology for Social Science	4	0	0	2	4					
UCM23D03J	E- Business	3	0	2	2	4					
UCM23D04J	Financial Markets		0		2	4					
UCM23G03J	Service and Relationship Marketing	3	0	2	2	4					
UCM23G04J	Work life balance and Employee Relation		U	2	2	4					
UCM23P03L	Mini Project	0	0	4	2	2					
Total Learning Cred	Total Learning Credits		0	14	12	22					
Total number of hou	ırs/Week					30					

TOTAL LEARNING CREDITS FOR THECOURSE: 132

	Semester – VII					
Course Code	Course Title		ŀ	lours/ We	ek	
Course code	Course Title	L	T	Р	0	С
UCM23701J	Advanced Cost Accounting	3	0	3	2	4
UCM23D05J	International Marketing	3	0	3	2	4
UCM23D06J	Total Quality Management	٠	U	3	2	4
UCM23G05J	Logistics Management	3	0	2	2	1
UCM23G06J	Performance Management	٠	0			4
UCM23G07J	Retail Management and Consumer Behaviour	3	0	2	2	4
UCM23G08J	Stress Management	3	U		2	4
UCM23P04L	Internship – III	0	0	0	0	2
UCM23P05L	Project Phase - I	0	0	8	2	4
Total Learning Cred	lits	12	0	18	10	22
Total number of hou	ırs/Week					30

	Semester -	· VIII				
			Н	ours/ We	ek	
Course Code	Course Title	L	Т	Р	0	С
UCM23801T	Financial Management	4	0	0	2	4
UCM23D07J	Intellectual Property Rights	3	0	2	2	4
UCM23D08J	Research and Publication Ethics	3	U	2	2	4
UCM23D09T	Business Environment	4	0	0	2	4
UCM23D10T	Entrepreneurship Management	4	U	0	2	4
UCM23G09J	Digital Marketing	3	0	2	2	4
UCM23G10J	Strategic Management	3	U	2	2	4
UCM23P06L	Project Phase – II	0	0	12	2	6
Total Learning Cr	edits	14	0	16	10	22
Total number of h	nours/Week					30

TOTAL LEARNING CREDITS FOR THECOURSE: 176

Courses for earning Additional Credits:

Course Code	Course Title		Hou	rs/ Week		
Course Code	Gemester – II JCD23P01L Internship Report– I		Т	Р	0	С
Semester – II	•	•				
UCD23P01L	Internship Report– I					
UCD23P02L	Project Work – I	0	0	8	0	4
UCD23P03L	Apprenticeship – I					
Semester – IV	•	•		•	•	•
UCD23P04L	Internship Report– II					
UCD23P05L	Project Work – II	0	0	8	0	4
UCD23P06L	Apprenticeship – II					
Total Learning Credits		0	0	8	0	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

PROGRAM ARTICULATION MATRIX Programme Learning Outcomes

Cauraa Cada	Course Name	PROG	VAIN A	KIICO	LAIIOI			ma Las	rnina	Outcomo						
Course Code	Course Name		1	1		PI	rogram	me Lea	irning	Outcome	:5					
		Disciplinary knowledge	Communication skills	Sitical thinking	≖ Problem solving	Analytical reasoning	Research related skills	Reflective thinking	≤ Self-directed learning	Leadership Readiness/Qualitie	≖ Life-long learning	≖ Professional skills	Experiential learning	≖ Employability options	≖ Decision making skills	Kills
		iscip	отт	ntica	roble	nalyt	esee	eflec	elf-d	eade eadii	fe-lo	rofes	хрел	oldu	ecisi	ICT Skills
UCM23101J	Accounting for Business I	H	رة ا	M	H P	_ A_	- R	M	M S	78	H Li	H P	N E	H	Ä	2/
UCM23102J	Business Management	H	Н	M	L	M	Н	H	М	Н	М	Н	M	М	H	Ē
UEY23104J	Managerial Economics	H	i i	M	Ī	M	M	M	Ï	i i	M	M	M	M	Η̈́	Ē
UCM23201J	Accounting for Business II	Н	L	М	Н	L	L	М	M	L	Н	Н	М	Н	Н	Ĺ
UCM23202J	Banking Law and Practices	Н	М	М	L	L	L	М	М	L	Н	М	L	М	М	L
UEY23204J	Indian Economy	Н	L	М	L	М	М	М	L	L	М	М	М	М	L	L
UCM23301J	Corporate Accounting - I	Н	L	М	Н	L	L	М	М	L	Н	Н	М	Н	Н	L
UCM23302J	Legal Aspects of Business	Н	L	М	L	L	М	М	L	М	Н	Н	М	Н	М	М
UCM23303J	Marketing Management	Н	L	М	L	М	Н	M	М	Н	Н	Н	Н	Н	М	L
UCM23401J	Corporate Accounting II	Н	L	М	Н	L	L	М	M	L	Н	Н	М	Н	Н	L
UCM23402J	Audit and Assurance	Н	L	М	Н	L	L	М	М	L	Н	Н	М	Н	Н	L
UCM23403J	Human Resource Management	Н	L	М	L	Ļ	М	L	М	<u>L</u>	М	H	М	Н	Н	М
UCM23501J	Basics of Cost Accounting	Н	L	M	H	L	L	M	M	L	Н	_ H	М	Н	Н	L
UCM23502J UCM23503J	Income Tax Law and Practice I GST procedure and practices	H	L	M	Н	L M	L H	M	M	L H	H	H	M H	H	H	L
UCM23503J UCM23601J		H	L	M	H	L	L	M	M	L	Н	Н	М	Н	Н	L
UCM23601J UCM23602J	Management Accounting Income Tax Law and Practice II	H	L	M	Н	L	L	M	М	L	Н	Н	M	Н	Н	L
UCM23603T	Research Methodology for Social Science	H	M	M	М	Н	Н	M	M	Н	Н	Н	M	М	М	M
UCM23701J	Advanced Cost Accounting	H	L	M	L	M	Н	M	M	-:- H	Н	Н	Н	Н	M	L
UCM23801T	Financial Management	H	L	M	L	M	Н	M	M	Н	Н	Н	Н.	Н.	M	Ė
UCM23D01J	Business Communication	H	M	M	Ī	L.	M	M	H	Н	Н	M	Н.	H	M	М
UCM23D02J	Business Ethics	Н	L	М	L	L	М	L	М	L	М	Н	М	Н	Н	М
UCM23D03J	E- Business	Н	L	М	L	М	Н	M	М	Н	Н	Н	Н	Н	М	L
UCM23D04J	Financial Markets	Н	L	М	L	М	Н	М	М	Н	Н	Н	Н	Н	М	L
UCM23D05J	International Marketing	Н	М	М	L	L	L	М	М	L	Н	М	L	М	М	L
UCM23D06J	Total Quality Management	Н	L	М	L	М	Н	М	М	Н	Н	Н	Н	Н	М	L
UCM23D07J	Intellectual Property Rights	Н	L	М	L	М	Н	М	М	Н	Н	Н	Н	Н	М	L
UCM23D08J	Research and Publication Ethics	Н	L	М	L	М	Н	М	М	Н	Н	Н	Н	Н	М	L
UCM23D09T	Business Environment	Н	L	М	L	L	М	М	L	М	Н	Н	М	Н	М	М
UCM23D10T	Entrepreneurship Management	Н	L	М	L	М	Н	М	М	Н	Н	Н	Н	Н	М	L
UCD23S01L	Quantitative Aptitude and Logical Reasoning	М	L	Н	Н	Н	Н	М	L	L	M	Н	M	M	M	L
UCD23S02T	Verbal Ability and Skill Development	I M	Н	М		М	М	M	М	I M I	М	Н	Н	М	М	Н
UCM23S01L	Office Automation	M	M	L	М	L	M	IVI	IVI	"	M	M	М	M	I	Н.
UCM23S02J	Search Engine Marketing	M	M	Ĺ	M	ΤĒ	M	L	Ė	L	M	M	M	M	i	H
UCM23S03J	Fundamentals of Stock Market	H	L	M	L	Ī	М	M	ΙĪ	M	Н	Н	М	Н	M	М
ULT23G01J	Tamil-I	М	-	-	† -	<u>-</u>	L	-	† -	-	М	-	-	-	L	L
ULH23G01J	Hindi-I	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
ULF23G01J	French-I	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
ULT23G02J	Tamil-II	М		_	-	-	L	-	-	-	М	-	-	-	L	L
ULH23G02J	Hindi-II	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
ULF23G02J	French-II	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
UMS23G05J	Statistics for Business	М	L	Н	Н	Н	Н	М	L	L	М	Н	М	М	М	Ĺ
UMS23G06T	Quantitative technique for Business Decision	M	L	Н	Н	Н	Н	М	L	L	M	Н	М	М	M	L
UCM23G01J	Advertisement and sales Management	Н	М	М	L	L	L	М	М	L	Н	М	L	М	М	L
UCM23G02J	Training and Development	М	L	М	L	L	L	М	L	М	Н	М	М	Η:	М	L
UCM23G03J	Service and Relationship Marketing	Н	L	М	L	M	Н	M	М	Н	Н	Н	Н	Н	М	L
UCM23G04J	Work Life Balance and Employee Relation	Н	L	M	L	L	М	М	L	M	Н	Н	М	= H	M	М
UCM23G05J	Logistic Management	Н	L	M	L	М	Н	M	M	Н	Н	Н	Н	Н	M	L
UCM23G06J	Performance Management	Н	М	М	L	L	L	M	М	L	Н	М	L	М	М	L
UCM23G07J	Retail Management and Consumer Behaviour	M	L	М	L	L	L	М	L	М	Н	М	М	Н	М	L
UCM23G08J	Stress Management	М	L	Н	Н	Н	Н	M	L L	Į Ļ	М	Н	М	М	M	L
UCM23G09J	Digital Marketing	Н	M	M	L	L	L	M	M	L	Н	M	L	М	M	L
UCM23G10J UCM23P01L	Strategic Management	M	L	M	L	L	L	M	L	M	Н	М	M	Н	M	L
UCM23P01L UCM23P02L	Internship – I	M	M	Н	L	M	Н	M	Н	H	Н	Н	Н	Н	M	L
UCMZ3PUZL	Internship – II	М	M	Н	L	M	Н	М	Н	Н	Н	Н	Н	Н	М	L

UCM23P03L	Mini Project	М	Н	Н	М	М	Н	М	Н	Н	М	Н	Н	М	М	Н
UCM23P04L	Internship – III	М	М	Н	L	М	Н	М	Н	Н	Н	Н	Н	Н	М	L
UCM23P05L	Project Phase-I	М	Н	Н	М	М	Н	М	Н	Н	М	Н	Н	М	М	Н
UCM23P06L	Project Phase-II	М	Н	Н	М	М	Н	М	Н	Н	М	Н	Н	М	М	Н
ULE23AE1T	English	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
UES23AE1T	Environmental Studies	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
ULT23AE1J	Applied Tamil – I	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
ULH23AE1J	Applied Hindi – I	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
ULF23AE1J	French for Specific Purpose-I	М	-	-	-	-	L	-	-	-	М	-	-	-	Г	L
ULT23AE2J	Applied Tamil – II	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
ULH23AE2J	Applied Hindi - II	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
ULF23AE2J	French for Specific Purpose-II	М	-	-	-	-	L	-	-	-	М	-	-	-	L	L
UCD23V01T	Universal Human Values	М	М	-	-	L	L	-	-	-	М	Н	-	-	М	Н
UEN23V01L	Communication Skill	М	Н	-	-	Н	L	-	-	-	L	Н	-	-	М	Н
UCD23V04T	Industry Oriented Employability Skills for Commerce	Н	М	-	-	L	L	-	-	-	Н	М	М	М	Н	Н
UCD23V06T	Career Readiness and Leadership Management	Н	М	-	-	L	L	-	-	-	L	Н	-	L	Н	Н
UNS23M01L	NSS	L	М	-	-	-	-	-	-	Н	Н	-	-	-	L	L
UNC23M01L	NCC	L	М	-	-	-	-	-	-	Н	Н	-	-	-	L	L
UNO23M01L	NSO	L	М	-	-	-	-	-	-	Н	Н	-	-	-	L	L
UYG23M01L	YOGA	L	М	-	L	L	L	-	-	L	L	-	L	-	L	L
UMI23M01L	My India Project	L	М	L	-	-	-	-	-	М	М	-	-	L	М	М
UCD23P01L	Internship Report– I	М	Н	М	Н	L	М	М	L	М	L	М	Н	М	L	L
UCD23P02L	Project Work – I	М	Н	М	Н	L	М	М	L	М	L	М	Н	М	L	L
UCD23P04L	Internship Report– II	Н	Н	М	Н	L	М	М	М	М	L	М	М	М	L	L
UCD23P05L	Project Work – II	Н	Н	М	Н	L	M	М	М	М	L	М	M	М	L	L

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

SEMESTER I

Course		T00004 I	Course Name TAMIL - I Course Category G								0						L	Т	Р	0	С		
Code	UL	T23G01J	Name	IAMIL – I	OIL	C	ateg	ory	G			٠,	Gene	eric El	lective	Cou	rse		2	0	2	2	3
Pre-re	equisite C	Courses	Nil	Co-requisite Courses	اللياني م	Vil	-1	F	rogre	essive	e Co	urses							Nil				
Course Of	fering De	partment		Tamil	Data Book / Codes/	Standards			44		7						Nil						
Course Le	arning Ra	ationale (CLI	R): The purpose of lear	rning this course is to:		L	_earr	ning		Ħ				P	rogra	m Lea	arning (Outcor	nes (PLC))			
CLR-1:		0000 5 D F		ா க க வ த மர் பண்டி	□ ≀ந⊡தனகத ஊூச	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	□F`ā		ய ென 🗆 வ ழ ் ம ன 🗀 வ 🗀	îb	கத படிக	(au	(%)	(%)	dge	ots	seullo	ge	uc	agge		ata		SII	s/				
CLR-3:	ғы в 11116 т 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1						ciency	inment	Knowle	Conce	d Discip	nowled	ializati	Knowle	Skills in Modeling	pret Da	Investigative Skills	ing Ski	ion Ski	Analytical Skills	-1	-5	ဗု
CLR-4:			Level of Thinking (Bloom) Expected Attainment (%) Expected Attainment (%)					late	al K	Spec	ilize	n Mc	Intel	gativ	Solv	nicat	tica/	PSO -1	PSO -2	PSO-3			
CLR-5:				□ 00 00 00 00 0 0 5 5		JT Jo ley	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills i	Analyze, Interpret Data	Investig	Problem Solving Skills	Communication Skills	Analy	4	Д.	٩
Course Le	Learning Outcomes (CLO): At the end of this course, learners will be able to:						Ω Ω	ıω	F	Ą	Link	Т.		Abi		A		4					
CLO-1:						2	75	60	Н	L	Н	М	Н	Н	L	М	Н	М	L	Н	-	-	-
CLO-2:	ப⊡ரி	្ចF⊔ត្				2	80	70	Н	М	Н	L	М	Н	L	Н	M	L	Н	Н	-	-	-
CLO-3:		_		on a de da	ற க த 🗆	2	70	65	Н	L	Н	М	Н	Н	М	Н	L	Н	М	Н	-	-	-
CLO-4:	11		0ш а	<mark>_ 5 </mark>	சம⊡க வரல □□□ஹ்ற	2	70	70	Н	М	Н	ľ	H	М	М	H	Н	L	Н	Н	-	-	-
CLO-5:			OL001⊑ □ 5 5 □ அ 1 0 15 □ □□ 6 □ 0 □ 0 □	1 <mark> 〒 ⊔ ம </mark>		2	80	70	Н	М	Н	Н	М	Н	L	M	Н	L	Н	Н	-	-	-
Duration	(hour)	Lea	arning Unit / Module 1	Unit / Module 1 Learning Unit / Module 2 Learning Unit / Module 3													5						
S-1	SLO-1 ைபிழ் வலர் இலர் இனர் இன்						ைமிழரின் வீரமரபு						12 சிற்றிலக்கியை வொற்றம்						12 ைமிழ் உதரநதட மர உ.வவ.சா.				<u></u> ரபில்
						வொர்	വിധ്ര	அமிய	ங்ன	்க்				றி நகத		Эш			ராஜ த	னவ்	ப் தியம்		
S-2	G-2 SLO-1 ைமிழ்க் கவிதை மரபு நவீன கவிதை பசல்பநறிகை் ெ							றிமு	கம்							ியங்	பகை		தவன ச ி றே		யரக்	ൈ	ിത്

Duration (ho	our)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
SL		காலந்வைாறும் கவிதையின்கரு	பசல்பந <mark>றிகைில் வகாட்</mark> ொடுகை	ெரணி இலக்கிய <mark>ங்கை</mark> ்	முைன் தமச் சிற்றிலக்கியங்கை –	கழனியூரன் –அறிமுகம்
S-3		காலந்வைாறும் கவிதையின்கட்டதமெ்பு	கவிதை பமாழி	கலிங்கை்Fெ்ெரணி 477,490	<mark>⊔ിഞ</mark> ാ	சிறுபைய்வ வழிொடு
SL	LO-2	ைற்கால இலக்கியம்	நவீன கவி ஆளுதமகை்	ைதலவனின் வீரம்	புFக் <mark>கவிதை</mark> யில் சமூகம்	பொன் காை்ை ஐயனார்
SL S-4		ப ு Fக ்கவ ித ை உர <i>ு</i> வாக ் கம ்	பெண் ை கவிஞரக்	ைமிழ் இலக்கிய மரபில் 🛭 🕏	புFக்கவி <mark>தைய</mark> ும் இைழ்களு <mark>ம்</mark>	விருந்F – கை்ைர் பசயல்கை
SL		ப ு Fക ் കவ ി த ை வைரச் 81 பநற ി க <mark>ை</mark>	கவ ித ைய ில ் நாட ு ெப்ப ுற வடிவம ்	DF இலக்கியங்கை	மணிக்பகா <mark>டி இை</mark> ழ்	பிதழ நீக்கி எழுFைல்
SL S-5	LO-1	ொரதியார் – புFக்கவிதையின் அதடயாைம்	இைம்பிதற – அம்மா	ைமிழ் விடு 🛭 F (184 – 186)	எழுை்F இ <mark>ைழ்</mark>	எழுை்Fெ் பிதழ
SL	LU-2	ொரதியார் ென் முக ஆளுதமை்திறன்	பெண் கைின் கல் வி ந ி தல	ைமிழின் பெருதம	வானம்ொடி <mark>இைழ்</mark>	பைட தழ ரப்ி
S-6		ொரை வைசம்	பெண் அடக ்க ும ு தற	பசய்யுை் மரபில் கலம்ெகம்	சிறுகதை வ <mark>ொற்ற</mark> ம்	உயரதிதண, அஃற ி தண
SL	LO-2	ொரைவைச <mark>ை</mark> தின் வ <mark>ைம</mark> ்	ெ. கல்ெனா – கீறல் விழுந்ைமாதலக் காலங்கை்	கலம ் ெக இலக ்கியங ் கை்	ச ிற ுக <mark>த</mark> ை வரைச் <mark>சி</mark>	பிறபமாழிச் பசாற்கை் வரலாறு
SL S-7	LO-1	பவை்ைிெ் ெனிமதலயின் மீFலவுவவாம்	ஆண் பெண் சഥത ் Fவഥ	நந ்த ிக ் கலம ் ெகம ் - வ ா ட று மதிதய (110)	சிறுக <mark>தை – வ</mark> ரலாறு	பிறபமாழிச் பசாற்கதை நீக்கி எழுFைல்
	LO-2	20 ஆம ் ந ு ூற ்ற ாண் ட ுக ் கவிதை மரபில் ொரதிைாசன்	விைிம்புநிதல வாழ்வியல்	தகயறுநிதல	<mark>சிறுகத</mark> ை ஆச ி ரியரக் ை	ஷ, ஜ, ஸ, ஹ மாற்பறாலிகைக்
S-8	0-1	ொரதிைாசன் - அழகின் சிரிெ்பு	திருநங்தக குணவதி - சமூகெெ்ொரத் வ	குறவஞ்சி அறிமுகம்	இைழ்களும் சிறுகதையு ம்	ைமிழ் இலக்கண நுட்ெங்கை்
SL		ஆல் - ஆயிரம் கிதைகை்பக ா ண் ட அடிமரம ்	திர ு நரக் ளும ் சாைதனகளும ்	குறவஞ்சி இலக்கியங்கை	புதினம் வொற்றம்	இலக்கணமும் ெயன் ொடும்
SL		இயற்தகயின் அழகியல்	புலம்பெயர் வாழ்வியல்	குற்றாலக் குறவஞ்சி – ஆடுமர வ ீ ⊢ மணி (3)	பைாடக்கக்காலெ் புதினங்கை	ைமிழில் பசால் வதககை

S-9		வானம்ௌடியில் மு.வமை்ைா	സரமி ൈ	மதலயும் வாழ்வும்	ப ுத ினம ் வ ைரச் சி	பசால்லும் ெயன் ொடும்
S-10		மு.வமை்ைா - கவிதையின் ைனிை்ைன் தமகை	புலம் <mark>பெயர் வா</mark> ழ்வின் வலியும் ந <mark>ம்பிக்தக</mark> யும்	காெ்பிய இலக்கணம்	புதினை்தின் வதகதம	ப ெ யரச் சாற்கை் ப்
	SLO-2		<mark>காலந்வை</mark> ாறும் கவிதை வடிவில் மாற்றங்கைக்	காெ்பிய வதகதமகை்	മാ	ப ெயர சாற் கை் ச் ப் அறிை ல்
S-11	SLO-1	<u>மனிைவநயம்</u>	தஹக்கூ, லிமதரக்கூ, பசன் ரியூ –	சில்ெதிகாரம் – அறிமுகம்	ைமிழ் இ <mark>லக்கி</mark> யைதில்	விதனச் பசாற்கை்

Duration	(hour)	Learning Ur	nit / Modu <mark>le 1</mark>	Learning Unit / Module 2	Learning Unit / Module 3	Learnir	ng Unit <mark> / Modul</mark> e 4	Learning Unit / Module 5
				ഖതാரந் ்பைடுതാതാ കഖിക്കതകതാ	Way I was	உதரந்த	நடக் <mark>கூறு</mark> கை	
	SLO-2	ைமிழ்க் கவிதையில் சுுற ்ற ுச ழல ியல ்	சூ	தஹக ்கூ - ம ு.ம ுர ு வகஷ்	கட்டுதர்க்காதை	உதரநத வொற்ற		விதனசப் சாற ்க ை அறிைல்
S-12	ு இயற்தகயும் சமூச			லிமதரக்கூ – ஈவராடு ைமிழன் ென்	ஊழ்விதன	ைமிழி	ல் உ <mark>தரநத</mark> ட	ைமிழில் பெயரதட, விதனயதட
	SLO-2 இயற்தகயும் சமூக சமைFவ வாழ்வியலும்			பசன் ரியூ – மாமையாதன	வகாவலனின் முற்பிறெ்பு வரலாறு	உதரநத அற ி ஞர	ட <mark>வைர</mark> ை் ரக் <i>ை</i> ்	பெயரதட, விதனயதட அறிைல்
		Textbooks				7		•
		1. ம⊡ல □ த	0 Б □Б □L □, ⊔ □□	<mark>, пос</mark> по о опосто о - отор о огра	ழ சிரியரக □□ ,எஸ□ .ஆர □ எம□.	அ 👊 🖽 വ	<u>и р</u> 🗆 ооо 🗆 и 🖽	0) □ 5 55
Laarmina		5 N □ 1 □	ј □□□a					
Learning Resources		2. ഖഖ 🗆	க □ கண⊡ ண எ ்	<mark>,</mark>	் 🗈 ாட்ட, ஆ ழா என்ன க ம 🗆 , ப ச	ன 🗆 த ன ,	2018	
1100001000		3. □□. ៛□வ	🗆 🗆 🗅 🗆 🗆		□ம் □ ,என் □ .⊧்.பி.எச .,பசன் □ த 6	ल , 2013		
				□□□□ <mark>□□□ - http://www.tamilvu.org/</mark>				
		5 . ம 🗜 த ர	ும்ு □ இலக □	10W വത്ത് <mark>വ വരാതാവ</mark> ംവാവ വെ. വാഥ വ - <u>https:/</u> /	//www.projectmadurai.org/			
				Continuous Learning Assessme	ent (50% weightage)			

				Conti	nuous Learnin	g Assessmen	t (50% weighta	ge)		Final Examination	(50% woightage)
Bloor	n'sLevel of Thinking	CLA -	1 (10%)	CLA -	2 (10%)	CLA -	3 (20%)	CLA -	- 4 (10 %)	Filial Examination	(50 % weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	200/	
Level	Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	
Level 2	Analyze	40 /0	30 /6	30 /6	40 /0	30 /6	30 /6	30 /6	30 /6	50%	-
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	
Level 3	Create	30 /6	2070	2070	30 /6	30 /0	30 /6	30 /6	30 /6	20%	-
	Total	10	0 %	10	0 %	10	0 %	1	00 %	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. 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.
Dr. P.R.Subramanian, Director, Mozhi Trust,	Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School	3. Mr. G. Ganesh, Assistant Professor,
Thiruvanmiyur, Chennai – 600 041.	of Tamil Language & Literaturel, Pondicherry University, Pondicherry	Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.



Cou		ULH23G01J	Course Name		HINDI-I	Course Category	G			Gene	ic Ele	ective	Cou	rse				L T	P 2	2	C 3
	quisite Co		Nil	Co-requisite		Progressive C	Courses Nil										•	•	•		
Course	Offering	Department	HINDI		Data Book / 0	Codes/Standards						Nil									
(CLR)		Rationale		pose of learning th	is course is to:		YV	Lea	rning	Pr	ogram	ı Lea	rning	Outc	omes	(PLO)					
		municate in Hin				- 0 0		1	2 3	1		3 4	4 5	6	7	8 9	10	11 1	2 13	14	15
CLR-2	: To appre	eciate the Hindi	Language	in its various f <mark>orm</mark>	IS .	ARTHUR		-			Concepts		e c	=		Data	S	(0			· · · · · · · · · · · · · · · · · · ·
		ze the different				64 4 4 E GA 5 F E			ent		nce		edc edc			, De	Skills	Skills			l
					ial Responsibility and Integrity			ing.	icie	11_	S	ted	low I	e g	ling	pret	ng	ິ⊆ .	တ		I
CLR-5	: To be w	illing listeners a	and Transla	tors-where <mark>need b</mark>	e			Thinking	Atta	nta	of	ela	Z .	# Zi	ode	iter 7	olvi	atio	SKIIIS		I
						THE SHAPE		of _	D D	l e	tio	유	ura o	히금	M	e, Ir	n S	.e	लु		۱
Course (CLO)	Learning	Outcomes	At the e	nd of this course,	learners will be able to:	The Real Property	1. 4	Level o	SEXPected Proficiency Expected Attainment	H Fundamental	± Application of	Link with Related	Procedural Knowledge	Ability to Utilize	Skills in Modeling	Analyze, Interpret [Problem Solving	Communication	Analytical PSO -1	PSO -2	PSO-3
		erstand the Phil	osophy of I	ife and l <mark>iving thro</mark> u	gh Stories	D. and G. S. L. C.	77.75	2	75 60	H	H	Н	M	ĹĤ		M	L		M -		-
CLO-2	: To Exan	nine Travelogue	writing an	d Sketch		THE PERSON NAMED IN THE PERSON NAMED IN	T 100	2	80 70	H	Н	Н	M	L H	Н	M L	. L	Н	М -	-	-
		ify Irony and es			17777. (19)	STATE OF STA	THE R.	2	70 65			М	L F	н н	М	НΛ	1 M	Н	Н -	-	-
				depicted in the pr	ose	7 7 9 6 7 7 7 9	7 125	2	70 70			L	Н Л	и н	L	Н	н М	Н	Н -	-	-
				amenta <mark>l principa</mark> l		11 E V P 12	71.00	2	80 70					L H	Н	L F	н М		Н -	-	-
Duratio	n (hour)		12		12	12			7		١.	12						12	<u> </u>	I	
S-1	SLO-1	KAHANI			REKHACHITRA & YATRAVITRANT	NIBANDH		I	VATAK	7						ANUV SHAE			HASH	IIK	
	SLO-2	AVDHARNA	1		VDHARNA	IBANDH KI AVDHARNA		/	AVDHA	RNA						RTH					
S-2	SLO-1	SWARUP			WAROOP	WARUP		1	VATAK	KA SI	VARU	ΙP				ARIB	HASH	łΑ			
	SLO-2	PARIBHASI			HUMIKA	ARIBHASHA			ARIBHA	4SHA						WAR	-				
S-3	SLO-1	KAHANI KE			AHATVA	AHATVA		17	4 <i>TWA</i>							RAKA					
	SLO-2	KAHANI KA I			DDESHYA	DDESHYA			RAKAR							AHA7					
S-4	SLO-1	PARIKSHA- I		ND	ISHA- EKHACHITRA	UTAJ- NIBANDH AJARI PRASH	IAD DIVEDI		JDDES							DDES					
	SLO-2	KAHANI KA I	-		EKHIKA PARICHAY	EKHIKA PARICHAY	TAI		RANGM				CHAY			NUVA					
S-5	SLO-1	VISLESHAN			ATH KA VISHLESHAN	ATH KA MAHATVA	للاتنك		VATAK I		AHAT	VA				NUVA					
	SLO-2	EMANDARI F			URU SHISHYA KA AMBANDH	IPRIT PARISHTHITIYON ME JE	EVAN KI ASF		PRAYO							HROT					
S-6	SLO-1 HONHARI KA PARICHAY GURU K <mark>E PRATI SMARP</mark> AN BHAVANA MANAV KI AKANKSHAYEN							ANDHER NAGRI-(NATAK) BHARTENDU HARISHCHAI					K) HAND)		LAKSI				GYA	V
	SLO-2	UDDESHY/			PATH KA MAHATVA	SHANGHARSHIL JEEVAN			EKHAK			-				ANUV					
S-7	SLO-1	MALBE KA N		HAN RAKESH	HELE PAR HIMALAY (YATRAVITRANT)	SANGHARSH KA PARINAM			VATAK .			HAN				ANUV					
	SLO-2	LEKHAK PAF			LEKHAK PARICHAY	BHOLARAM KA JEEV- (VYANGYA)HARISHANKAR PA	RSHAI		VATAK .							ANGR					
	SLO-1	BATWARE K	A YATHAR	?TH	YATRAVITRANT KA	VYANGYA KI AVADHARNA		L	ALCH I	KA DI	JSHP/	ARINA	AM			HINDI	SE A	NGRE	JI		
S-8	S-8 VARNAN MAHATVA																				
	SLO-2	TATKALIN PA	ARISHTHIT	T KA VARNAN	YATRA KA YATHARTH CHITRAN	MAHATVA		5	SHISHY	A KI A	AGYA	NTA				ANUV	AD PI	RIYOJI	VA KA	ARYA	

Durati	on (hour)	12			12			12			12	12
S-9	SLO-1	APNI MITTI SE LAGAV		PATH KA VI	SLESHAN		LEKHAK PA	RICHAY		GURU SH	IISHYA SAMBANDH	PUNRIKSHAN
	SLO-2	RAJNITIK VIDWESH KA PA	ARINAM	HIMALAY KA	A VARNANA	c(PATH KA VI	HLESHAN		HASHYA KARANA	VYANGY SE AVAGAT	VIVIDH PRAYOG
S-10	S-10 SLO-1 PROPKAR KI BHAVANA			HIMALAY KA	A LOK JEEVAN		MADHYAVA	RGI PARIVAR	KI STHITI	DURDRI	SHTIHIN	PARIBHASHIK SHABDAVALI
	SLO-2	KAHANI PATH		LOK SAMAS	SYA	1	SARKARI T	ANTRA KA KHO	OKHLA RUP	MAHATTA DUSHPA	NKANKSHI KA RINAM	ATI MAHTVAPURN SHABD
S-11	SLO-1	KAHANI KA VISHLESHAN		UDDESHY	4		PAURANIK	KATHA KA CHI	TRAN	GURU KI	AVAGYA KA DUSHPARINAM	TAKANIKI SHABDAVALI KA MHATVA
	SLO-2	PRASHO KI CHARCHA		PRASHNA A	BHYASH		SANVEDAN	SHIL BHAVANA	1	TATKALIN CHARCH	I SA <mark>MAJIK VY</mark> AVASTHA KI HA	HINDI SE ANGREZI SHABD
S-12	SLO-1	PRASHN ABHYASH		PATH PRICE	HARCHA		PARICHARCHA			PARICH	ARCHA	ANGREZI SE HINDI SHABD
	SLO-2	KAHANI KA UDDESHYA		MAHATVAPI	URN BIBDUON	KI CHARCHA	PRASHANA	ABHYASH		PRASHN	IABHY <mark>ASH</mark>	SHABDAVALI KI AVSHYAKTA
Learn Resou	•	Edited Book: ""SAMAN)	/A HIN <mark>DI", SR</mark>	IJONLOK PUE	BLICATION, 202	23, New Delhi.	No. 1	100	د با		3 1:1	
Learni	ng Assess	sment				1000		Maria I	1 Th 10			
E	Bloom'sLevel of Thinking		- 0	Continu	ous Learning A	Assessment (5	0% weightage)			Final Examination (50% we	eightage)	
		_	CLA - 1 (10%	6)	CLA - 2 (10	%)	CLA - 3 (20	%)	CLA - 4 (10	%) #		
			Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
			0.00/	0.007	0.00/	0.001	2221	0001	0.001	2221	0.007	

	Diodili Scevei di Tillikilig			Continu	uous Ecarining	ASSESSINCIL (JU /U Weightage			I IIIai Liailillialion (3070 Wei	iginage)
		CLA - 1 (10	0%)	CLA - 2 (10	1%)	CLA - 3 (20	1%)	CLA - 4 (10	0%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand			N/A		L L >	J. F 1. 200	4.7			
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze			150,50	7 July 12 12		434				
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total		100 %		100 %		100 %		100 %		100 %
	1 1 1 1 1 1 1										

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

CALIFOA	Dacianare
Course	Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi, CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
Alumni	Student	2. Dr. Md.S. Islam Assistant Professor, SRMIST
Ananya Singh	Maimunah sheik	3.Dr. S. Razia Begum, Assistant Professor, SRM IST
Trainee Associate (Finance Operations)Cargill Business Services India	Reg: RA2131001010006	
Building 9,2nd and 3rd Floor, Cessna Business Park,	Dept: of Biotechnology	
Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka		
•		4, Dr.Nisha Murlidharan Assistant Professor, VDP,SRM I

Course Code ULF23G01J Course Name					FRENCH-I			Cour	rse Categor	ry G			Generio	Electi	ve Cou	rse		L 2	T P		C 3	
Pre-requ	isite Cour	ses	Nil Co	requisite Courses	Nil	Pro	gressiv	e Cou	rses							Nil						
		epartment		rench	Data Book / Codes/Standards		ounting															
		Rationale (CLR):	The purpose of	learning this course is		Learnii							Progra	m Lear	nina O	utcon	nes (PL0))				
				acquisition of current se		1	12		1	2	13			6	7 8		9	10	11 12	13	14	15
CLR-2:	Enable th foreigner	e students to overcom speaking French	e the fear of spea	king a foreign language	e and take position as a	evel of Thinking Bloom)		(%)		Communication Skills	Link with Related Disciplines				Skills in Modeling		Investigative Skills Problem Solving	·				
		m learn the basic rules			A 17	hin hir	0 0	פ ל ק	_	cat	Rel		atio	JE JE	Vod	ats	Sol	cat	Š			
		trategies of comprehe				evel of T (Bloom)	Expected Proficienc	Expected Attainment	Disciplinar /	iun	를 등	Procedural Knowledg	Skills in Specializatio	Ability to Utilize Knowledge	i i	Analyze, InterpretData	igat	Skills	Skills Analytical Skills	_	2	က
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:							Pe	aini	Scip	mr IIIs	Sci V	owl	ills	ility	S		est	Skills	Skills	PS0 -1	PSO -2	PSO-3
				<mark>is c</mark> ourse, learners will	be able to:) 7	ЖĘ	Α¥	ح ق	$\frac{3}{8}$	قَ دَ	F 주	Sp			Z Ž		"		PS	PS	PS
		e knowledge about Fr				2	75	60	Н	М	Н	Н	М	Н	Н	L			H I	<u>. L -</u>		<u> </u>
				civilization and transla	tion of French	2	80	70	M	Н	L	Н	Н	M	Н	М				1 -		<u> </u>
		p content using the fe			200	2	70	65	Н	Н	L L	М	H	М	L	Н				1 -		<u> </u>
		et the French languag				2	70	70	Н	L	M	Н	М	Н	Н	М			M I		-	-
		e the communication,		ents in French languag		2	80	70	М	Н	Н	L	М	М	Н	Н		_	H I	1 -	-	
Duration			12		12	76.5		10.5	Mr-Con.		12							12				
	SLO-1 (rerbes du premier groupe	- 4			Qu'est-ce d		font ?					leuxièr	ne grou	pe –				
	SLO-2	mma la championne			exemples		No. 1		Les exemp					.es ex <mark>en</mark>								
		es nombres à partir de	e 31		iison –				Où est mor							ersonn	els toniq	ues				
		es activités			activités		100		Les exemple					es exen								
	SLO-1				er en contact				Quelques o					es v <mark>erb</mark>		et lire)					
		es nationalités			activités	100			Les exemple					es <mark>exe</mark> n								
		es jours de la semain	е		enter et se présenter		1		Les profess					es Sons								
	SLO-2				activités				La fiche d'id					es exen								
		es mois de l'année			ander et dire la date -	_444			La formation					Décrire l'			que					
		es activités		111	activités				La phrase ii			artielle –		Décrire le								
		es animaux domestiqu	ues		rencontre.				Qu'est-ce q		st?			Demand		re l'hei	ure					
		es activités			activités		The second		Qui est-ce ?			7		es exen								
		a famille (1)		Cont			L.A		C'est / II est		3 F			lle est o		nt?						
		es activités	(4)		activités				Les exemp		(4)			es exen								
		a formation du féminir	า (1)		a la Championne				La phrase n		/e (1)			Portraits								
		es activités			activités				Les exemple					es exen								
		es adjectifs possessifs	3		et expressions				Les verbes	aller e	et venir			∕lots et L		sions						
		es exemples			activités				L'élision					es activ								
		a phrase interrogative			nmaire -				Les formule		olitesse			Gramma								
		es exemples			exemples	nformationspersonnelles					Les exemples											
		es activités			munication				C'est qui?				-	es activ								
		es nombres			activités				Qu'est-ce q					Commu		n						
										Les activités												
	SLO-2	es exemples		Les e	exemples				Grammaire	- Cor	nmunica	ition	L	es exen	nples							

Learning Resources

	Bloom's Level of Thinking	Continuous	Learning Asses	ssment (50% w	eightage)	H. W.				Final Examination (50% weightage)		
		CLA - 1 (10	0%)	CLA - 2 (10	0%)	CLA - 3 (2	0%)	CLA - 4 (5°	%)#	,	0 0,	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
evel 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				0.50							
_evel 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-	
	Create				2.7.7	. 12-32/94						
	Total		100 %		100 %	25 7 7 24	100 %		100 %		100 %	

Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Mr. Kavaskar DanasegaraneProcess Expert	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
Maersk Global Service Center Pvt. Ltd		No.
2.Mr. Sharath Raam Prasad Character Designer, Animaker	(A)	2. Mrs. Abigalai Assistant Professor, SRMIST, VDP
Company Pvt.		

Cou	se Cod	le ULE23AE1T	Course	Name	ENGLISH		Course Category		4E			Abili	ty Enha	anceme	ent cou	rse		L	T		P	0		С
						_=1	<u> </u>					7	.,					4	0		0	2		4
	•	Courses	N		Co-requisite Cour		Nil	Nil	rogres	sive Co	urses							Nil						
		• .	•		FSH, SRMIST		Data Book / Codes/Standards	191		-4-	-									/n. n				
Cours	e Learn	ing Rationale (CLR):	I he p	ourpose of	learning this course is t	0:	ender inclusive curriculum	Le	arning		4		3	1	Progra							40	431 -	14 15
CLR-1	· Enh	elop an understanding ance the abilities of de	ener under	standina to	stay with integrity with	the fe	llow human heings	1	2	3	υ O	<u> </u>	3	4	5	0	7		9	10	11	12	13	14 13
CLR-3	: Dev	elop the overall langua	age compet	encv of the	learner	110 101	now numum bonige	1	>	t (%	edg	Concepts		ge	uo			Data		S.	<u>s</u>			
CLR-4	: Dev	elop proficient languag	je skills				180		enc	nen	ow	Suc	_	vled	zati		0	<u>ا</u>	<u>s</u>	స్	Skil			
							e the overall communication skills.	ķ	ofici	tain		Ç	ate	(no	ciali	Ze	eli	rpre	Skills	ving	ion	Skills		
Cours	Course Learning Outcomes (CLO): At the end of this course, learners will be able to: CLO-1: Analyze different literary texts to identify the representation of issues related to gender, and class							Level of Thinking	Expected Proficiency %)	Expected Attainment (%)	-undamental Knowledge	Application of (Link with Related	Procedural Knowledge	Skills in Specialization	Ability to Utilize	Skills in Modeling	Analyze, Interpret	nvestigative	Problem Solving Skills	Sommunication Skills	ਲ	1- 084 080	PSO-2 PSO-3
						lated to	gender, and class	2	75	60	T F		M = M	1 L		M	-	M	_H	L	Н	L.	-	
		ly critical thinking skills					A. S. C.	2	80	70	l N				-	-	-	М	M	Н	Н	М	•	
CLO-3	: Criti	ically evaluate and disc ine their general writing	cuss conten	nporary issi	ues through online artic	cies.	The County of the County State	2	70	65 70	I A				M	H	+-	H	IVI	H	H	L	-	44
		rove their language ap		ills				2	80	70			VI -		1 -	M	+-	L	1	М	Н	M	+	+-
	ation	12	phodilon on	1110	12		-12		- 00	10		2			"	IVI	-			12		101		—Щ
	our)	12			12	6	N. 12				F (-								12				
S-1	SLO-1	Introduction to the poe poet- Sukirtharani	-	Intr <mark>oducing</mark>	n to Short stories. g the short story erine Mansfield.		roduction to Creative Writing. Explaini ements of creative writing.	ngtne	convers	sation ar	course- nd theke of discus	elemi	ents of o	discour		Reflecting the learningReviewwriting								
	SLO- 2	Reading and recitatior thepoem -Debt	n of	Reading th	ne story- The Doll's Hou	ise aud	and-up comedy show -translate the diocontent in English. (any regional nguage)		discour what it	se- Lee means t	tion in di Mockob obe a Tr ECITATI	e's APo ansger	owerful	Poem (Of Cho	Choosing the sub				g the subject for reviewing.				
S-2		Analysis and Critical interpretation of the po	oem.		g the story piction of characters and tion of injustices.		udents- groups -Students belonging to ates other than Tamilnadu	12	Reflecti poem.	ing on th	ne style a	nd the	tone of	the	Plai	nning to	cho	ose.						
		Introduction to the poe Subramaniyam.			nd critical interpretation story Doll's House.		actice the writing activity -creative way engaging in translation.	S		J	ersation	T			any	lerstand work c				ess h	ow effe	ectively	a re	eview of
S-3-	SLO-1	Reading and recitation thepoem Phallus I cut.	n of	Introduction HarukiMu	n to the writer ırakami.	Co	rrection of errors- attempting to transl	ate.			ntent writ content w		SocialM	edia- tl	ne Intro		ucing the students to thereview of the various							
S-4	SLO- 2	Analysis and Critical interpretation of the po			ne Confessions of ga monkey.	WO	entifying equivalent terms to certain regrds - learn the art of translation.		Community- Salik Ansari						Reviewing -recorded -posted inthe social media SRMIST					a pag	es of			
S-5	SLO-1	Introduction to the poe ImtiazDharker	ŧ		a and analysis of sions of a Shinawaga	of o Wa The	roducing famous art works and thecor creation. Salvador Dali-The Face of arPablo Picasso- Guernica Edward M. e Scream Pieter Bruegel-The Tower abel	unch-	writer's conversation with the readers - the blo				Thoughtful conversation with your team member post same in the official social mediapage of SRMIST.				st the							

	ration our)	12	12	12	12	12
	SLO- 2	Reading and reciting the poemPurdah 1	Introduction to Crystal Wilkinson	creative and/ or thoughtful writing - contemporary themes of modern dayrelevance		Choosing the team based on the abilities that are comfortable tomatch the peer members
S-6	SLO-1	Analysis and Critical interpretation of the poem- Purdah 1	Reading Endangered Species: Case47401.	Students -writing abilities- building stories- avisual treat of variety of pictures.	Apprehending Life by reading thetexts of influence- Chimamanda Ngozi Adiche's Notes on Grief- ABRIEF NOTE, We should all be Feminists- An Essay.	Choosing the topics for a thoughtful conversation
	SLO- 2	Reading and reciting the poemPurdah 2	Discussion and analysis of Endangered Species: Case 47401.	Elements of writing	Discussion- essay by the author -subjective depiction of life. Understand -subjective opinions -perspectives -	Planning and preparation for thescript of conversation with a team member
S-7-	SLO-1	Analysis and Critical interpretation of the poem- Purdah 2	Introd <mark>uction to</mark> C.S Lakshmi also <mark>known as</mark> Ambai.	Incorporate the elements of story in storywriting.		Drafting , editing and revising thescript of conversation and enacting the conversation with the team members
S-8	SLO- 2	Introduction to the poet Arundathi Subramanian	Reading the short story- In a Forest,A Deer.	Practice -write stories -pictures given orshown .	Practising the task multiple times with	Enactment -proper rehearsal -final performance - conversation-whole performance should be
				THE STATE OF THE S	all the students in the classroom.	recorded.
S-9	SLO-1	Reading and reciting the poem- Home	Discussion and Analysis of In aF <mark>orest, A</mark> Deer.	A writing task to write a script is introducedin the classroom.	Interposing opinions in famous interviews-	The recording should be postedin the official media page and social handles of SRMIST.
	SLO- 2	Analysis and Critical interpretation of the poem-Home	Retrospecting the writing styles of theauthors- Katherine Mansfield, Haruki Murakami, Crystal Wilkinson and Ambai.	creative scripts inspiring from the dialogues of their favourite films by changing the scenario to their own wish according to theirown whims and fancies.	Interposing opinions in famous interviews-FII Interviews: Tasveer Co-FounderAnd Filmmaker Rita Meher On The Seattle Legislation, Minority Rights And The Fight Against Oppression- INTERVIEW	work for this social post - reflect on their experience of learning communicative English course and the testimonial has to be recorded and posted in the social media pages of SRMIST
S-10	SLO-1	Recollection of study of the writing styles and intentions ofthe poets prescribed in the syllabus.	Revision- The Doll's House	Creative writing -writing news reports. recreated with new characters, places, scenes, incidents.	Students -enact as interviewer and interviewee and practice building thediscourse.	Involving the students for theproject work. Introducing what is project workand inculcating the interest - Giving instructions to do the project works -
	SLO- 2	Revision of the poems Debt	Revision- Confessions of aShinawaga Monkey	Watch debate shows - summarising the arguments Enhance - descriptive writing skill.	Certain role plays like celebrity personalities, political personalities -conduct the interview and be the interviewer and interviewee.	Discussion of ideas and generation of creative ideas
S 11 S 12	SLO-1	Revision of the poems Purdah 1and 2	Revison- Endangered Species: Case47401	Practice the improvement of writing skill.	The art of conversation and theability to build a discourse	 Assignment on any piece of creative writing (OR) Presentation- Mastering the art of Public Speaking. (OR) Project on compiling the real life influential events ongender inclusive issues and a presentation of the same. Interview Scripting /Blog writing.
	SLO- 2	Revision of the poem Hiome.	Revision- In a Forest, A Deer.	Repetitive practice and continuous assessment -writing skiills-master the writingskill.	The evaluation and assesment of the conversation -constructive feedbacksto the students.	Students can opt any of the project from the given choice
Learn Resou Refere	_	English Grammar in Use		ulty of English Departement, FSH, SRMIST, 202		

	Bloom's Level of			Cont	inuous Learnin	g Assessment (50%	weightage)			Final Examination (50% weightage)			
	Thinking	CLA - 1 (10%)		CLA - 2 (10%)		CLA - 3 (20%)		CLA - 4 (10	%)#	•	• • •		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
evel 1	Remember Understand	30%		30%	90	20%	E 1	20%		30%	-		
evel 2	Apply Analyze	40%		50%		50%	- 4	50%		50%	-		
evel 3	Evaluate Create	30%	- /	20%		30%		30%		20%	-		
	Total	10	0 %	10	00 %	5 7 5 7 5 1	00 %	N Y	100 %	1	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
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Ann Mariya Thomson RA2232105010015 II M.A English Literature CSH, SRM IST az1160@srmist.edu.in	Dr. K S Antonysamy Associate Professor and Head, Dept. of English Loyola College Chennai antonysamyks @loyolacollege.edu	Dr. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH,SRMIST Dr Anchal Sharma, Prof & Hod EFL SRMIST NCR Campus Dr T Sridevi, Assistant Professor English, FSH Ramapuram SRM Dr Shanmuga Priya, Assistant Professor SRMIST Trichirapalli Campus

Course Code	UCM23101J	Course Name	ACCOUNTING FOR BUSINESS - I	Course Category	С	Discipline-Specific Core Course	L T P O C 3 0 3 2 4
Pre-requisite Course	es Nil		Co-requisite Courses Nil	Progressive Courses	Nil		
Course Offering Dep	partment C	Commerce	Data Book / Codes/Standards	Accounting data Sheet			

				7.3												
Course Learning Rationale (CLR): The purpose of learning this course is to:	Learning			1			Prog	ram Le	earning	g Outo	omes	(PLO))			
CLR-1: Understand the basic concepts of financial accounting	1	2	3	1	2 3	4	5	6	7	8	9	10 1	1 12	13	14	15
CLR-2: Practice the preparation of Journal, Ledger and Trial Balance		(%			<u>و</u> 0	ng				_	Ial					i
CLR-3: Learn the preparation of cash book	Mary I		_ %	> a	unication	olving			ا ا	ger .	ship sss/Qual	9	urial	<u></u>	n skills	1
CLR-4: Preparation of the Bank Reconciliation system and Depreciation		ted	ted	nar	ğ ‡	oblem so	ica	rch Ski	iţi.	මු වි.	rsh	ng i	ent	/abi	e <u>ş</u>	≅
CLR-5 : Practice the preparation of final accounts / non-profit organizations	el Norr	ficie	Dec in	cipli	<u>s</u> <u>s</u>	ple	alyt	sea	flec	፱ : 월	ade adin	유		leg is	cisi	க்
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:	© I e E	A C	EXF A#2	Disc	S \	Pro	Angrea	Regre	Ref	lea	Res			Emlopt	De	CT
CLO-1: Apply the basic concepts and accounting process	3	75	65	Н		Н	М	L	-	L	Μ	Н	- L	-	-	М
CLO-2: Efficient implications of Journal, Ledger and Trial balance	3	75	65	Н	L -	Н	-	L	-	L	-	Н	- H	М	М	-
CLO-3: Ascertain the methods in preparation of cash book and BRS	3	75	65	М	М -	Н	Н	-	-	М	L	-	L H	-	L	-
CLO-4 Understanding the process of finding profit or loss in final accounts	3	75	65	Н	- L	-	Н	L	-	М	L	М		М	-	М
CLO-5 Ascertain the methods in depreciation and Fire insurance claims	3	75	65	М	М -	Н	М	L	L	Н	-	-	- H	L	-	-

Durati	on	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
(hour)	18	18	18	18	18
S1	SLO-1	Meaning and Definition of Accounting	M <mark>eaning of</mark> Cash book	Meaning and Definitions of Bank Reconciliation Statement	Meaning, Need of Fire Insurance Claim	Meaning of Single-entry system
	SLO-2	Needs and Users of Financial Accounting	pes <mark>of Cash b</mark> ook	Causes of differences in Cash book and Pass book	Advantage of Fire Insurance Claim	Features of Single entry system
S2		Features, Advantages, and Limitations of Accounting	Preparation of Single column cash book	Steps in preparing Bank Reconciliation Statement	Salvage value	Advantages of single entry system
	SLO-2	Branches of Accounting	Preparation of Single column cashbook	Problems in Balance as per Cashbook	Average Clause	imitations of Single entry system
S3	SLO-1	Bases of Accounting – Cash and Accrual Basis	Preparation of Double column cashbook	Problems in Balance as per Cashbook	Problems in calculating fire insuranceclaims	Difference between single entry and double entry system of accounting
		Accounting Concepts and Conventions	Preparation of Double column cashbook	Problems in Balance as per Pass book	Problems in calculating fire insuranceclaims	Distinction between balance sheet and statement of affairs
		· ·	Preparation of Triple column cashbook	Problems in Balance as per Pass book	Computation of claim from Insurancecompanies for loss of profit	Ascertainment of profit/ Loss
	SLO-2	Preparation f Journal	Preparation of Triple column cashbook	Problems in Overdraft as Cash perbook	Computation of claim from Insurancecompanies for loss of profit	Ascertainment of profit/Loss
S7-8	SLO-1	Rules Regarding Journal Entries	Petty Cash Meaning	Problems in Overdraft as Cash perbook	Claims for loss of stock	Methods in single entry system
	SLO-2	Understanding Compound Entries	Preparation of Petty Cash book	Problems in Overdraft as Pass perbook	Terms Defined	Proforma for Total debtors & creditors
	SLO-1	Meaning of Ledger	Trading & Profit	Problems in Overdraft as Pass perbook	Non-Trading organisations - Meaning	Problems in statement of affairs method
	SLO-2	Types of Ledger accounts	Balance Sheet	Meaning and Definition of Depreciation	Characteristics for Non-Tradingorganisations	Problems in statement of affairs method
S9	SLO-1	Posting of Ledger entry	Capital and Revenue expenditure	Features of Depreciation	Accounting procedures forNon-Trading	Problems in statement of affairs method

Durati	ion	Learning Unit / Module 1	Learning	g Unit / Module 2		Learning	Unit / Module 3		Learning	Unit / Module 4		Learning Unit / Module	5
									Organis	ations			
	SLO-2	Importance of Ledger Balance	ce Capital a	and Revenue receipts		Causes of	Depreciation	7.0	Receipts	and Payments acco	ounts	Problems in statement of	of affairs method
		Preparation of Ledger accou		nt to variou <mark>s adjustment</mark>	S	Methods of	of Depreciation		Income a	and Expenditure acc	ounts	Problems in statement of	of affairs method
S12	SLO-2	Preparation of Ledger accou Analytical level		stock, Accrued Income, s, Depreciation andProvotful debts Etc.,		Problems	in Straight Line met	hod		and Pay <mark>ments according ture with Balancesh</mark>		Problems in statement of Analytical level	of affairs method
		Meaning of Trial Balance	Incorpora	a <mark>ting adjustm</mark> ents infina	ncial statements	Problems	in Straight Line met	hod	Various to	terminologies relati <mark>n</mark> ations	g to non-trading	Conversion method -Me	aning
		Objectives of Trial Balance	Simple p account	roblems in Trading and	Profit and loss	Problems	in Written Down val	uemethod	Preparati	ion of Receipts and	Payments accounts	Steps in Conversion me	thod
		Functions of Trial Balance	Account	i <mark>on o</mark> f Trading and Profi and Balance sheet with	adjustments	Problems	in Written Down val	uemethod	Preparati	ion of Receipts and	Payments accounts	Preparation of BR acco account	unt and Total Debtors
		Limitations of Trial Balance	Account	ion of Trading and Profi and Balance sheet with	adjustments	Treatment	of Disposal of Asse	et -	account			Preparation of BR acco account	unt and Total Debtors
		Preparation of Trial Balance		ion of Trading and Profi and Balance sheet with	adjustments	Accumula	provision for Depreci ted Depreciation		account			Preparation of BP accordaccount	
	SLO-2	Preparation of Trial Balance	Preparat Account	ion of Trading and Profi and Balance sheet with		Problems asset	with finding loss/pro	fit onsale of	Preparati balance	ion of Receipts and sheet	Payments with	Preparation of BP accordaccount	unt and Total Creditors
S16 - S18		Preparation of Journal, Ledg Trial Balance		ion of Trading and Profi and Balance sheet with		Problems asset	with finding loss/pro			ion of Income and E with Balance sheet		Preparation of Memoral and Profit & Loss accou	
Resou Refere	rces / nce boo			ounting by S Chand Pub Financial Accounting , S		Sons Publis		T.S. Re			Vijay Nicol <mark>e Publica</mark> ly – Finan <mark>cial Accou</mark>	ations unting, Margham Publicat	ions, Chennai
				6 4 4		Le	arning Assessmen						
		Bloom's Level of					Continuous Learnir			weightage)			Final Examination
		Thinking	CLA – 1 (10%)		CLA - 2 (10		AND	CLA - 3 (2			CLA - 4 (10%)#		(50% weightage)
			Theory	Practice	The		Practice	Theory		Practice	Theory	Practice	Theory
Level 1		Remember Understand	15%	15%	7 1 15	5%	15%	15	%	15%	15%	15%	30%
Level 2)	Apply Analyze	20%	20%	20)%	20%	20	%	20%	20%	20%	40%
Level 3	3	Evaluate Create	15%	15%	15	5%	15%	15	%	15%	15%	15%	30%
		Total		100 %		100	%		10	00 %		100 %	100 %
		# CLA -	4 can be from a	any combination of these	e: Assignments,	Seminars,	Tech Talks, Mini-Pro	jects, Case-	Studies, S	Self-Study, MOOCs.	Certifications, Conf	f. Paper etc.,	1
Course	e Desigr			,	3,	,		,,		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		1	
	s from In			Experts	from Higher Tec	hnical Instit	utions					Int	ernal Expert
1. Mrs.	Abirami	i Manoj, General Manager, M	laersk Global Se	ervices, 1. Dr	. A Saraswathy.	Associate	Professor & Head, [Department of	of Comme	erce, Government A	rts College, Nandan	am 1.	Dr. A. Thilagaraj
(Chenna	ll.		2. Dr	. Kajarajen Vanj	IKO, ASSOCI	ate Professor & Hea	aa,⊔epartme	nt of Com	imerce, Pacnaiyapp	a's College, Chenn	aı 2.	K.P. Ezhilmaran

Course	Code	UCM2310	12.1	ourse ame	BUSINESS MANAG	EMEN T			e Cate		С		Dis	scipli	ne Sp	ecific (Core (Course	9		L T	P 3	2	C 4
Pre	-requisite	Courses	Nil	C	o-requisite Courses	Nil	Progre	ssive	Cours	ses								Nil			1			
Course C	Offering D	epartment	(Comme	rce Data Book / Codes	/Standards Nil	71	W																
Course Lo	earning R	ationale (CLR):	The purpo	ose of lea	arning this course is to:		Lear	ning	A						Р	ogram	Learn	ing O	utcome	s (PLC	D)			
CLR-1:	Assess th	ne Concepts of M	Management				1		2	3	1	2		3 4	5	6	7	8	9		11 12	2 13	14	15
		Leadership Skills							(%)	<u></u>		۶	₹	g	DG				<u> </u>					
		others to complet							_ %	- (%)	J.	e je	skills	Critical thinking	Problem solving		0	eq	Leadership Readiness/Qual		Professional	<u></u>		making skills CT Skills
		terpersonal Relat				4 (254.5)		<u></u>	enc.	ted	ins	eg j	1	₹	m Fica	arch Ski	iti (rect	rsh	gu	SSio	yab	s lo	\ <u>}</u>
		lustrial Relationsh				100000000000000000000000000000000000000	Level of	(Bloom)	Skerted Sproficiency	Expected Attainment (Jisciplinan	knowledge	skills	tica	Problem so Analytical	Research related skills	Reflective	Self-directed learning	ade	_ife-long	Professiona Experiential	- Apolical little Employability	options Decisior	i j
		utcomes (CLO):			nis course, learners will be able to:		9 H	<u>B</u>	щğ	ĭ ₹		_	3.5	ر ج		e Re	8	<u>8, 8</u>	å ë	<u> </u>	<u>۲</u> ۲			<u></u> 끝 달
CLO-1 : CLO-2 :	Apply the	various concepted the managem	s of business org	anization				3	75 75	65 65	F		Н		H M H M	L	М	L	M M	M H	M I	- N		M M
CLO-2 :	Know the	nrocess of plans	ning and decision	making				3	75 75	65			Н		п м М Н		L	+	IVI	H	M I			
		leadership and m		making		The same of		3	75	65	T F		М		M H		M	Ē	L		M		+	LL
			ontrolling and co-	ordination	1				75	65	٨		М		н м	L	L	L	L		Н	1 N		L M
Duration		Learning Unit /			Learning Unit / Module 2	Learning Unit /	/ Module 3		7	Le	arning	Unit		dule	4		Lea	rning	Unit / I		e 5			
	(,		18		18	N 1887 197	18						1								18			
S1		Business - Mear			Meaning and Definition - Management	Introduction to F	Planning	40		Co	oncept	of De	partm	ental	ization		Mea	ning o	f Contr	ol				
	SLO-2	Nature and Scop	pe of Business		Salient features of Management	Nature of Plann	ning	- 55		m	portan	ce of	Depa	rtmer	ntalizat	ion	Purp	ose o	Contr	ol				
S2	SLO-1	Objectives of Bu	ısiness		Evolution of Management	Objectives of PI	lanning			Гу	pes of	Depa	artmer	ntaliza	ation		Con	trol Pr	ocess					
	SLO-2	Functions of Bus	siness		Management – Art or Science	Importance of P	Planning	EX		Co	oncept	of De	ecentra	alizati	ion		Tec	hniqu						
S3	SLO-1	Significance of E	Business		Approaches and importance of Manager	nent Principles of Pla	anning			Ac	dvantag	ges of	Dece	entrali	ization		Use	of cor	nputer	and IT	in Ma	anager	nent C	Control
		Current Trends i	in Business		Functions of Management	Types of Plans				Di	sadvar	ntages	s of D	ecent	ralizat	on			y and I					
S 4 – S6		Activities on Ider Concerns			Debate on Management – Art or Science	Preparation of E	Business P	lan		G	roup D	iscuss	sion o	n De	oartme	ntation	Deb	ate on	Applic	ation o	of Tec	hnolog	y in B	Business
	SLO-2	Activities on taking Business Concern			Practising Approaches on Management	Preparation of E	Budgets			n	terview	on D	ecent	ralisa	ition		Deb	ate on	Contro	l Proc	ess			
S7		Pros and Cons of			Advantages and Disadvantages of Management	Planning Proces	SS	7	_	-	rmal a				anizati	on			d Perfo		се			
		Challenges of Bu			Process of Management	Setting Objectiv					ature a								n Cont					
	_		successful busines		Fayol's 14 Principles of Management	Framing Policies					atrix O								rol Sys					
		Business Enviror			Management Thoughts	Strategic Manag					rganiza								of cont		stem			
S9	SLO-1		and External Fac		Scientific Management Concepts	Strategic manag Techniques	•	Plannir	ng		rganiza			ıre				•	- Types					
			tunities in busines	SS	Peter F. Drucker	Decision Making					rganiza								Proced					
		Business talks of			Talks on School of Management Though						ebate c								cussior					
S12		Group Discussio Opportunities	ons on Business		Group Discussion on experiments	Case Study on		J			ase stu	•	•		ion typ	es			n plan			Contro		
S13		E-Commerce			Types of Managers	Nature and Obje			on Ma										f Co-or					
			Business Organiza		Managerial roles	Importance of D					portan								stics of			on		
S14	SLO-1	Forms of Busine	ess Organization		Managerial Skills	Process of Deci	ision Makir	ıg		Γŀ	neories	of M	otivati	on			Impo	ortance	of Co	-ordina	ation			

	SLO-2	National Business	Different types of Business Organizations	Types of Manage	erial Decision	Motivational Techniques	Problems in Co-ordination
S15	SLO-1	International Business	Current trends and issues in Management	Advantages of De	ecision Making	Leadership Types	Techniques of Co-ordination
		Distinction Between Internal and External Business	Overcoming the issues of Management	Problems in Deci	sion Making	Leadership Theories	Co-ordination vs. Co-operation
S16 – S18		Talks on Pros and Cons of Internal and External Business	Exposing Skills of Managers	Group Discussion	n on Bugeting	Playing a role of Leader	Presentation on Cordination
Learnin Resoure Reference	ces/	P.N. Reddy, Principles of Business Org T.N, Essentials of Management, Sun K. Sundar, Business Management, Vija	anization and Management, S. Chand & Co. India y Nicole Publications		C.B. Gupta, Business Or Management, Pearsor		and & Sons Koontz and Weihrich, Essentials of

	Bloom's Level of				Learning Assessme	ning Assessment (5)	0% weightage)			Final Examination
	Thinking	CLA – 1 (10%)		CLA – 2 (10%)	-20 CO	CLA – 3 (20%)	ove merginage,	CLA - 4 (10%)#		(50% weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
_evel 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand			1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	14 A. S.	5 6 6 6				
_evel 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze		92	100 100	A 100 P 100	War and the	w collection of			
_evel 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create			18/11/19/3	1 1 1 1 1	A 3 C C C C				
	Total		100 %	J. N. 34 4	00 %	The second second	100 %		100 %	100 %
	•	# CLA - 4 can be fro	m any combination of these	: Assignments, Seminar	s, Tech Talks, Mini-P	rojects, Case-Studie	es, Self-Study, MOOCs	s, Certifications, Conf.	Paper etc.,	•
				Sept " 1885 1 1	Course Designers				•	
Experts fr	om Industry		7.4	Experts from Higher	Technical Institutions	3			Internal Expert	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Dr.S.Tamilarasi
Global Services, Chennai.	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Mr.J.Prabhuraj

Cour	se Code	UEY23103J Cours	se Name MANAG	ERIAL ECONOMICS			Cou	rse Ca	ategory	C	;	Disc	ipline Co	Specif		re	L 3	T 0	P 3	C (<u>3</u>
Pre-r	equisite C	courses Nil	Co-requisite Courses N		ive Co	urses				4				Nil							\neg
Course O	ffering De	epartment Comm	erce Data Book / Cod	es/Standards Nil	١,																
Course L	earning R	ationale (CLR):	pose of learning this course is to:	,	Lear	rning	17					Proc	ıram L	earnir	na Ou	tcome	s (PL	.0)			\neg
CLR-1:	Understa	nd the concepts of Managerial Economic	cs helps inOptimal Decision Making in Busi		1	2	47	3	1	2	3 4	5		7		9	10		1113	14	15
CLR-2:		er the responsiveness of consumers' del and income of the consumer	mand to changes in the price of a good or	service, the price of other goods,	0				75.			Analytical Reasoning	p _e	ing		Leadership Readiness/Qualities	рſ	S	Apellential Learning mployability		S
		he Supply Situation and Maximize the p		ATT. TALL	king	3	(%)	(%	1	ioi .	king	easc	elate	Ĭ	_)nal	Ĭ.	Skills	_ g	king	<u> </u>
	Identify th	ne different costs of production and how	they affectshort and long run decisions.	C . 1 2 510, 112	ΪĘ) }	nt(9	ary	icat		2 S	7 R	e I	ctec	ship SS/C	Ĕ	na :		ma i	5
CLR-5:	Create M	arket and Fix Price for the goods and se	ervices formaximization of Sales		evel of Thinking	get	ctec	Jme	plin	la !		/tice	arc	cţi	Dire	dine	ife-long Learning	rofessional	oya lie	ion :	<u>-</u>
Course L	earning O	utcomes (CLO): At the e	end of this course, learners will be able to	0:	evel of 1	Expected		ज्यसainment(%)	Disciplinary Knowledge	Communication	Problem Solving	Analy	Research Related	Reflective Thinking	Self-Directed	-eac	<u>-i</u> e	Jofe	mployability	Decision making	PSO1- ICT Skills
		economic way of thinking in the Busine		Mark Mark	3	80	0 7	75	H	-	· F		-	-	-	-	-	-			Ē
CLO-2 :	Develop	critical thinking skills and analytical abiliti	ies isidentifying the demand for various goo	ods and Services	3	80		75	H	-	- 1	- 1	M	-	-	-	H	-			M
		echniques for the Production to Minimize the different Costs Concepts used in the		The same that the same of	3	75		70 65	H		r	-	M	-	-	-	H	-	M -	-	IVI
		fferent Markets for Sale and Pricing Stra			2			75	H		H		M	+-	-		- <u>''</u>	-	М - Н -		M
Duration		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	185				it / Mod	lule /	<u> </u>	<u>. </u>		Learn	ning I	Jnit / N	/odul		<u>'' </u>		-
Duration	(iioui)	18	18	18	-		LCUIIII	ilg oi	111 / 11100	18				Loan	iiig c	/ IIIC / II	1				-
S-1		An Overview of Economicsand Managerial Economics	Demand Analysis- Demand - Meaningand Definition	Supply and Production Analysis Meaning and Definition	Supply	/- (Costs	Analys	sis	Ċ				Marke	et Ana	alysis					
		Economics - Meaning - Definitions	Types of Demand	Determinants of Supply	-	(Conce	pt of C	Costs					Conc	ept of	Marke	t				=
S-2	SLO-1	Important Terms in Economics	Determinants of Demand	Law of Supply		(Classif	ication	of Cost	S				Class	ification	ons of	Marke	et Stru	icture		
	SLO-2	Goods and Services – Kinds of Goods	Demand Function	Shifts and Movement in theSupp	oly Cur	rve E	Explicit Opport	t and I tunity (mplicit c Costs	f Costs	s,Actu	al and	d	Comp	etitive	e Mark	ets				
S-3	SLO-1	Nature of Economics	The Law of Demand	Elasticity of Supply		F	Fixed (Cost, \	/ariable	Cost, a	and To	otal C	ost	Perfe	ct and	l Imper	fect N	∕larke			
	SLO-2	Scope of Economics	Exceptions to Law of Demand	Determinants of Elasticity of Sup	oply		Relatio and To		veen Fix st	ed Co	st, Vai	riable	Cost,	Price	Deter	minatio	on in	the P	erfect	Market	
S – 4 to S-6	SLO-1	Difference between Micro and Macro Economics	Importance of Law of Demand	Production - Meaning and Defini	ition	/	Averag	ge Fixe	ed Cost	Curve		7		Price Mark		put De	termir	nation	in the	Perfec	t
		Economic Problems and Economic Systems	Shift and Movement along Demand Curve	Factors of Production , Land and	d Labo	ur /	Averag	ge Var	iable Co	st Cur	re			Impei	rfect N	/larkets	;				
S-7	SLO 1	Capitalism	Elasticity of Demand - Meaning and Definition	Capital and Organization		/	Averag	ge Tota	al Cost (Curve				Mono	poly N	Market					_
	SLO-2	Socialism	Determinants of Elasticity of Demand	Economies of Scale		١	Margin	al Cos	st					Featu	ıres -1	Types o	of Mo	nopol	/		
S-8		Mixed Economy	Price Elasticity of Demand	Internal Economies of Scale					t Analys					Price Mono		put Det Market	termir	nation	in the		
		Managerial Economics – Meaning and Definition	Income Elasticity of Demand	External Economies of Scale		1	Margir	nalCo			age C	ost ar	nd	Oligo							
S-9		Objectives of Managerial Economics	Cross Elasticity of Demand	Dis -Economies of Scale					Relation							nd Kind					
	SLO-2	Nature of Managerial Economics	Utility - Meaning and Definition	Internal Dis-Economies of Scale		(Cost-O	utput	relations	hip in	the Sh	nort-R	Run	Price Mark		put De	termir	nation	in the	Oligopo	oly

Duration ((hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
S-10 to	SLO-1	Scope of Managerial Economics	Kinds of Utility	External Dis-Economies of Scale	Long-Run Costs	Monopolistic Markets
S-12	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
		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		Managerial Economics and its relationship with other disciplines	Ordinal Utility - Theories of CardinalUtility	Production function in the LongRun	Average Revenue, Marginal Revenue and Total revenue	Objectives of Pricing Policy
		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 Isoquants	Revenue in the Imperfect Market	Factors affecting Pricing Policy
		Responsibilities of Managerial Economist	Indifference Map	Characteristics of Isoquants	Break -Even Analysis	Pricing Methods
S-16 to S-18		Basic/Fundamental concepts of Managerial Economics	Consumer Equilibrium	Iso-Cost curves	Break Even Point	Pricing Strategies
		Career Options in Managerial Economics	Illustration of Consumer Equilibrium	Producers Equilibrium	Use and Limitations of Break -Even Analysis	Pricing in Public Utilities

Learning		 Managerial Economics, DN. Dwivedi, Vikash Publishing House Pvt. Ltd. Jhingan, M.L and Stephen, J.K(2014), 'Managerial Economics', Second Edition, 2014 Vrinda Publishing (P) Ltd.
Resources:	References: 1. Managerial Economics –Concepts and Applications, Christopher R. Thomes & S. Charles	3.Managerial Economics Theory and Applications, DM Mithani Himalaya Publishing House
	Maurice, 8th edition, Tata McGraw Hill2.Managerial Economics, PL Mehta Sultanchand& Co.	p.iwanayenai Economics Theory and Applications, Divi Wilmani Filmalaya Fubilishing House

Bloom's Le	evel of ThinkingLevel1			C	ontinuous Learning	Level of Thinking Assessment (50%	weightage)	7 7		Final Examinati	on (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 2	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 3	Understand			/ 17	WAKIN.	· / FAn	7.73.43		1		
Level 4	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 5	Analyze						ALLEGE E				
Level 6	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
TOTAL	Create										
			100%		100 %		100 %		100 %		100 %

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

	Course Designers	
Expert from Industry	Experts from Academic	Internal Experts
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Pvt.,Ltd., Nungambakkam, Chennai	Gandhi Nagar, Adyar, Chennai.	2.Ms.J.Ramadevi, Assistant professor, Dept. of CS and AF, FSH, SRMIST, Kattankulatur,
	Dr. Merlin Juliat Arulthangam, Associate Professor, Departmentof Economics, Madras	3.Dr.N.Venkatesan, Assistant Professor, Dept. of Commerce, CSH, SRMIST, Trichy Campus
	Christian College, East Tambaram, Chennai	4.Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulathur

Cou	rse Code	e UCD23S01L Course Na	me QUANTITATIVE APTITUDE AN	D LOGICAL REASONING	Course	e Cate	egory	S			Skil	l Enh	ancem	ent Co	ourse				T P 0 2	0	C 1
Pre	-reauisit	e Courses Nil	o-requisite Courses Nil		Progr	essiv	e Cour	rses		Nil								, '	0 2		⊥'
	Cours	se OfferingCareer Guidance Cell		(/ Codes/Standards		Ü	4	h.		٠.											
			e of learning this course is to:			Le	arning	g					Progra	ım Lea	arning	Outcor					
		ionstrate various principles involved in				1	2	3	1	2	3	4		6 7	8		10	11 1	2 13	14	15
			epts re <mark>lated to prof</mark> it, loss, interest calculation	ons, average and interpret d	lata		(%	(%)		Communication	ng	ing			ъ	Leadership Readiness/Qual					
CLR-		ble students to understand reasoning s	xills	dan W	No.		o 5 ⊗ ⇔	(°	Disciplinary	cat	Critical thinking	Problem solving	ے	iis	cte	nip S/Q	Pare Bonal	<u>ra</u>	Employability options	Decision	<u></u>
		the basic mechanics of Grammar			110	Level 01 Thinking	enc	Expected Attainment (in d	n n	돺	Problem s Analytical	reasonin Research	Z Ct Ct Ct Ct Ct	ng lire ng	ers nes	96	Pyperiential	2 at 2	l.e.	Skills
			students to the requirements of the job ma	arket		<u>=</u> ₹	pec	ain	Scip	E :	iti ce	alde	Se	ate	nki ilf-c arni	ade gadi		Per le	18 j	Sis:	I S
		ng Outcomes (CLO): At the end		A 70 CO 1 CO		크	ΨΫ́	¥Ě	ع ق	8 3	S	Pr An	Re G	Re	Se Jes	38 6€	P	<u>a</u> a	E C	۵	답
	inno	vative method	o and proportions, percentages and approa		nd	3	80	70	М		М	Н	"	- M	М	-	М		M M		N
			athematical models that are relevant to dail	y life.	-17	3	80	75	M		М	Н		- M	M		М	-	M M		N.
		e problems on reasoning	d and the same in an all a same in a	2011/10/2015		3_	85	70	-	Н		М		- M	M	M	Н	Н	M H	N	I N
CLO-		erstand the different parts of speech an		Sales of Land W.	'3	3	85	80 75	M		IVI	Н	H		M	-	IVI	-	M M	<u> </u>	IV.
		I confidence in students and develop s	Rills necessary to race the audience	All All Later		3	85	75	IVI		IVI	<u> </u>	п	L M	М	•	М	1	M M		IV
Durati (hour)	6		6	(P	32	145	Car.		6								6			
S-1		Speed Maths and Simplification	Profit and Loss-Introduction	Number Series	Sec. 25.5			gical Cho								troduction					
		Simplification Techniques and Tricks	Profit and Loss- Basic Problems	Number Series – Solving	Problems	s M	ost Log	gical Cho	pice – s	solving	proble	ms			Self-In	troduction	on - Se	ession	1 1		
		Divisibility	Simple Interest-Introduction, Formulas & Problems	Word Series		Lo	ogical (Order			X				Self-In	troduction	on - Se	ession	1 2		
		rower cycle, Nerlinder cycle	Compound Interest-Introduction, Formulas &Problems	Word Series - Solving Pr	roblems	Lo	ogical (Order – t	ips and	l tricks						troductio					
S-3	SLO-1	Problems On H.C.F and L.C.M	Averages-Introduction& Basics	Odd man out		S	ynony	ms		- 2	Y				Self-In	troduction	on - Se	ession	1 4		
		Problems On H.C.F and L.C.M Solving problems	Averages-Tricky Problems	Missing number and wron			ntonyr								Self-In	troduction	on - Se	ession	n 5		
S-4	SLO-1	Linear and Simultaneous Equation	Algebra –Introduction	Image Based Problems-	Introduction	on Es	ssentia	l Part		4					Self-In	troduction	on - Se	ession	16		
		Linear and Simultaneous Equation – solving problems	Algebraic Expressions Concepts	Image Based Solving Pro	oblems	Pa	arts of	Speech	- Work	sheets	/				Self-In	troduction	on - Se	ession	n 7		
S-5	SLO-1	Ratio and Proportions-Introduction	Data Interpretation - Bar chart, Pie Cha	rt Inequalities		SI	potting	Error	71						Basics	of Writ	en Co	mmui	nicatior		
	SLO-2	Ratio and Proportions-Basics Problem	s Data Interp <mark>retation – Table,</mark> Line Graph	Inequalities - methods			ootting Article	Error –(Concord	d, Prep	osition	al usa	ge, Us	age	Basics	of Writ	en Co	mmui	nicatior	Meth	ods
S-6	SLO-1	Percentage -Introduction	Quadratic Equations	Coding – Decoding-Introd	duction	Se	entence	e Correc	tion – '	Vocabi	ılaryba	sed			Time N	/lanagei	nent S	kills			
	0100		Quadratic Equations – Formulas andMethods	Coding – Decoding-Differ	rent types	Se	entence	e Correc	tion – (Gramn	nar Bas	sed			Time N	/lanage	nent S	Skills -	Activit	У	
Learr Resou	rces	2. Dr. Agarwal R.S, Quantitative Aptito Edition	for Competitive Examinations, Tata McGravide for Competitive Examinations, S. Chand of Aptitude for Placement Readiness, Oxfor	and CompanyLimited, 2018	5. Sin 6. Bh	igh O.	P., Art	Test of I of Effect , English	tive Co	mmun	ication	in Gr	oup Dis	scussic	on and	Intervie	w Hill, w, S C	6th E hand	dition & Con	ipany,	2014

Level	Bloom's Level of	Continuous Learning Assessment (100% weightage)								
	Thinking	CLA - 1 (20%)	CLA - 2 (20%)	CLA - 3 (30%)	CLA - 4 (30%)#					
		Practice	Practice	Practice	Practice					
evel 1	Remember	30%	30%	30%	10%					
	Understand									
evel 2	Apply	30%	30%	30%	50%					
	Analyze									
evel 3	Evaluate	40%	40%	40%	40%					
	Create		A STATE OF THE STA							
	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	74-7-14 (A. H. 1977)	to the later of
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. M. Ponmurugan, Executive PMOSS, Cognizant	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita	Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST
TechnologySolutions India Pvt. Limited, Chennai	Vishwa Vidhyapeedam, Coimbatore	Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance Cell, FSH,SRMIST

Cour	se Code	UCD23V	01T Course Na	me	UNIVERSAL HUMAN	VALUES	Course Category	V			Val	ue Ac	ldition	Cour	se		-	L 2	T 0	P 0	0 2	C 2
Course	quisite C e Offerin		lil Co-requ areer Guidance Cell	uisite Courses	Nil Data Book / 0	Codes/Standards	Progressive Con-	urses	Nil													
Depar		Dadisas Is (6	N. D. T			9	- 4	$A \sim$									·		/5	N 0\		
			CLR): The purpose of le		eciate the essential cor	malimantarily batwan	haliaal and lakillal as	nd to onouro		earnir	ng		1 1	Prog			ing O	utcor	nes (F	<u>'LO)</u>	т	
	sustai	ned happiness a	and prosperity which are	e the core aspirations	of all human beings,		4	na to ensure	10.	2	3	1 2	2 3	4 5	6 7	8	9	10	11	12 13	3 14	1
					w what they really want t				(mo	(%)	%	a)			w							
CLR-3	: Help Unive	students to und rsal Human Valı	erstand the meaning o les and movement towa	f happiness and pro ar <mark>ds value-</mark> based livir	sperity for a human being in a natural way.	ng. understanding holis	tic perspective forms	s the basis of	9	ency	Attainment (%)	wedg		reasoning	skills	learning	ies	_	S	options	skills	
CLR-4	: Help s	students on right	understanding of the H	luman reality and the	rest of existence, harmo	ny at all the levels of hu	ıman living, and live a	ccordingly.	king	oficie .		NOU S	g 5	Son	ated	eal	illen	nin	skills	obt	ing	
CLR-5			plications of such a Ho interaction with Nature		n terms of ethical huma	n conduct, trustful and	mutually fulfilling hum	an behavior	of Thinking		ed Att	Disciplinary knowledge Communication skills	Critical thinking	Analytical reasonin	Research related s	Self-directed	Leadership Readiness/Qualities	ife-long learning	Professional skills	Employability	n making	SE SE
Cours (CLO	se Lea		omes At the end of this		be able to:	100			evel o	xpect	Expected	iscipli	ritical	nalytic	esear	elf-dir	eade eadin	fe-lon	rofess	mploy	Decisio	CT Skills
		ate the significar	nce of value inputs in fo	rmal education and s	tart applying them in the	ir life and profession	Mary J. N.		3	3		LM		- M		Z S H M	<u>- 22</u>	Н		- 1	٠	<u>≃</u> -
	: Distin				on of physical facilities,		Intention and Compe	etence of an	3		75	- M		- M		н м	М	Н	- <i>I</i>	4 -	М	-
CLO-3		,	narmonious relationship	based on trust and r	espect in their life and pr	ofession			3	85 7	70	- M	M	н м	- 1	н м	-	Н	M I	Ч -	-	М
			human being in ensurir			to the day.	7	Total Control	3			- M		- M	- I	Н М	-	Н	- F	4 -	М	-
CLO-5	: Apply	the understandi	ng of ethical conduc <mark>t to</mark>	formulate the strate	gy for ethical life and prof	ession.	JA WIT		3	85	75	- M	М	- M	- I	Н М	-	Н	- I	H L	-	-
Duration (hour)			6		6	· \	6			6								6				
S-1	SLO	Right Understand Physical Facility	ding, Relationship and	Understanding Hi	uman being as the Co- Self and the Body	Harmony in the Famil Human Interaction	ly – the Basic Unit of	Understand	ing Ha	rmony	in th	e Natu	ıre	Natur	al Ac	ceptar	ice of	Huma	an Val	ues		
S-2	SLO	Understanding V	alue Education	Distinguishing be Self and the Boo	tween the Needs ofthe	Trust – the Foundatio Relationship	nal Value in	Interconnect andMutual Orders of N	Fulfilme				ur	Defin	itivene	ess of	(Ethic	al) H	uman(Condu	ct	
S-3		Self-exploration a	as the Process forValue	The Body as an I	nstrument of the Self	Respect – as the Rig	ht Evaluation	Exploring th	ne Four	r Ordei	rs of	Nature	e)						cation, luman			
S-4		Continuous Happ the Basic Humar	niness and Prosperity – n Aspirations	Understanding Ha	armony in the Self	Other Feelings, Justic Human Relationship	ce in Human-to-	Realizing E All Levels	xistend	e as C	Co-ex	istenc	e at	Comp	eten	ce in F	Profess	sional	Ethics	S		
S-5		Happiness and F Scenario	Prosperity – Current	Harmony of the S	elf with the Body	Understanding Harmo	ony in the Society	The Holistic	Perce	ption o	of Ha	rmony	in						iction I Case			ıd
S-6		Method to Fulfill Aspirations	the Basic Human	Programme to en Health	sure self-regulationand	Vision for the Univers	al Human Order	Exploring C	o-exist	ence i	n Exi	stence)	Strate	gies		ansitio		ards V			
Learn Resou	-	Excel Bo	ooks, New Delhi.	•	sed Edition), A Foundation of economics as if people			Ethics,	3. 4.	Ama	rkant	tak.	Jeevar 03, Hu	•								S.

_earning As	sessment				
Level	Bloom's Level of		Continuous Learning Ass	essment (100% weightage)	
	Thinking	CLA - 1 (20%)	CLA - 2 (20%)	CLA - 3 (30%)	CLA - 4 (30%)#
		Theory	Theory	Theory	Theory
evel 1	Remember	30%	30%	30%	30%
	Understand				
evel 2	Apply	40%	40%	40%	40%
	Analyze		3		
evel 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
		Dr. Supraja P, UHV University Coordinator, SRMIST
		Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST
		Dr. Sweety Bakyarani E, Department of Computer Science, FSH, SRMIST

SEMESTER II

Course (Code	ULT23G02J	Course Name	4.0	TAMIL – II	$\mathbf{c}\mathbf{I}$		Cour	se Categ	jory		G			Generi	c Elect	ive Co	urse		L 2	T P	2	C 3
Pre-red Cou	rses		Tamil – I	Co-requisite Courses	$O_{j,-j}$	Nil				ogress Course			T				٨	lil					
Course O	ffering [Department		Tamil	Data Boo	k / Codes	/Standa	rds				7.0				Nil							
Course L	earning	Rationale (CLR)	: The purpose of le	earning this course is to:	<u> </u>	4				Learnir	ng	Ę	4		Pro	gram I	Learnii	ng Out	comes	(PLO)			
CLR-1:		в இ ⊗ в □□□ш ⊔ ғ □ ⊔ ғ ш □		்னை த ம அக, 💵	ழுந ல	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	□ս□₽	□ ғ ғ ⊔ □ Б □	ளள — அற வ □ <mark>ய ல ⊏</mark>	occopi ojew a	⊔ ச ш □ ல □			1.5	ACC.		(0										'		
CLR-3:			ы □ 5 □□ a □□ 5 □□	00 LD 6000T□ 10.55	Б □□	lloom)	(%) ki	14 (%)	vledge	cepts	sciplines	edge	ation	wedge	ing	Data	cills	Skills	Skills	S/			
CLR-4:	l	ј த ∟ □□ □0 □1 €□ □□ ⊔ □ ற □,		or		nking (E	oficienc	tainmer	al Knov	of Cor	ated Di:	I Know	pecializ	lize Kno	Skills in Modeling	nterpret	ative S/	Solving	ication S	Analytical Skills	PS0 -1	PS0 -2	PS0-3
CLR-5:		-				evel 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	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analyt) b) A	ď
Course L	earning	Outcomes (CLO): At the end of t	his course, learners will b	pe able to:	107	**	Ex	F	A	Link	,		Abi		A		1					
CLO-1:			ழ	<mark>□</mark> அあ,000 a 0g □ j <u>op</u> □ 5 □	ഖ □ Ш ல □ (∰) ற Ш	2	75	60	Н	L	Н	М	Н	Н	L	М	Н	М	L	Н	-	-	-
		□FU & □□□0					45		Н	м	Н	1	М	Н		Н	М	L	н	Н			
CLO-2:					என □ வை	2	80	70		IVI	- ' '		IVI	''	_	11	IVI	_	''	"	\vdash		
				p o o o o o o o o o o o o o o o o o o o					Н	L	Н	М	Н	Н	М	Н	L	н	М	Н	- '	-	- '
CLO-3:						2	70	65		H	a.T										H		+-
CLO-4:] □ □ u □ , அ ʃ F □ u o		2	70	70	Н	М	Н	/ Ц	Н	М	М	Н	Н	L	Н	Н	-	-	_
GLO-4.		ு ஆ ாயவற நெ⊐1⊢ு க □□□					,,	, 0	Н	М	Н	Н	М	Н	L	М	Н	L	Н	Н	-	-	-
CLO-5:				_00		2	80	70											1				1

Duroti	on (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
Durati	on (nour)	12	12	12	12	12
S-1	SLO-1	காலந்வைாறும் ைமிழ் அக ை ்தி தண மரபு	சங்க மருவிய காலம்	ெல்லவர் காலம்	ெண் <mark>தடக்கால</mark> ை ைமிழகம்	ைமிழ்ச் சிறுகதைெ் வொக்குகை்
	SLO-2	அக இலக்கியை்தின் கட்டதமெ்பு/ உை்ைடக்கம்	அ <mark>றமும் வா</mark> ழ்வியலும்	ெல்லவர் கால இலக்கியங் கை	சங்ககால மக் <mark>கைின்</mark> வாழ்வியல்	ைமிழ்ச் சிறுகதையும் ைமிழ்ச்சமூக வாழ்வியலும்
S-2	SLO-1	எட்டு ைப் ைாதக நூல்களும் ெகுெ்புமுதறயும்	உலக ெ ்ப ொ Fமதற திருக்குறை	ெக்தியும் ைமிழும்	ம ு சச் ங ் கம ் – அறிம ு கம ்	பு F த ம ெ ் ப ிை ்ை ன ் - ம் சங ் குை்வவைன ின ் ைரம்
	SLO-2	ஐங்குறுநூறு (375)	திருக்குறைி ன் கட்டதமெ்பு	ெக்தி இலக்கியை் வொற்றநிதல	முுசச் ங்க வரலாறு	கை் வன ின் ம் ைரம்
S-3	SLO-1	உடன் வொக்கும் நற்றாய் புலம்ெலும்	திருக்குறை வான் சிறெ்பு (2)	தசவ சமய இலக்கியங்கைக்	ெை ் Fெ ம்் ை் ்ொட்டு எட்டு பொதகயும்	ந.ப ிசச் ம ூரள் ்தி – வவெெ்மெரம ்
	SLO-2	ஐங்குறுநூறு (391)	<mark>ம</mark> தழயும் வாழ்வும்	தசவக்குரவர் நால் வர்	சங்க கால மக்கைின் வாழ்வியல்	மரபும் நம்பிக்தககளும்
S-4	SLO-1	உடன் வொக்கும் ைமிழர் ெறதவயியல் அறிவும்	திருக்குறை – புலவிநுணுக்கம்	வைவாரம் – திருஞான சம்ெந்ைர் - ொடல் – 2834	எட்டு ைப் ைாதக நுூல்கைின் வரலாறு	ைம ிழர ுவி மண ியன ் – ஒற ் தறச ் சிறகு
	SLO-2	குறுந்பைாதக (02)	ஊடலின் அழகியல்	வைவாரம் – திருநாவுக்கரசர் – ொடல் - 4262	எட்டு ைப் ைாதக நுூல் கைின் கட்டதமெ்பு	உறவின் வமன் தம
S-5	SLO-1	இயற்தகெ் புணரச் சி யும ் ைதலவி நலம் ொராட்டலும்	நீ தி இலக்கியங்கைக்	திருவாசகம் அறிமுகம்	ெை் Fெ் <mark>ாட்டு</mark> ந ூ ல் க ைின் வரலா று	ஆர.் சூடாமணி – மூடநம் பிக்தக
	SLO-2	குறுந்பைாதக (03)	நாலடியார்	மாணிக்கவாசகர் ொடல் - ஆனந்ை ெரவசம் – ொடல் 10	ெ <mark>ை ் Fெ</mark> ்ொட்டு <mark>ம</mark> ் ைம ி ழர ் வாழ்வியலும்	சமுூகைை்தில் மூடநம் பிக ் தககை
S-6	SLO-1	ைதலவனின் வமன் தமை் ைன் தமயும்இயற்தகயும்	தவகலும் - ொடல் (39)	தவணவ சமயம்	ெதிபனண் கீழ்க்கணக்குநூல்கை	மூடநம் பிக்தககைின்சிக்கல் கை
	SLO-2	அகநாபறு (238)	நிதலயாதமயும் அறமும்	தவணவ சமய வைரச் சி ெ்வொக்கு	ெதிபனண் கீழ்க்கணக்கும் ைமிழர் அற மரபும்	கிருஷ் ணா டாவின் ஸி – காலாஅர ுவக வாடா

S-7	SLO-1	இயற்தகயும் அகவாழ்வுச் சிை்திரிெ்பும்	ைம ிழர ் மர ு ை் Fவம	நாலாயிரை் திவ்யெ பிரெந்ைம்	நீ தி இலக்கியங்கை	மனிை வ ாழ ்வில் மர ு ை் Fவம்்
	SLO-2	நைைியின் பக ாதட ை ்திறம ்	நீதி இலக ்கிய ைத்ில் மர ுந் F ந ூல் கை	குலவசகராழ்வார் ொடல் - 678	நீ தி இ <mark>லக்கியங்</mark> கைன் ென் முகை <mark>க் ைன்</mark> தமகை	ொரம்் ெரிய மர <i>ு</i> ை் Fவம்
S-8	SLO-1	கல ி ை ாதகெ் ைப் ொடல் –(11)	ச <mark>ிறுெஞ்ச</mark> மூலம் (64)	ஆண் டாை் ொடல் – 574.	காெ்பிய இலக <mark>்கணம்</mark>	பமாழிெ்ெயிற்சி
	SLO-2	அறம் பொருை் இன் ெம்சிறெ்பு	ஈதகயின் சிற்பு	திருமழிதச ஆழ்வார் ொடல் – கண ிகண ்ணன்	காெ்பியை்தின <mark>்</mark> வ ாக ்குகை	பசாற ்கத ை உர ுவ ாக ்க ுைல்

S-9	SLO-1	சூழலியலும் மனிைவாழ்வும்	ெழபமாழி நாபறுஅறிமு <mark>கம்</mark>	ைமிழில் இஸ் லாமியஇலக்கியங் கை	காெ்பியங்கைின் வதகதம	எழுுை் Fகைில் இருுந் F பசாற் கதைைக் கண் டுபிடிில்லை
	SLO-2	ைமிழர் புறமரபு	ெழப <mark>மாழி நா</mark> பறு – ை <mark>னிை்</mark> ைன் தமகை்	இஸ் லாமிய இலக்கியங்கைின் பகாதட	ஐம் பெருங் <mark>காெ்பி</mark> யங் கைன் ைனிை்ைன் தமகை்	ெடம் ொரள் ் F க ் கதைை எழ ு F ைல்
S-10	SLO-1	புறநாபறு (107) ொரியும் மாரியும்	ெழபமாழி நாபறு (184)	சீறாெ்புராணை்தின் அதமெெ்பு	ைமிழ்ச் சமூகமும் <mark>சமயை</mark> ைை் Fவங ்கள ும ்	ெடம் ொரள் ் Fக் கவிதை எழ ு F ைல்
	SLO-2	புறநாபறு (110) ொரியின் வை்ைல் ைன்தம	<mark>ெ</mark> ழபமாழியும் அறிவுதரயும்	விடமீட்டெ் ெடலம் (10 ொடல்கை்)	சமயை ை ை சவங் கள ும் வாழ்வியல் விழுமியங்களும்	கற ் ெத னை் திறன ் – வைர ன் ்ைல ்
S-11	SLO-1	புறநாபறு (112) தகயறுநிதல	ெண் தடக்காலெ் வ ொர ும ் வாழ ் வும ்	கிறிை்ைவ சமய இலக்கியங் கை	தசவை திருமுதற – அறிமுகம்	கற்ெதனயும் ெதடெ்பும்
	SLO-2	ഴிறுொணாற் றுெ்்தட (84-115)	புற இலக்கியங் கை	கிறிை்ைவ இலக்கியங்கைின் ைமிழ்க் பகாதட	ென் னிரு திருமுதற – வரலாறு	ைமிழில் வாசகம்
S-12	SLO-1	கதடபயழு வவ்ைல் கைின் சிறெ்புகைக்	கவைழி நாற் ெ 〒 (40)	கிறிை் Fவின் அர ு ை் வவட்டல் - திரு.வி.க	நாலாயிரை் திவ்வியெ் பிரெந்ைம் – அறிமுகம்	விைம்ெரை்திற்கு வாசகம்எழ ு F ைல ்
	SLO-2	ெட ்ட ின ெ ்ொதல (40-50) அட ்ட ில ் சாதலக ைின ் நிதல	<mark>வெ</mark> ாரக் ்க ைம ும ் யாதனெ்ெதடயும்	அலகிபலாைி – 5 ொடல்கை	தவணவ ஆழ்வாரகை <mark>க்</mark> வரலாறு	வாசகம ் எழ ுF ம ு தறகண்

	Textbooks:
	ாகங்களை. 1. பகான் தற, பைாகுெப்பு <mark>ம் ெதிெ</mark> ப்பும் - ைமிழ ் ை ் F தற ஆசிர ியரக<mark>ை</mark>், ைம ிழ் ை் F தற, எஸ் .ஆர <i>்</i> எம ் . அறிவியல்
	மற் றுட் பைாழில் நுட்ெக்
Learning	வி நிறுவனம், காட்டாங்குைை்□ர,் 603203, <mark>2023</mark>
Resources	2. ைம ிழண ் ணல ் , புத ிய வந ாக ்க ில ் <mark>ைமிழ் இலக்கிய வரலாறு, <mark>மீன</mark>ாட்சி புை்ைக நிதலயம், மடதர, 2017</mark>
	References:
	3. முு. அருணாசலம், ைமிழ் இலக்கிய வரலாறு, நூற ்றாண் டு முுதற (9ஆம் நூ மும் முுலை் 16 வதர), தி ொரக்
	்கர் பசன் தன, 2005
	4. ைமிழ் இதணயக் கல்விக்கழகம் - http://www.tamilvu.org/
	5. ம F தர ைம ிழ் இலக ்கிய மின் பைருெப்பு ை திட்டம் - https://www.projectmadurai.org/

			Conti	nuous Learnin		Final Examination (50% weightage)						
Bloom's Level of Think	ing CLA -	- 1 (10%)	CLA - 2 (10%)		CLA - 3 (20%)		CLA -	4 (10%)#	1 , , , , ,			
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1 Rememb	er 30%	30%	30%	30%	20%	20%	20%	20%	30%	_		
Understa	nd 30%	30 %	3076	30%	20 /0	2076	2076	2070	30 /6	-		
Level 2 Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	_		
Analyze)	0070	0070	4070	0070	0070	0070	0070	30 70			
Level 3 Evaluat	30%	20%	20%	30%	30%	30%	30%	30%	20%	_		
Create	3078	2070	2070	3078	30 /0	30 /6	3070	30 /8	20 /0	-		
Total	10	00 %	10	0 %	10	0 %	10	00 %	10	0 %		

# CLA - 4 can be from any combination of	these: Assignments, Seminars	s. 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, 1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi S of Tamil Language & Literaturel, 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.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR. 5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.								

SEMESTER II

Course (Code	ULT23G02J	Course Name	e TAMIL – II			Course Category			jory G				Generic Elective Course							L T P O C 2 0 2 2 3			
Pre-requisite Courses Tamil - I Co-requisite Courses					Nil					ive s	Nil													
Course Offering Department Tamil Data Book						ook / Codes/	Standa	rds								Nil								
Course Learning Rationale (CLR): The purpose of learning this course is to:									Learning Program Learning Outcomes (PLC						(PLO)									
CLR-1:		в இ ல в □□Ш Ј ₽ □ U ₽ Ш □ □		ுன் 🗆 த ம அக, 👊	ஷாநல	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2:	ும் ஓ ்ச சடம் க ்டுண்ன அற் வட <mark>யல் ட</mark> ்டை நெட்ய சட் பசய ்ல ்								7	1.			T Y											
CLR-3:			пы па	шия о и оббото т.б.	Б □□	loom)	y (%)	nt (%)	ledge.	cepts	ciplines	edge	ation	wledge	ng	Data	ills	Skills	Skills	S ₁				
CLR-4:	_ഞ⊏ ഖ	-	□ ғ	л	iking (B	oficienc	tainmer	al Know	of Con	ated Dis	I Knowl	pecializa	ize Kno	Skills in Modeling	iterpret	ative Sk	olving 3	cation S	Analytical Skills	PSO -1	PS0 -2	PSO-3		
CLR-5:	ғось б о о о о о о о о о о о о о о о о о о					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Undaniental Knowledge Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analyti	PS	PS	P	
Course L	earning	Outcomes (CLO)	: At the end of t	his course, learners will b	pe able to:	ne7	Exp	EX	F	A	Link	d		Abi		A		f)					
CLO-1:			ு ச ் ச ம ் க ் <mark>ஹன்</mark> ஹெ ் ் வ ழக ் ட <mark>ஹ</mark> ்	<mark>□</mark>	а □ ш ல □ (த т р ш	2	75	60	Н	L	Н	М	Н	H	L	M	Н	М	Ш	Ξ	-	1	-	
		□ F ⊔ ត □□□៣		1 1			333	.	Н	М	Н		М	П	-	Н	М	L	Н	Н		_		
CLO-2:				Op COMU F D OS D	என 🗆 🚳	2	80	70		'''						<u> </u>					igsqcup		igsquare	
						RH	-		Н	L	Н	М	Н	Н	М	Н	L	Н	М	Н	-	-	-	
CLO-3:				p	் ை பெ அறுபொடு	2	70	65	-	HH	A	H									$\vdash\vdash$		$\vdash\vdash$	
CLO-4:	• -			100ш ம <mark>□ , அ ர ғ 0ш</mark> ல		2	70	70	Н	М	Н	L	Н	М	М	Н	Н	L	Н	Н	-	-	-	
OLU-4:		ா ஆ ாய வற ⊏ ந ⊐1ுபை க □□□							Н	М	Н	Н	М	Н	L	М	Н	L	Н	Н	-	-	-	
CLO-5:				_00 _ 00 <u>0</u>		2	80	70								<u> </u>								

Durati	on (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
Durati	on (nour)	12	12	12	12	12
S-1	SLO-1	காலந்வைாறும் ைமிழ் அக ை ்திதண மரபு	சங்க மருவிய காலம்	ெல்லவர் காலம்	ெண் <mark>தடக்கால</mark> ை ைமிழகம்	ைமிழ்ச் சிறுகதைெ் வொக்குகை
	SLO-2	அக இலக்கியைதின் கட்டதமெ்பு/ உை்ைடக்கம்	அ <mark>றமும் வா</mark> ழ்வியலும்	ெல்லவர் கால இலக்கியங் கை	சங்ககால மக் <mark>கைின்</mark> வாழ்வியல்	ைமிழ்ச் சிறுகதையும் ைமிழ்ச்சமூக வாழ்வியலும்
SLO-1		எட்டு ைப் ைாதக நூல்களும் ெகுெ்புமுதறயும்	உலக ெ ்ப ொ Fமதற - திருக்குறை	ெக்தியும் ைமிழும்	ம ு சச் ங ்கம ் – அறிம ு கம ்	பு F த மெ் பிைைை ன் - ம் சங் குை்வ ைவனின் ைரம்
	SLO-2	ஐங்குறுநூறு (375)	திருக்குறைி ன் கட்டதமெ்பு	ெக்தி இலக்கியை் வொற்றநிதல	முுசச் ங்க வரலாறு	கை் வன ின்் ம் ைரம்
S-3	SLO-1	உடன் வொக்கும் நற்றாய் புலம்ெலும்	திருக்குறை வான் சிறெ்பு (2)	தசவ சமய இலக்கியங்கைக்	ெை ் Fெ ம்் ை் ்ொட்டு எட்டு பொதகயும்	ந.ப ிசச் ம ூரன் ்தி – வவெெ்மெரம
	SLO-2	ஐங்குறுநூறு (391)	ஐங்குறுநூறு (391) மதழயும் வாழ்வும் தசவக்குரவர் நால் வர் வாழ்வியல்		சங்க கால மக்கைின் வாழ்வியல்	மரபும் நம்பிக்தககளும்
S-4	SLO-1	உடன் வொக்கும் ைமிழர் ெறதவயியல் அறிவும்	திருக்குறை – புலவிநுணுக்கம்	வைவாரம் – திருஞான சம்ெந்ைர் - ொடல் – 2834	எட்டு ைப் ைாதக நுூல்கைின் வரலாறு	ைம ிழர ுவி மண ியன ் – ஒற ் தறச ் சிறகு
	SLO-2	குறுந்பைாதக (02)	ஊடலின் அழகியல்	வைவாரம் – திருநாவுக்கரசர் – ொடல் - 4262	எட்டு ைப் ைாதக ந ூல ்க ைின ் கட்டதமெ்பு	உறவின் வமன் தம
S-5	SLO-1	இயற்தகெ் புணரச் சி யும ் ைதலவி நலம் ொராட்டலும்	நீ தி இலக்கியங்கைக்	திருவாசகம் அறிமுகம்	ெை் Fெ் <mark>ாட்டு</mark> ந ூ ல் க ைின் வரலா று	ஆர.் சூடாமணி – மூடநம் பிக்தக
	SLO-2	குறுந்பைாதக (03)	நாலடியார்	மாணிக்கவாசகர் ொடல் - ஆனந்ை ெரவசம் – ொடல் 10	ெ <mark>ை ் Fெ</mark> ்ொட்டு <mark>ம</mark> ் ைம ி ழர ் வாழ்வியலும்	சம ூ கை்தில் ம ூ டநம் பிக ் தககை்
S-6	SLO-1	ைதலவனின் வமன் தமை் ைன் தமயும்இயற்தகயும்	தவகலும் - ொடல் (39)	தவணவ சமயம்	ெதிபனண் கீழ்க்கணக்குநூல்கை	மூடநம் பிக்தககைின்சிக்கல் கை
	SLO-2	அகநாபறு (238)	நிதலயாதமயும் அறமும்	தவணவ சமய வைரச் சி ெ்வெொக ் கு	ெதிபனண் கீழ்க்கணக்கும் ைமிழர் அற மரபும்	கிருஷ் ணா டாவின் ஸி – காலாஅர <i>ு</i> வக வ ா டா

S-7	SLO-1	இயற்தகயும் அகவாழ்வுச் சிை்திரிெ்பும்	ைம ிழர ் மர ு ை் Fவம	நாலாயிரை் திவ்யெ பிரெந்ைம்	நீ தி இலக்கியங்கை	மனிை வ ாழ ்வில் மர ு ை் Fவம்்
	SLO-2	நைைியின் பக ாதட ை ்திறம ்	நீதி இலக ்கிய ைத்ில் மர ுந் F ந ூல் கை	குலவசகராழ்வார் ொடல் - 678	நீதி இ <mark>லக்கியங்</mark> கைன் ென் முகை <mark>க் ைன்</mark> தமகை	ொரம்் ெரிய மர <i>ு</i> ை் Fவம்
S-8	SLO-1	கல ி ை ாதகெ் ைப் ொடல் –(11)	ச <mark>ிறுெஞ்ச</mark> மூலம் (64)	ஆண் டாை் ொடல் – 574.	காெ்பிய இலக <mark>்கணம்</mark>	பமாழிெ்ெயிற்சி
	SLO-2	அறம் பொருை் இன் ெம்சிறெ்பு	ஈதகயின் சிற்பு	திருமழிதச ஆழ்வார் ொடல் – கண ிகண ்ணன்	காெ்பியை்தின் வொக்குகை்	பசாற ்கத ை உர ுவ ாக ்க ுைல்

S-9	SLO-1	சூழலியலும் மனிைவாழ்வும்	ெழபமாழி நாபறுஅறிமுகம்	<mark>ைமிழில்</mark> இஸ் லாமியஇலக்கியங் கை	காெ்பியங்கைின் வதகதம	எழுுை் Fகைில் இருுந் F பசாற் கதகை ்கண் டுபிடிிைல்லை
	SLO-2	ைமிழர் புறமரபு	ெழப <mark>மாழி நா</mark> பறு – ை <mark>னிை்</mark> ைன் தமகை்	இஸ் லாமிய இலக்கியங்கைின் பகாதட	ஐம் பெருங் கா ெ ்பியங் கைன் ைனிை்ைன் தமகை்	ெடம் ொரன் ் Fக் கதை எழ ு Fைல்
S-10	SLO-1	புறநாபறு (107) ொரியும் மாரியும்	ெழபமாழி நாபறு (184)	சீறாெ்புராணை்தின் அதமெெ்பு	ைமிழ்ச் சமூகமும் <mark>சமயை</mark> ைை் Fவங ்கள ும ்	ெடம் ொரள் ் Fக் கவிதை எழ ு Fைல்
	SLO-2	புறநாபறு (110) ொரியின் வை்ைல் ைன்தம	<mark>ெ</mark> ழபமாழியும் அறிவுதரயும்	விடமீட்டெ் ெடலம் (10 ொடல்கை்)	சமயை ை ை சவங் கள ும் வாழ்வியல் விழுமியங்களும்	கற ் ெத ன ை ்திறன ் – வைர ் ைல ்
S-11	SLO-1	புறநாபறு (112) தகயறுநிதல	ெண் தடக்காலெ் வ ார ும ் வாழ ் வும ்	கிறிை்ைவ சமய இலக்கியங் கை	தசவை திருமுதற – அறிமுகம்	கற்ெதனயும் ெதடெ்பும்
	SLO-2	சிறுொணாற் றுெ்்தெட (84-115)	புற இலக்கியங் கை	கிறிை்ைவ இலக்கியங்கைின் ைமிழ்க் பகாதட	ென் னிரு திருமுதற – வரலாறு	ைமிழில் வாசகம்
S-12	SLO-1	கதடபயழு வவ்ைல் கைின் சிறெ்புகைக்	கவைழி நாற் ெ 〒 (40)	கிறிை் Fவின் அருுை வவட்டல் - திரு.வி.க	நாலாயிரை் திவ்வியெ் பிரெந்ைம் – அறிமுகம்	விைம்ெரைநிற்கு வாசகம்எழ ு F ைல்
	SLO-2	ெட ்ட ின ெ ் ொதல (40-50) அட ்ட ில ் சாதலக ை ின ் நிதல	<mark>வ</mark> ொரக் ்க ைம ும ் யாதனெ்ெதடயும்	அலகிபலாைி – 5 ொடல்கை	தவணவ ஆழ்வாரகை வரலாறு	வாசகம் எழ ு F ம ு தறகை்

	Textbooks:
	1. பக ான ் தற, பைாகுெ்பு <mark>ம்் ெதிெ</mark> ்பும் - ைம ிழ ் ை் F தற ஆசிரியரக <mark>ை், ைமிழ</mark> ் ை் F தற, எஸ் .ஆர ் எம ். அறிவியல்
	மற் றுடம் பைரில் நுட்ெக ் கல்
Learning	வி நிறுவனம், காட்டாங்குைை் <mark>□ர,் 603203, 2023</mark>
Resources	2. ைம ிழண் ணல ், புத ிய வந ாக ்க ில <mark>் ைமிழ் இலக்கிய வரலாறு, <mark>மீன</mark>ாட்சி புை்ைக நிதலயம், மடதர, 2017</mark>
	References:
	3. முு. அருணாசலம், ைமிழ் இலக்கிய வரலாறு, நூற்றாண் டு முுதற (9ஆம் நூ முலை 16 வதர), தி ொரக்
	்கர்் பசன் தன், 2005
	4. ைபிழ் இதணயக் கல்விக்கழகம் - http://www.tamilvu.org/
	5. ம F தர ைம ிழ் இலக ்கிய மின் பைருெப்பு ை திட்டம் - https://www.projectmadurai.org/

			Cont	inuous Learnin	g Assessmer	nt (50% weightag	ge)		Final Examination (50% weightage)		
Bloom's Level of Thinking	CLA -	CLA - 1 (10%)		CLA - 2 (10%)		CLA - 3 (20%)		4 (10%)#	<u>-</u>		
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1 Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	_	
Understand	30%	30 /8	3076	0070	2070	2070	2070	2070	0070	-	
Level 2 Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	_	
Analyze	4070		3070	4070	0070	0070	0070	00%	3070		
Level 3 Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	_	
Create	3076	2070	2070	30%	30 /0	3070	30%	30 /8	20 /0	-	
Total	10	100 %		100 %		100 %		00 %	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, Thiruvanmiyur, Chennai – 600 041.	Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literaturel, 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.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course ULT23G02J	Course Name	TAMIL – II	Course G Category	Generic Elective Course	L T P O C 2 0 2 2 3
Pre-requisite Courses	Nil	Co-requisite Nil Courses	Progressive Nil Courses		
Course Offering Departmen	nt <i>Tamil</i>	Data Book / Co	des/Standards	Nil	

Cours		ILH23G02J	Course Name	HIN	DI-II		Course Category	G	٠.,		Generic	Elective	e Course)			L T	P 2	0	C
Pre- req	uisite Co	urses Nil	Со	-requisite Courses	Nil		Progres Course		Ni											
Course Depart	Offering ment	HIN	NDI		Data Book / Cod	es/Standards		V	بردا				Nil							
		Rationale (CLI		of learning this course is to:				Lear	ning		Program	Learnii	ng Outco	omes (P						
			t ,Medieval,and Moderr						2	3	1	1 1	1			8 9		1 12	2 13 1	4 15
CLR-2:	I o under	stand the Signif	ticance of poems of gre	at poets like Kabir, Tulsidas, E	Bihari and Dhanana	and		б			_	5			g te	N N N		<u>_</u>		
			their knoeledge through ling for employability	poetry			A 11 1	Level of Thinking	(%)	%	Fundamental Knowledge	3	Knowledge Skills in	ne lize	Skills in Modeling Analyze, Interpret	ď	Problem Solving Skills	ication		
		nted writing skill				57 - 2 May 3 69		Ē	ر ان يو	Expected Attainment (%)	Fundamental Knowledge	H Disciplines	<u>e</u> <u>e</u>		ğ İ	Į.	Sol	ie E		
CLK-3.	JOD OTTER	neu wining skiii	5			43304	774	<u>_</u>	Expected	Expected Attainment	al	ig -	/led	y to	⊆ Z	itio	em ,	Skilligmuni Analytical S	- 5	1 ယ်
Course	Learning	Outcomes (CL	O): At the end of the	his course, learners will be al	ole to:	4.645	- A 48 1 1	evel Sevel	g k	xpe	pun	isc	kills		kills nal	ata	rob Kije de	g g	PSO -1	PSO-3
CLO-1 :	To provid	de a brief Introd	uction of Hindi poetry(E	B <mark>hakt</mark> ikal,Reetikal and Aadhui	nikkal)	77 J. Way 119		2	<u>ша</u> 75	<u>ш «</u>	HH	H	M	S < X	L A	M	L C	യ ∢ H N		
				us forms of poetry in Hindi			de a fil	2	80	70	H			L H		M	L	ΗΛ	-	
			social changes through			THE PERSON NAMED IN	West of	2	70	65	HH	н М	L	н н	М	НІ	<i>М</i>	Н	1 -	
CLO-4:	To Exam	ine Transcreation	on in advertiseme <mark>nt</mark>	F / 14	775 Year	1965	A 100 P. Mar.	2	70	70	H	1 L	H	И Н		Н	н М			
CLO-5:	To guide	the students in	the learning of the tech	<mark>nni</mark> cal aspect of the Hindi Lar	guge,this would he	elp them in the field a	dministration	2	80	70	M	1 М	Н	L H	Н	L	H M	H	1 -	
Duratio	n (hour)		12	12	11 1 2 2 2 1	111 11 1/2 1	12				12	2					12			
S-1	SLO-1	<i>BHAKTI</i> KALIN	KAVITA	RITI <i>KALIN</i> KAVITA	T. T.	ADHUNIK KAVITA	TO NO.	40	VIGYA	PAN					PATRA SHABI		IAN & F LI	PARIBI	HASHI	Υ
		BHAKTIU KALI AVADHARNA		AVADHARNA	4-14	AVADHARNA			AWADI	HARNA	9			,	VADH	ARNA	i			
S-2		SWARUP		SWARUP		SWARUP			RTH						RTH					
3-2		MAHATVA		RITI KAL VIBHAJAN		AHATVA			ARIBHASHA						WARUP					
	SLO-1	UDDESHYA		MAHATVA		DDESHYA			SWAR	JP				/	ARIBH	'ASH	A			
S-3	SLO-2	BHAKTIKAL KI	PRASANGIKTA	<u>UDDESHYA</u>		MATHLI SHARAN NIRASH KARO MA		VA	VIGYAF	AN KE	PRAKAR			1	RAYOJAN					
S-4		DOHE- KABIRI		DOHE- BIHARI	TIN	KAVI PARICHAYA	Total Section				/ISHESHT	TA YEN			RA YO					
3-4		SANT PARICH		KAVI <mark>PARICHA</mark> YA		KAVITA KA VISLE			VIGYAF						AHAT					
S-5		DOHE KA VISL		DOHE KA VISLESHAN		ASHAVADI DRISH					PRABHA	/					N KALA			
3-3		GURU KA MAH		KANAK K <mark>A MAHATVA</mark>		SANGHARSH KI A			VIGYAF						RAKAI	-				
S-6			ISHVARATVA KI AOR	VIPRIT SWABHAV KI CHA	RCHA	SURYAKANT TRIF	PATHI NIRALA- V	AR DĒ	-		_					-	PATRA			
			ISHVARATVA KI AOR	PRAKRITI KA ATAL RUP		KAVI PARICHAYA					R BAZAR						PATRA			
S-7			BAR KA VIRODH	YAMAK ALANKAR KA PRA		KAVITA KA VISLE	-				R ROZGA	R			SARKA					
Ţ.		MURTI POOJA		SNEH KE MAHATVA KI C		SARSHWATI KE F		V	PRINT							-	KARI P			
S-8				BIHARI KI KAVYA SHAILI	KAMAHATVA	BHAKTI KI BHAVA					VIGYAPAI						K SHAI	BDAVA	\LI	
		AHNKAR KA P		DOHE- GHANANAND		NAGARJUN AKA)			RIYOJANA	1		1 -	AVADI			011) (4)	/T A	
10.0		DOHE- TULSH		KAVI PARICHAYA		AKAL KA VASHTA					R SAMAJ	4					KIAV		(IA	
'S-9		PAROPKAR KI		DOHE KA VISLESHAN	201401	AKAL KE PURVA					/YAPAKT						SHABD	AVALI		
S-10		DAYA KA MAH		SNEH KI SARLTA KA VAR	(NAN	AKAL KE BAD KA	-		-		HAN KAL				EK DIN	_		OLIABI		
	SLO-2	ISHVAR KI MH	AIIA	PREM KA MAHATVA		KATTIS- BADRINA	IKA YAN		VIGYAF	'AN AU	R JAGRUI	PIA		Į I	HINDI S	st AN	GREJI	SHABI)	

Durat	on (hour)	12	12	12	12	12
	SLO-1	MADHUR VAHAN KI UPYOGITA	NAYIKA KE PRATI <mark>SMARPAN</mark>	SAMBAND VICCHED KI PARICHARCHA	UDDESHYA	ANGREJ SE HINDI SHABD
S-11	SLO-2		GHANANAND KI KAVYA SHAILI KAMAHATVA	SWARTH NIHIT BHAVANA	VIGYAPAN KI SPASTTA	ABHYASH KARYA
S-12	SLO-1	DHOHA PARICHARCHA	DHOHA PARICHARCHA	KAVYA PARICHARCHA	VIGYAPAN <mark>PARICHAR</mark> CHA	PARICHARCHA
3-12	SLO-2	PRASHNAABHYASH	PRAS <mark>HNAABHY</mark> ASH	PRASHNAABHYASH	PRASHNAABHYASH	PRASHNAABHYASH

Learning	Edited Book: ""SAMANYA HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.
Resources	A CO

	Bloom's Level of		Continuous Learning Assessment (50% weightage)								
	Thinking	CLA - 1 (10%)		CLA - 2 (10%)	11.75 (4.7)	CLA - 3 (20%)		CLA - 4 (10%)#		Final Examination	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand				Frank Maria	March and the Contract of the					
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze				A CONTRACT OF A	100 To 588 I	10 T 78				
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create			3.7.77	25. 20	1 The 1 This	W-1747				
	Total		100 %	100	100 %	100	0 %		100 %	10	0 %

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi, CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
Alumni	Student	2. Dr. Md.S. Islam Assistant Professor, SRMIST
Ananya Singh Trainee Associate (Finance Operations)Cargill Business Services India Building 9,2nd and 3rd Floor, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka	Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology	3.Dr. S. Razia Begum, Assistant Professor, SRM IST
	LEAP. TEAT	4, Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Cou		LF23G02J	Course Name	FRENCH-II	Course G Category	Generic Elective Course	L T P O C 2 0 2 2 3
Pre-req	uisite Cou	irses	Nil	Co-requisite Nil Courses	Progressive Nil Courses		
Course	Offering I	Department	French	Data Book / Codes	/Standards	Nil	
Course	Learning	Rationale (CL	R): The purpose of le	earning this course is to:		Learning Program Learning O	Outcomes (PLO)
CLR-1:			age of the students both in				7 8 9 10 11 12 13 14 15
CLR-2:				s, reacting to information, situations	-0 - V/m -	9 6	Skills in Modeling Analyze, Interpret Investigative Skills Problem Solving Skills Communication Skills Analytical Skills PSO -1 PSO -2 PSO -2
CLR-3:			basic rules of French Grai			Exected Attainment (%) Fundamental Application of Link with Related Procedural Knowledge Skills in Specialization Ability in Utilize	eet ills Skills Skills
CLR-4:			comprehension of texts o			alizi ed	Skills in Modeling Analyze, Interpret Investigative Skills Problem Solving 8 Communication S Analytical Skills PSO -1 PSO -2
CLR-5:				eaking a foreign language and take position as a forei	gner speaking French	Excelled Pholings Expected Attainm (%) Fundamental Application of Link with Related Procedural Know Skills in Specializ	Skills in Modelin Analyze, Interpr Investigative Ski Problem Solving Communication Analytical Skills PSO -1 PSO -2
						mel Rion Rion Rion Rion Rion Rion Rion Rion	mic Sal (
				200.400		Expediced Philis (%) Fundamenta Application of Application of Procedural Kr Skills in Speci	Skills in Manalyze, Ir Investigative Communic Analyzie Ir Investigative Problem S Communic Analytical : PSO -1 PSO -2 PSO -2
Course	Learning	Outcomes (C	LO): At the end of this	course, learners will be able to:	Allow the self-self-self-self-self-self-self-self-	Fun Proc	Skill
CLO-1:	: To acq	uire knowledg	e about French language	The state of the s	The state of the s	2 75 60 H M H H M F	H H L M M H L
CLO-2:				re, civilization and translation of French	and building I by The	2 80 70 M H L H H N	1 H M L L H M
CLO-3:			sing the features in Frenci		THE PROPERTY OF THE PARTY OF TH	2 70 65 H H L M H N	
CLO-4:	: To inte	rpret the Frenc	ch language into other lan	guage	17. 智力 11. 使成为"营养者"。		H H M L H M L
CLO-5:	: To imp	rove the comn	nunication, intercul <mark>tural ele</mark>	ments in French language	7 7 7 7 7 1 1 1 1 1 1 1	2 80 70 M H H L M N	1 H H M L H M
Duration	n (hour)		12	12	12	12	12
	SLO-1	Temps libre		Le pronom indéfini on	Vendre	II faut	Les gallicismes
	SLO-2		s quotidiennes	Les activités	Les exemples	C'est / II est	Les activités
	SLO-1	Les exemple	es	Les adjectifs interrogatifs	Acheter	Le verbe devoir	Les pronoms personnels COI
	SLO-2	Les activités		Les activités	Les exemples	Les activités	Les exemples
	SLO-1		ts de la journée	Les prépositions avec les noms géographiques	Les aliments	Le verbe pouvoir	Le pronom y
	SLO-2	Les exemple		Les activités	Les exemples	Le verbe savoir	Les exemples
	SLO-1	Les matière		Les verbes prendre et sortir	Les emballages	Le verbe vouloir	Des pronoms compléments
	SLO-2 SLO-1	Les exemple		Les activités Les sons	Les exemples Les quantités	Les sons Demander et dire le prix	Les activités Les nombres ordinaux
	SLO-1	Les loisirs	S	Les activités	Les exemples	Les activités	Les exemples
	SLO-1	Les exemple	25	Parler de ses gouts	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
	SLO-1	La fréquenc		Parler de ses préférences	les commerçants	Les activités	Le E caduc ou instable
	SLO-2	Les exemple		Les activités	Les exemples	Les courses	Les exemples
	SLO-1	Les activités		Parler de sa routine	L'impératif	Les activités	Présenter ses vœux
	SLO-2		pronominaux	Les activités	Les activités	Vendre et acheter	Présenter ses souhaits
	SLO-1	Les exemple		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
	SLO-1		s personnels COD	Temps libre	Très ou beaucoup (de)	Communication	répondre à une invitation
	SLO-2 SLO-1	Les exemple Les activités		Les activités	Les exemples	Tout le monde s'amuse	Les exemples
	SLO-1 SLO-2		s démonstratifs	Mots et expressions Les activités	Le pronom en (la quantité) Les exemples	Les sorties Les saisons	Écrire un message amical Les exemples
	SLO-2	Les adjectifs		Grammaire –Communication	La phrase négative (2	Les saisons Les fêtes	Parler au téléphone
	SLO-1	Les exemple		Les activités	Les exemples	Les messages	Un coup de fil

Learning	Theory:	2. Cahier d'activités avec deux discs compacts.
Resources	1. "La Nouvelle Génération-Al" Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions	
	Didier, Paris, 2018.	

	Learning Asses						H A.				
	Bloom's Level of Thinking	Continuous	Learning Assess	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
_evel 1	Remember	200/	200/	2004	200/	000/	000/	2004	000/	200/	
	Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	
	Analyze	40%	50%	30%	40%	50%	50%	50%	30%	50%	-
_evel 3	Evaluate	200/	200/	20%	200/	200/	200/	30%	30%	200/	
	Create	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
-	Total		100 %	147	100 %	1	100 %	10	00 %	10	00 %

[#] 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
Mr. Kavaskar Danasegarane, Process Expert Maersk Global Service Center Pvt. Ltd	Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2.Mr. Sharath Raam Prasad, Character Designer, Animaker Company Pvt.	が言葉を入り	2. Mrs. Abigalai Assistant Professor, SRMIST, VDP

Cour	е		se Name ENVIRONMEN	TAL STUDIES	Co	ourse C			AE			A	bility	Enhar	ncemen	t Cou	rses			L T I	P C C 0 2 3
Pre-re	quisite Courses		quisite Courses	Nil	1	Progre	ssive	Courses								Nil					
	Course Offering C Department			k / Codes/Standards	45	A	λ.		•				Nil								
(CLR):	Learning Rational				Lea	arning	V	h				Pr	rogran	1 Lea	rning C	utcom	nes (P	LO)			
CLR-1	To create awarene	ess on Environment and Renewa	ble and Non-renewable resources		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12 1	3 14	15
		out ecosystem and Biodiversity		A THE STATE OF	_				1-			ing		ıg		ijes)	S			
		natural and anthropogenic impac		W 1 5 E 10 & 5 L	king	9	(%)	5	ig.	βL	solving	sor	atec	Ri		uali	ni	Skil	2	ing 19	'
CLR-4	To create awarene	ess on different environment <mark>al pr</mark> o	o <mark>blem</mark> s	Farm September	hin	0°	0 7		Sice	볼	solv	reg	<u><u>e</u></u>	Ξ		qir S/O	ear	la l	i i i	ağ 🖺	
			ection acts and the impact of human populat	ion on environment	of T	en Ste	Stec	<u>a</u>	l a	=	E S	ical	된	tive	þ	ers	ng	Sio.	iel s	8 E	Skills
(CLO):			e, learners will be able to:		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected	Disciplinar	y Communication	Critical thinking	Problem	Analytical reasoning	Research related skills	Reflective thinking	Self- directed	Leadership Readiness/Qualities	Life-long learning	Professional skills	Experiential Employability	Decision making	
CLO-1		ge on Renewable and N <mark>on-rene</mark> t	wable resources	C. O'N BUTTO	2	80	65	L	Н	L	М	L	Н	L	L	L	Н	L	М -	-	· M
CLO-2		out ecosystem and Biodiversity	FA COSHI	1 3 m. 28 88 .	2	80	70	М	Н		М	L	Н	L	L	L	Н		М -	-	· M
CLO-3		dge on impact of envir <mark>onmental</mark> μ		30.00	2	80	70	L	Н		М	L	Н	М	М	М	Н		М -	-	· M
CLO-4	•	different environmenta <mark>l problem</mark> s		Williams III	2	80	70	M	Н	L	М	L	Н	М	М	М	Н	L	М -	-	· M
CLO-5	· ·		tion acts and the impact of human populatio		2	80	65	М	Н	L	М	L	Н	L	Μ	L	Н		М -	-	· M
Durat	on(hour)	9	9	9			21.6			9							(,			
S-1	studies	plinary nature ofenvironmental	Energy flow in the ecosystem	Conservation of biodiversit situ conservation of biodive	y : In-sii ersity	tuand Ex		aster ma rthquak		ment	- Nat	ureF	loods,								
3-1		, Scope and Importance <mark>of</mark> vental Studies	Energy flow in the ecosystem	Environmental Pollution- D										,	Preven					,	
	SLO-1 Need for		Ecological succession	Causes, Effects and Contr	ol Meas	ures of A	Air Cy	clones La	andsli	des					er (Prev			ontro	l of P	ollutio	n) Act
S-2	SLO-2 Institution	ns in Environment	Food chains, Food webs andEcological pyramids	Pollution										Wild	life Pro	tection	Act				
S-3	SLO-1	n Environment	Ecosystem, Introduction, Types, Characteristic features, Structureand functions	Causes, Effects and Contr Water Pollution	olMeası	ures of	Fro	cial Issue om Unsus evelopme	staina					Fore	st Cons	servatio	on Act				
	Associat	on to natural resources- ed Problems	Forest ecosystem				AJ	IJ							es invol slation	lved in	enford	ceme	nt of e	enviro	nmental
S-4		le and Nonrenewableresources	Grassland ecosystem	Causes, Effects and Contr	ol Meas	sures of	Url	oan probl	ems r	relate	d to	energ	gy	Pub	lic awar	eness					
J-4	SLO-2 Forest re		Desert ecosystem	Soil Pollution				ter Cons							_						
	SLO-1 Water Re		Aquatic ecosystems (ponds, lakes,streams,		ol Meas	sures of	Ra	in Water	Harve	esting	g, Wat	ersh	ed		an Pop						
S-5	3LU-2	Resources	Aquatic ecosystems (rivers, estuaries, oceans)	Marine pollution										'	ulation (าร
S-6	SLO-1 Food Res		Biodiversity and its conservation-genetic, species and ecosystem diversity	Causes, Effects and Contr Noise Pollution	ol Meas	sures of		vironmen dPossible				es		Pro	ulation (gramm	e [']				are	
	SLO-2 Energy Resources Biogeographical classification											Environment and human health									
	SLO-1 Land Resources Value of Biodiversity							of Climate change & Global warming				ng	Human Rights								
S-7	SLO-2 Role of a natural re	n individual in conservation of esources	Biodiversity at Global, National andLocal Levels	Thermal Pollution										Valu	e Educ	ation					

S-8	SLO-1	Equitable use of resoureces for sustainable lifestyles	,	Causes, Effects and Control Measures of Nuclear hazards	Acid rain & Ozone layer depletion	HIV/AIDS
	SLO-2	Concept of an ecosystem	Hot-spots of biodiversity	STENIOS		
S-9	SLO-1		poaching of wildlife man-wildlife conflicts	and Control Measures of Urban and IndustrialWaste	Nuclear Accidents and NuclearHolocaust	Women and Child Welfare
	SLO-2	Producers, consumers anddecomposers	Endangered and endemic speciesof India	Role of Individuals In Pollution Prevention	Wasteland Reclamation	Role of Information Technology in Environment and human health

Learning	
Resources	

Theory

- 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
- R.Jeyalakshmi (2014), Text book of Environmental Studies, Devi publications, Chennai.
- 4. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380013, India, Email:mapin@icenet.net (R)

Learning Assessment

Level	Bloom's Level of			Final Examination (50% weightage)							
	Thinking	CLA - 1 (10%)	7.0	CLA - 2 (10%)	100000000000000000000000000000000000000	CLA - 3 (20%)		CLA - 4 (10%)#		· ·	· · · ·
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
_evel 1	Remember	40%	-77	40%	4000	40%	N. J. W. W.	40%		40%	-
	Understand			C11 12		0.00	W 75 C C C	1 1 1 1 1 1 1			
evel 2	Apply	30%	_	30%	12,11- 111	30%	and a large	30%	-	30%	-
	Analyze			10.7				1000			
evel 3	Evaluate	30%	-	30%	F 14 15 15	30%		30%		30%	-
	Create					N. L. A					
	Total	100	%	100	%	100	%	100	%	100 %)

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

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

Course Code	UCM23201J	Course Name	ACC	DUNTING FOR BUSINESS- II		Cour Categ		С		[iscip	line Sp	pecific	Core	Cours	es	L 3	T P	0 2	C 4
Pre-requisite Courses	Ni	il Co-re	quisite Courses	Nil Progress	sive Courses								Nil							
Course Offering Departmen	t	Comme	erce	Data Book / Codes/Standards		7					Ac	counti	ng dat	ta shee	et					
Course Learning Rationale	(CLR): T/	he purpose of lead	rning this course is to:		Learni	ng		Progra	m Leai	rning (Outcor	mes (P	LO)							
CLR-1: Understand the con-	cept of branch a	ccount			1	2	3	1	2 3	1	5	Б	7 B))	10 11	1 12	3	4	5
CLR-2: Learn the preparation CLR-3: Learn the preparation CLR-4: Know the preparation	n of hire purchan n of Partnership	se and instalment concern	system	A SOLET	o of	om) ected iciency (%)	ש ד	lisciplinary nowledge	mmunication	thinking m solving	ical	arch I skills	tive	eir-directed earning	eadership eadiness/Qual	fe-long xperiential	xperiential	mployability	ion y skills	<u>s</u>
CLR-5 : Practice the prepara Course Learning Outcomes			ourse, learners will be al	ple to:	Level of Thinking	(Bloom) Expecte Proficient	Expected Attainment	l Disciplinari knowledge	nwwo	Critical the	Analytical	Research related skil	Reflective	Selr-dire learning	Leadersk Readines	Life-long Experient	Exper	Employ options	Decision making sk	ICT SK
CLO-1: Apply the dependen	t and independe	nt branch		ANGERRA	3	75	65	Н	Н	- -	М	L	-	L	Μ	H L	-	-	М	-
CLO-2 : Efficient implications	of different dep	artments in busin	ess		3	75	65	Н	Н	- M	-	L	-	L	Н	- -	М	-	L	М
CLO-3: Ascertain the metho	ds in preparation	n of hir <mark>e purchas</mark> e	system		3	75	65	М	М	- -	Н	Н	1 - 1	L	L	Н -	-	L	Н	1-
CLO-4 Understanding the p	rocess of admis	sion a <mark>nd retirem</mark> e	nt of apartner	2.5	3	75	65	М	1-1	- H	L	L	-	L	М	Н -	М	-	М	1-
CLO-5 Ascertain the metho	ds in a dissolution	on of a firm			3	75	65	Н	М	Н	М		L	-	L	М -	Н	-	L	М

Durati	:am /ha\	Learning Unit / Module1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
Durati	ion (hour)	18	18	18	18	18
S-1	SLO-1	Meaning of branch accounts	Meaning of departmentalaccounts	Hire purchase system – Meaning & Definition of Hire purchase system	Partnership – Meaning and Definition	Meaning of dissolution of a partnership firm
	SLO-2	Objectives of branch accounts	Objectives of departmental accounts	Features of Hire purchase system	Characteristics of partnership	Realisation account
S-2	SLO-1	II VIDES OF DEADER ACCOUNTS	Need and advantages of departmental accounts	Important terminologies in Hire purchase system	Partnership deed and its contents	Disposal of assets and liabilities
	SLO-2	Meaning of Dependent branch	Differences betweendepartmental and branch accounts	Legal provisions in Hire purchasesystem	Preparation of capital account	Modes of dissolution
S-3	SLO-1		Apportionment of common expenses among different departments	Meaning of Instalment system	Fluctuating and Fixed capital	Journal entries in normal distribution
		Debtors system andStock and debtors system	Inter departmental transfers	Distinction between Hire purchasesystem and Instalment system	Admission of a new partner – Accounting treatment	Problems in normal distribution (Realisation a/c, Capital a/c & Bank a/c)
S 4-6	SLO-1	Selling goods for cash –Problems	Inter departmental transfer atcost price	Calculation of Interest	New profit sharing ratio and sacrificing ratio	Problems in normal distribution (Realisation a/c, Capital a/c & Bank a/c)
		Selling goods for cashand credit- Problems	Inter departmental transfer atselling price	Cash price and Hire purchase price	Treatment and valuation of goodwill	Problems in normal distribution (Realisation a/c, Capital a/c & Bank a/c)
S-7	SLO-1	Problems in debtors system at cash price	Stock Reserve	Journal entries in the books of Hire purchaser	Problems in admission of apartner	nsolvency of a partner
		Problems in debtors system at invoice price	Preparation of departmentaltrading	Journal entries in the books of Hire purchaser	Problems in admission of apartner	Problems in insolvency of apartner
S-8	SLO-1	Problems in stock and debtors system at costprice	Preparation of departmentaltrading	Journal entries in the books of Hirevendor	Retirement of old partner – Accounting treatment	nsolvency of all partners
			Preparation of departmental trading and profit and loss account	Journal entries in the books of Hirevendor	Problems in retirement of apartner	Problems in Insolvency of all partners
S-9			Preparation of departmental trading and profit and loss account	Methods of computation of profit (debtors method only) (Excluding repossession of assets)	Advance level Problems in retirement of a partner	Garner Vs. Murray – Rule

Duration (hour)	Learning Unit / N	lodule1	Learning Unit / I	Module 2		Init / Module 3		Learning U	Init / Module 4	Learning U	Init / Module 5
SLO-2	Problems in stock and d at invoice price		Preparation of trading, Pand balance sheet	rofitand loss	Advantages and Disads system	vantages of Hirepurcha	se Probl	ems in retireme	nt of apartner	Problems in Garner	Vs. Murray -Rule
S-10- SLO-1 12	Problems in stock andde at invoice price	ebtors system	Preparation of Balance s	heet	Difference between hire agreement to sell	e purchase and	Probl	ems in retireme	nt of apartner	Problems in Garner	Vs. Murray -Rule
SLO-2	Problems in stock andde at invoice price	ebtors system	Preparation of Balance s	heet	Meaning of Instalment	purchase system	Death	of a partner -	Accounting treatment	Gradual distribution Piecemeal distribution	
S - 13 SLO -1	Meaning of Independent	branch	Preparation of trading, Pand balance sheet		Accounting under Insta	lment purchasesystem	Probl	ems in death of	a partner	Gradual distribution Piecemeal distribution	
SLO-2	Features of Independent	Dianch	Preparation of trading, Pand balance sheet	ofitand loss	Rights and duties of hir	e vendor	Probl	ems in death of	a partner	Problems in Maximu	m loss method
S – 14 SLO – 1	Incorporation of branch head office books		Accounting in columnarfo	orm	Journal entries in the b	ooks of buyer	New	profit sharing ra	tion andga <mark>ining rati</mark> o	Problems in Maximu	m loss method
SLO-2	Adjustment entries in the head officeonly	-	Accounting in columnarfo		Journal entries in the b	ooks of buyer	Adjus	stment on goodw	vill	Problems in Maximu	m loss method
S – 15 SLO -1	Goods in transit andCas	n in transit	Preparation of Inter deparation of Inter deparation of Inter department of Inter depar		Journal entries in the b	ooks of vendor		luation of assets		Problems in Proport	ionate capitalmethod
SLO-2	Inter branch transactions		Preparation of Inter deparansfer at invoice price		Journal entries in the b		adjus	stments	on of apartner with	•	ionate capitalmethod
S-16- SLO – 1 18	Problems in Independen	t branch	Preparation of Inter deparansfers atcost price	100	Calculation of Interest, entries in the books of	buyer	adjus	stments	nt of apartner with	Advance problems in method	
SLO-2	Problems in Independen		Preparation of Inter deparansfers at cost price	rtmental	Calculation of Interest, entries in the books of			ems in death of stments	a partner with	Advance problems ir method	n proportionate capital
Learning Resource Reference books	2. P.C. T	ulshiyan Fi <mark>nanci</mark> upta and V.K <mark>. G</mark>	Financial Accounting, Vija al Accounting by S Chanc upta - Financial Accountin	Publications, N	lew Delhi d &Sons Publishers,	5. S.P. Jain and 6. T.S. Reddy an	Narang - F	inancial Account	Nicole Publications ing , Kalyani Publishers Financial Accounting,Ma	,New Delhi argham Publications, Ch	ennai
					Learning Asse						
	Bloom's Level of					ning Assessment (50% v		-			Final Examination
	Thinking	CLA – 1 (10%)	D .:	CLA – 2 (10%		CLA – 3 (20%			CLA – 4 (10%)#	b .:	(50% weightage)
Level 1	Remember	Theory 15%	Practice 15%	Theory 15%	Practice 15%	Theory 15%	Pr	actice 15%	Theory 15%	Practice 15%	Theory 30%
Level 2	Understand Apply Analyze	20%	20%	20%	6 20%	20%		20%	20%	20%	40%
Level 3	Evaluate Create	15%	15%	15%	6 15%	15%		15%	15%	15%	30%
	Total	10.4	100 %	A - : - :	100 %	Mini Projecto Con Ci	100 %			100 %	00 %
Cauras Dasimores	# C	LA – 4 can be fi	om any combination of th	ese: Assignmen	ts, Seminars, Tech Talks,	wini-Projects, Case-Stud	iles, Self-S	study, MOOCs, C	ertifications, Conf. Pape	er etc.,	
Course Designers	Experts fro	m Industry		Evporto from	n Higher Technical Institution	one					Internal Expert
1 Mrs Ahirami Mar	noj, General Manager, Mae		res Chennai		Saraswathy. Associate Pr		ment of Co	mmerce Govern	ment Arts College Nan	idanam Dr A	Thilagaraj
	,			2. Dr. R	ajarajen Vanjiko, Associate AW AND PRACTICES	Professor & Head, Dep	artment of	Commerce, Pac	haiyappa's College, Ch	ennai K.P. I	Ezhilmaran
Course Code	UCM23202J	Course	vaiile	BANKING L	AW AND PRACTICES	(ourse	С	Discipline-Spec	cific Core Course	L T P O C

							Cate	egory										3	0 3	2 4
Pre-requi			Nil C	o-requisite Courses	Nil Progressive Co	urses								Nil						
Course O					k / Codes/Standards	100								Nil						
		ationale (CLR):		ning this course is to:		Learni	ng		Progra	m Lear	ning	Outco	mes (F	LO)						
			of banking concepts			1	2	3	1	2	3	4 5	6	7	8	9	10 1	1 12	13	14 1
CLR-2:		ning banking relati					(%)			ou	β	ing								
CLR-3:	To Disce	ern the negotiable	instruments practiced by	the banks in day-to-day activity					≥ 9	cati	nŖ.	Nos	. _ :	e l≅	eq	iς		ti a	ility	<u>=</u>
CLR-4:		ify the types of ba						nen	lina edg	iuni	I ‡	m s		zi sk	rect	ers l	Jug	<u>e</u> . <u>e</u>	yab	on X
CLR-5 :		rmine ways of gett			1.1244.125	Level of Thinking	Expected Proficiency	Expected Attainment	J Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Research	Reflective	Self-directed	Leadership	Life-long	Experiential	Employability portions	Decision making skills
		utcomes (CLO):	At the end of	this course, learners will be able to:	The state of the state of		<u>й ё</u> 75	¥ 65		·	$\overline{}$		Re.	Re	Se Se				щç	
CLO-1 : CLO-2 :		e various tools of banking relations		~~	3				Н	M H	M		1 L		L L	H	H	M M M H	M	M
CLO-2 :				banks in day-to-day activity	21 - 2000 pt - 346	3	75 75	65 65	H	Н	M	M I		+-	+ +	7		W M	M	M
CLO-4		the types of banke		banks in day-to-day activity		3	75	65	M	M	M	M		-	1	L		H H	M	M
CLO-5		ne ways of getting			A 1 May 11, 115	3	75	65	Н	Н	М	M		L	+	L	М		М	M
		Learning Unit / N		Learning Unit / Module 2	Learning Unit / Module 3			arning Ur		ule 4				earnir			dule			
Duration	ı (hour)	3	18	18	18			77		18					J -		1			-
S-1	SLO-1	Introduction to Bar	nking Concepts	Banker and Customer	Negotiable Instruments Act	Meaning	Loa	ans and A	dvances				Т	echno	logical	Impa	ct on	Bankin	g Ope	rations
		Meaning and Defir		Distinguish Factor between Banker and	Features of negotiable instr			nciples of	Good Le	ending							uteriza			
S-2	SLU-1	Ü		Customer				-1° 5		0										
S-3		Evolution of Banks		Banker and Customer Relationship	Significance of negotiable in	nstrumer	nts Cre	editworthir	ness of b	orrowe	rs		С	hallen	ges fa	ced ir	n comp	uteriza	tion	
S-4	SLO-1	Significance of Ba Development	nks for Economic	Liabilities and Duties of a Banker	Cheques Meaning and Defi	nitions	Sec	curing Ad	vances	7	7		A	ATM, Internet and Mobile Banking and Apps						
S-5	SLO-1	Classification of ba	anks and its chart	Liabilities and Role of Customers	Features and Functions of (Cheques	Lie	en					UPI, BHIM, Paytm, Phone pay, Google Pay						e Pay	
S-6	SLO-1	Traditional function	ns of Commercial Banks	Special Features	Types of Cheques, MICR, I Cheque	ishonor	Of Ple	edge	7				Employee Training, Customer Services, Customer Relationship and Management C							
S-7	SLO-1	Modern functions	of commercial banks	Types of Accounts	Crossing of Cheques		Мо	ortgage	1				D	ocum	ent Se	curity	,	iment		•
S-8	SLO-1	Central Banking -	Meaning & definitions	Opening and Closing of Accounts	Mistakes, rectifications of C	heques	Нуг	pothecat	ion				В	ank pa	aymen	t syst	ems a	nd Inte	r-Banl	k Paymer
S-9	SLO-1	Central Banking -	Objectives	Types of Forms	Holder in Due Course,		Pro	s and Co	ns of Hy	pothec	ation	7	E	ectror	nic Fur	nd Tra	ansfer, GS, IM	Electro	onic C	learing
S-10	SLO-1	Central Banking -	Functions	Cheques	Payment in Due Course		Doo	cuments o	of title to	goods		7	е	Cheq	ues,, S	SWIFT				
S-11	SLO-1	Impact of Central Growth and Devel	Bank on Economic opment	Salient features of Cheque	Endorsements – Features, Impact in Banks	Types, a	ind LIC													
S-12	SLO-1	Recent Trends in Central Banks	Commercial Banks and	Passbooks	Paying Banker		Mutual Funds Online Frauds				3									
S-13	SLU-1	Incentions	nercial Banking from its	Mistakes in Passbooks	Duties and Liabilities of Pay	ing Ban				RBI Guidelines										
S-14	SLO-1	Differentiating Cer Commercial Banki	ntral Banking vs. ing	Pros and Cons of Different Types of Accounts	Material Alteration and Refu Payments				Cyber Security Systems , Confidentiality of information											
S-15		Organizational Str	ucture of RBI	Demand Draft	Protection for Paying Banker Merits and Demerits										made		ople			
S-16		Functions of RBI		Demand Draft - Features	Collecting Banker and Capa		Go	ldLoans					U	pcomi	ng Tre	ends i	n Bank	ing Sy	stem	
S-17	SLO-1	Credit control of R	BI and its monetary	Special Types of Accountholders	Duties and Liabilities of Col	ecting	Pro	ocedures	and requ	ired Do	cum	ents	С	ontem	porary	/ Issue	es in E	anking	Tech	nniques

	measures	l				Banl	ker					
S-18	SLO-1 Benefits an	nd Limitations	s of Online Banking	Special Typ	es of Accour	nt holders Prote	ection of Collection Ban	ker Other typ	oes of Loans	Redr	essal Mechanism	
	e books Princ Limit	ciples and pra ted	I Practice S N Mahactices of Banking—Ir	ndian Institut	e of Banking	and Finance— Macmill	lan Publishers India Priv				tundaram & P.N. Vars y Nicole Publications	
					43	Le	arning Assessment		7.			
	Bloom's	s Level of			7. 3		Continuous Learning	Assessment (50%	weightage)			Final Examination
	Thinkir	ng	CLA - 1 (10%)			CLA – 2 (10%)		CLA – 3 (20%)		CLA - 4 (10%)#		(50% weightage)
			Theory	Practi	ce	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level 1	Remer Unders		15%	6	15%	15%	15%	15%	15%	15%	15%	30%
Level 2	Apply Analyz	œ.	20%		20%	20%	20%	20%	20%	20%	20%	40%
Level 3	Evalua Create		15%	10	15%	15%	15%	15%	15%	15%	15%	30%
-	Total			100 %		TTT A DELL S	100 %	10.00	100 %		100 %	100 %
		# CLA	4 can be from any	combination	of these: A	ssignments, Seminars,	Tech Talks, Mini-Projec	ts, Case-Studies, S	elf-Study, MOOCs,	Certifications, Conf. P	aper etc.,	
Course D	Designers					St. 1 . 1 . 7 .		22,11				
		Experts f	rom Indu <mark>stry</mark>		-	Experts from Higher T		2000				nternal Expert
1. Mrs. Al	birami Manoj, Genera	al Manager,	Maersk Global Service	ces, Chenna	L	Nandanam	ny. Associate Professor anjiko, Associate Profes				2.	Dr. D. Bhuvaneswari J. Prabhuraj

Course Code	UEY23204J	Course Name	INDIAN ECONOMY		Course Category	С	Discipline Specific Core Course	L 3	T 0	P 2	2	C 4
Pre-requisite C	ourses	Nil	Co-requisite Courses	Nil F	Progressive Courses		Nil	•				
Course Offering	Department		Commerce	Data Book / Codes/Star	ndards		Nil					
		•										

Course L	arnina Da	17	Learr	inc	47	42			Droc	ram I a	arning (Outon	mac /D	I ()							
		tionale (CLR): The purpo the past, present economic conditions	ose of learning this course is to:		Learr		23	- 4	2	3	Prog	alli Le	arning (7	mes (P		10	11 11	2 13	11/	15
		e success and failure of variousEconor			'	4			- 4		-	· `	1 "	'			10	· · ·	- 13	-	
		with Economic Policies and Programn			ρ	_			-	pa			<i>a</i> >	ling	ret	Skills	βŁ		ω	Skills	nin
		-depth analysis of the Sectoral contribu		de sector in India	Thinking)	(%)	<u> </u>	e e	of	elat s		ion	ilize	lepo	terp	s e	atio	1.	SKIIIS	Sk	ear
		with the latest developments in the E		Fa. 20 at 1777	f ~	po s	ent	nen edg	tion	h R ine	ural dge	izat	o U	M	i, In	ativ	S		<u>s</u>	dih	J gc
	. '		· .	F-81 7-82 613 1	el o	ect ficie	inm	dan	lica nce,	wit	pec	ls in	ity t	Skills in Modelling	lyze Fa	Investigative	Schippen Solving Sommunication	SI	Analytical ICT Skills	eadership	Life Long Learning
			<mark>d o</mark> f this course, learners will beable to	A TOWNS OF THE REAL PROPERTY.	Level of 7 (Bloom)	Expected Proficiency	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Pro Kno	Skills in Specialization	Ability to Utilize Knowledge	Skil	Analyze, Interpret Data	Inve		Skills		Lea	Life
		e Economic Growth of India a <mark>nd the M</mark>		call and then me	2	80	75	Н		L	Н	-	-	-	•	-	-	-		-	
	Economic I	the importance, growth and the distri			2	80	75	H.		L	Н	-	L		-		Н	-	- -	-	-
		e progress and changing nature of agr			2	80	75	υН		L	-	L	-	-	-	-	Н	-	- -	-	L
		e development of Industrial sectorand		pment	- 2	80	75	H _J , J, H	-	Lin	Н	-	-	-	-	-	Н	-		-	
CLO-5:	Apply the I	Policies, Rules and Regulatio <mark>ns inthe I</mark>	nternal and International T	11 4 1 7 7	2	80	75	Н	-	L	Н	-	Н	-	-	-	-	-		-	Н
Duratio	n (hour)	Learning Unit / Module 1	Learning Unit / Module 2		ng Unit	/ Mod	ule 3 L	earning U					Learnin	ng Un	it / Mod						
Duratio	ii (iioui <i>)</i>	15	15	15	1//	400				15						1	5				
S-1	SLO-1	Indian Economy in thePre- Independent Era	Resources Development	Agricultural Developmen	t '		lr	Industrial Development					Trade D	Develo	pment						
3-1	SLO-2	Indian Economy in thePost Independent Era	Land Resources	Contribution of Agricultur Economic Development	e to Ind	ia's	Р	attern of Ir	ndustrializ	zation	7	/ -	Internal	/Dome	estic Tra	ide					
S-2	SLO-1	Indian economy as a Developing Economy	Land Utilization pattern inIndia	Share of Agriculture in the Economy	ne Natio	nal	E	ffects of In	dustrializ	ation	7		Importa	nce o	f Interna	ıl Tra	de				
	SLO-2	Major issues of Development	Land use Classification	Employment in Agricultu	re	٠	lr	ndustrial Pa	ttern on	the eve	of Plai	nning	Advanta	ages a	and Disa	advar	tage	sof In	ternal	Trade	}
S-3	SLO-1	Determinants of Economic Development	Forest Reserves	Agricultural Problems	2.4	n -		ndustrial De 'ear Plans	evelopme	ent durin	g theF	ive-	State Ti	rading	I						
	SLO-2	Economic Factors	Types of Forests	Agricultural Holdings		-	lr	ndustrial Po	olicy				Argume	nts in	Favour	and	Agai	nst St	ate Tr	ading	
	SLO-1	Non-Economic Factors	Advantages and Disadvantages of Forest	Subdivisions, Fragmenta	tion		lr	ndustrial Po	olicies of	India pri	or to19	991	State To	rading	Corpor	ation	(STC) Inco	rpora	ion o	F
S -4 & 5	SLO 2	Stages of Economic Development	Problem of Deforestation	Agricultural Production			C	ndustrial Lic Objectives a mplement li	and Legis	lative m	easure		Objectiv	es of	STC						
S6	SLO 1	Rostow's Stages of Economic Development	Massive Deforestation	Agricultural Productivity			N	IRTP Act 1	969				Function	ns of	STC						
	SLO-2	Economic Growth	Forest Policies	Causes for Low Producti	vity			ERA and F		-			Evaluat	ion of	STC						
S-7	SLO-1	Difference between Economic Development and Economic Growth	Forest Policy of 1952	Measures to improve the	Produ	ctivity	F	lew Industr eatures an	d Criticis	m	•	1-	Weakne	esses	of STC						
3-1	SLO-2	Models of Economic Growth	National Forest Policy 1988	est Policy 1988 Crop Pattern				Industrial Sickness - Causes and Rehabilitation				India's Foreign Trade - Evolution									

	SLO-1	Gandhi vs Nehuru Model	Water Resources in India	Factors influencing Crop Pattern	Industrial Finance	Importance of Foreign Trade
S-8	SLO-2	Nehru Vs Mahalanobis Model	Water Resources in India	Mechanization of Agriculture	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
3-9-10	SLO-2	PURA Model	Mineral Production	Achievements of Green Revolution	Role of Private Sector for the development of Indian Economy	India;s Composition of ForeignTrade
S-11	SLO-1	Parallel Economy in India	Mineral Policy 1993	Weaknesses of Green Revolution	Large Scale Industries and its advantages and disadvantages	India's Directions of ForeignTrade
	SLO-2	Black Income in India	National Mineral Policy 2019	Agricultural Credit	Small Scale industries contribution to Economic Development	Balance of Trade and Balance of Payment
	SLO-1	Estimates of Black Income in India	Human Resources	Sources of Agricultural Credit	Industrial Sickness in India	Components of Balance of Payment Account
S-12	SLO-2	Factors responsible for Generation of Black Money	The Theory of Demographic Transition	Institutional Sources ofFarm Credit	Causes for Industrial Sickness	Current Account and Capital Account
S-13	SLO-1	Impact of Black Income	Population Growth as a retarding factor to Economic Development	Non-Institutional Sourcesof Farm Credit	Role of BIFR	Unilateral Transfer Accountand Official Adjustment Account
3-13	SLO-2	Measures undertaken to unearth Black Income	Economic Developmentand Environment Degradation	Agricultural Marketing	Industrial Finance	Export Promotion
C 44 45	SLO-1	Tax Evasion, Demonetization		Measures taken by the Government in the field of Marketing	Classification of Financial Institutionsin India	Import Substitution
S-14-15	SLO-2	Voluntary Disclosure Scheme, Special BearerBond Scheme		Food Security - Public Distribution System - Significance, Issues and Revamps of PDS		India's Foreign Trade Policy of2023
	Text	oooks:	5 - 5 ° M			

- Gaurav Datt &Ashwani Mahaja<mark>n India</mark>n Economy S Chand & Co Ltd
 Agarwal.A.N. (2004) Indian Economy, Wishwa Prakashan, New Delhi. 3.S.K.Misra and V.K.Puri Indian Economy Himalaya Publishing House –Mumbai.

Learning Resources:

- Government of India, Economic Survey (Annual issues). Ministry of Finance, New Delhi
 I.C.Dhingra The Indian Economy (Environment and Policy) Sultan Chand and Sons- New Delhi.
 S.Sankaran Indian Economy (Problems, Policies and Development) Margham Publications Chennai.

				7 - 1	Continuous	Learning Asse	ssment (50% we	eightage)		Final Examina	tion (50%
Bloom's Lev	el of Thinking	CLA - 1 (10%))	CLA - 2 (10%)		CLA - 3 (20%	b)	CLA - 4 (10%)		weightage)	
	-	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level I	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 2	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 3	Create										
TO	TAL	1	00%	10	00%	1	00%	100%		1	00%

[#]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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Nungambakkam, Chennai		3.Dr.N.Venkatesan, Assistant Professor, Dept. ofCommerce,CSH,SRMIST,Trichy Campus
	College, East Tamaram, Chennai	4.Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AFFSH, SRM
		IST,Kattankulathur



Course Code	UCD23S02T	Course Name	VERE	BAL ABILITY AND S	KILL DEVELOPMENT		Cours	se Categ	jory	S			Skill	Enhai	ncem	ent C	ourse			L 1	P 0	0	C 2
Pre-requisite Cou	urses	Nil Co-rec	uisite Courses	Nil		F	rogres	sive Co	urses		Nil									•			
Course Offering	Department	Career Guidance Ce		Data Book	/ Codes/Standards			7 4		100													
Course Learn (CLR):	ing Rationale	The purpose of	learning this o	course is to:	9	Le	arning	g 🚽	1/1/	X		F	rog	ıram l	Lear	ning	Outc	ome	s (Pl	LO)			
: Numb	ers, time and wo					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
:	•	ng and analytical a			lems	(Bloom)	(%) /	t (%)	ge	"		5	١	<u>s</u>	l.						, ,	<u>s</u>	
:	•	ting to the nee <mark>d fo</mark>			1 F 1 50 5	ıg (Bl	iency	ment	wled	skills	M		gulud	ed ski	ing	aminę	i.i.	و ق	skills	rning	ptions	g skills	
: proble	ems on Chain Ru	he necessar <mark>y skil</mark> le, Pipes an <mark>d Cist</mark>	<mark>er</mark> ns, Boats an	d streams,	64. 文化 图772 8 8	of Thinking	Profic	Attain	y kno	ation	nking	solving	reasc	relate	think	ed le	O Sieilo	arrnir	ıalsk	al lea	ility o	nakin	
: langua	age skills	derstand problems				l of I	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	lem s	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qualities	Life-long learning	Professional	Experiential learning	Employability options	Decision making	Skills
(CLO):	ning Outcomes			rners will be able		Level	Expe	Expe	Disci	Com	Critic	Problem	Anaı)	Rese	Refle	Self-	Lead	Life-I	Profe	Expe	Empl	Decis	ICT Skills
: appro	ach questions in	ots of mixt <mark>ures and</mark> a simpler <mark>and inn</mark> e	ovative method	d		3	80	70	М	-	М	Н	Н	-	М	М	-	М	-	М	М	-	М
: opera	2 Establish a student's interest and awareness in seating arrangements, mathematical operations, logical reasoning							75	М	- 3	М	н	Н	-	М	М	-	М	-	М	М	-	М
:		will help fo <mark>r applyi</mark>		Verificant Control		3	85	70		Н		М	-	-	М	М	М	Н	Н	М	Н	М	М
:	•	rinciples inv <mark>olved</mark>			7	3	85	80	М	-	M		Н	•		М	-	M	-	М	М	-	M
CLO-5 Ability	to solve problen	ns on reasonin <mark>g a</mark>	<mark>nd t</mark> o interpret	English language	•	3	85	75	М		М	1	Н	_	М	М	-	M	-	М	М	-	М
Duration (hour)		6	9	6		6							6							6			
S-1 SLO-1	Time and Distance –	Introduction	Seating Arrange Introduction	ements (Circular and	table) Resume Buildin	g - Intro	duction)		ain Ru roduct		es and	l Cist	ern –			Functio	ns an	d Gra	iphs In	troducti	on	
SLO-2	Time and Distance –	Problems	Seating Arrange Problems	ements (Circular and	table) – Resume Buildin	g	LP.	• []	Ch	ain Ru	le, Pip	es and	l Cist	ern – I	Probl	ems	Functio	ns and	d Gra	phs -	Problen	ns	
S-2 SLO-1	Time & Work- Introdu	iction			oblems Group Discussion					ta Suff							Compr	ehen	sion				
SLO-2	Time & Work – Probl	ems	Mathematical O	perations – Tricky P	roblems Group Discussion	ons – M	ock GD)	Da	ta Suff	icienc	y – Pro	blem	ns			Compre	hensi	on –	Practis	e sessi	ion	
S-3 SLO-1	Alligation or Mixture -	- Introduction	Data Arrangeme	Group Discussion	ussions - Activity 1 Logarithms - Introduction					dioms and Idiomatic Expressions – ntroduction													
	Alligation or Mixture -		Data Arrangeme	ons - Ac		1 Logarithms – Problems						dioms and Idiomatic Expressions – Practise Session											
	Numbers – Basic Pro		Logical Deductions – Introduction Group Discu						Boats and Streams – Basic Problems Cause and Effect - Introduction														
	Numbers – Tricky Pro		Logical Deduction	Discussions - Activity 2 Boats and Streams – Tricky Problems Cause and Effect – Pr						ct - Practise Session													
		ems on Trains – Introduction Letter and Symbol Series – Basic Problems Leadership							True Discount – Introduction														
	SLO-2 Problems on Trains – Problems Letter and Symbol Series – Tricky Problems Leadersh												-										
								eedback		ometry							Orderin			_			
SLO-2	Races and Games –	Tricky Problems	Input Output Tra	acing – Problems	How to Handle	Criticisn	n and F	eedback	Ge	Geometry and Mensuration – Problems Drdering of words – Practise Session													

Learning	1.	James Barrett & Tom Barrett - Ultimate aptitude tests: over 1000 practice questions for abstract	3.	Archana Ram, Place Mentor: Tests of Aptitude for Placement Readiness, Oxford University
Resources		visual, numerical, verbal, physical, spatial and systems tests, Kogan Page, London, 2018.		Press, Oxford, 2018
		Fourth edition	4.	David Bartlett, The art of general practice: soft skills to survive and thrive, Scion, Banbury,
	2.	Kathy A. Zahler & Over Drive, Inc (Distributor) Conquering GRE verbal reasoning and analytical		2018,eBook, 2018 5.Zsolt Nagy, Soft skills to advance your developer career: actionable steps
		writing, McGraw-Hill Education, New York, 2020 Second Edition		to help maximize yourpotential, A press, Berkeley, CA, 2019, eBook, 2022

Level	Bloom's Level of		Continuous Learning	g Assessment (100% weightage)	
	Thinking	CLA - 1 (20%)	CLA - 2 (20%)	CLA - 3 (30%)	CLA - 4 (30%)#
		Theory	Theory	Theory	Theory
_evel 1	Remember	30%	20%	30%	30%
	Understand				
evel 2	Apply	30%	50%	30%	30%
	Analyze		The second secon		
_evel 3	Evaluate	40%	30%	40%	40%
	Create	T.A.	Service of Land W. N. S.		
	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	1000 1000 1000 1000 1000 1000 1000 100	
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. M. Ponmurugan, Executive PMOSS, Cognizant	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita	Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST
TechnologySolutions India Pvt. Limited, Chennai	Vishwa Vidhyapeedam, Coimbatore	Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance Cell, FSH,SRMIST

Cours Code		UEN23V01L	Course Name		Communic	ation Skills			Co	ourse Ca	tegory	V			Val	ue Add	lition	Course	e		1	. T	P 0 0
Pre-requi	site Co	urses	Nil	Co-requisite		Nil				Progress	sive Cou	urses N	il										
Course C	Offering	Department	Department of	English, FSH, SRM	ST	Data Book / (Codes/Stand	lards		Nil													
		g Rationale (CLF		oose of learning this		THE D'		Lea	rning	16					Progra	n Learı	ning (Outcor	nes (
CLR-1:	Develop	fluency in spoke	en English by pr	acticing and en <mark>gagin</mark>	<mark>g in var</mark> ious speakin	g activities.		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12 1	3 14 1
				enhance clarity and				ıg			. 4		ре				ing	ret	kills	g	,		lls
				sions to communicated respond appropria			ations	inkii	(%	(%)	je a	of	elate		uo.	ilize e	llep	terp	e S	lvin	atior	Skills	Skills
				ies, suc <mark>h as active</mark> lis				T (pe, uc	ent	nent	tion	h Re ines	ural	izati	o Ut	Mo	, In	ativ	ı Sc	ınice	<i>ia</i> (5	ship a
02.0	clarifying	g questions, to e	nhance interper	sonal a <mark>nd intercu</mark> ltur	al communication.	, parapriraoing, ar	ia adming	Level of Thinking (Bloom)	Expected Proficiency (Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modelling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Sommunication Skills	Analytical Skills	Leadership Life Long
				nd of <mark>this cours</mark> e, lea			2.69.5	Lev (Blc	EXF	Exp			Link	Pro	Skil	Abi	Skil	Ana Dat		Proble Skills		Ana	Lea
				n En <mark>glish by e</mark> xpress				2	75	60	Н	М	М	L	-	М	-	М	Н	L	Н	L	·
CLO-2 :	Pronoun	ice English words	s and phrases a	accu <mark>rately, us</mark> ing app	ropriate intonation a	nd stress patterns.	2.45	2	80	70	М	Н	L		-	-	-	М	Μ	Н	Н	М	. . .
CLO-3:	Expand	and effectively us	se a range of v	oc <mark>abulary a</mark> nd idioma	atic expressions to e	nhance communic	ation.	2	70	65	М	М	М		L	1	_	Н	М	Н	Н	1	. . .
CLO-4:	Underst	and and compret	hend spoken Er	ng <mark>lish in va</mark> rious cont	exts, including inform	nal conversations,	lectures,	2			-	7										-	
	and pres	sentations.				The second	80 L W	2	70	70	Н	М	L	-	М	Н	-	-	-	-	Н	L ·	·
CLO-5 :	Deliver ı	well-structured ar	nd engaging ora	l <mark>presenta</mark> tions, inco	rporating effective be	ody language and	visual aids.	2	80	70	Н	Н	-	М		М	-	L	L	М	Н	М	. . .
Duration	(hour)	Lea	arning Unit / M	odule 1	Learning Unit	t / Module 2	Lea	arning (Jnit / N	lodule 3			Lear	ning U	nit / Mo	dule 4			Ĺ	.earnin	g Unit	/ Modu	le 5
	. ,		12		12				12	70.7					12						12		
S-1	SLO-1		ng. Barriers ofLi	Exploring Effective stening. Active and	Introduction to Read Discussion of techni like Skimming and S Intensive reading an reading.	ques of reading Scanning,	Introduction the importan vocabulary i speaking s	nce of pl n order	nonetics	s and	laining	Introduction of writing between	ng skills	and ex	plaining	the diff		e Int	rodu	cing th		ents to	n of texts what it
	SLO- 2	their favourite to listening skills of the speaking stu	opic and listen. (f the peer meml udents and lister barriersof listen	Checking the bers will enable both ningstudents ing and understand	Identifying common in students after ma few passages.	reading problems kingthem read a	Explaining the Learner's Di the words at	ictionary	tolearr	n phoneti	cs of	Explain exampl recomm writing-process travelog writing, and expurpose cook bo	es: Personendation an article an article or working sor working short is pository the of impooks and attructor are writing ster the	suasive on, testocle about king mo rative watery or writing-arting king scientiand the parties and the specific specific specific control or the specific specific control or the specific control or	writing- pmials, o at anysp del of a vriting- p novel, objecti nowled fic repo studen o learn o cstyle th	letter of description descript	f ive cientifi nology I mem vriting, ng for facts-choose about i he	fev so ic tra y, lind noir , Th the lind co	v of the urces instant of the urces in the urces in the urces from the urces in the	heir fav they hed in to om padi an shar at they	ouritelir lave rea Tamil i itthadhil e a few	nes fror d. This as shar pidittha favour	can be ing a few adhu.

	Introduction to Digital language lab/ usage of mobileapplications like 6 Minute English from BBC Learning English - help in the listeningskills by providing an interactive environment to thestudents	speech and listen to it in orderto correct their problematic areas while reading like decoding, poor comprehension, and speed. One will know himself where he/she has gone wrong Fluency and Pronunciation has tobe evaluated	taught through phonetic representation and decoding the phonetic symbols by learning to use the dictionary. The instructor can give a demo of some model words through pronunciation according to phonetics.	Instructing how to write a formal letter- business mail. Guiding how to write an informal letter- personal and subjective letter to family and friends. Learning E-mail etiquette.	Explaining why appreciatingtexts creates a good reader.
	Equipping the listening skill of the learners by making them enagage with the listening exercises played in language lab or with mobile applications. Listening to English songs and/or news bulletins may be done as an introductory level oflistening. This kind of warming-up activity in listening will let the students move towards active listening from passive listening.	After repetitive practices of reading select paragraphs from web resources, their standard willbe measured.	The students will observe andrepeat and learn the phonetic pronunciation of words by practicing continuously.	Asking the students to write a formal letter and informal letter and check fore-mail etiquettes in writing. This will enable the students to learn how to writeletters.	classroom about any of their favourite books/ articles or magazines.
S-3 - S-4	Introducing google podcasts.The course instructor has to guide the students to listen toany of the episodes from "7 Good minutes" by Clyde LeeDennis	The speed, fluency, pronunciation, comprehension of the words in the paragraph are given utmost importance and the students are asked to identify the meanings of the words in the given passage.	Teaching the usage of Thesaurus to understand anddevelop 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. Reading and recitation of thetext of the first letter-Enjoy within limits, says Mr. Mathrubootham
	The students are given task to write down the words from theaudio they have listened to. This activity should be done intwo steps. 1. Jotting down the words simultaneously as they listen to the speaker. 2. Writingthe transcript of the audio through repetitive play and pause. This task enables the instructor and learners to cross check the ability of identifying and grasping the speaker's words and the improvement levels ofthe same ability with the sametask performed actively, multiple times with different speakers of the English Language.	properpause at right points by giving hints and tricks to follow where the pauses are to be followed. Forexample, pauses can be explainedto be given at places where the following occurs 1. Comma	Identifying common errors in concord, preposition, direct speech and indirect speech.	Encouraging the students to write a review of any book or a movie or aninterview or a debate. Alternatively, students can be shown any specific clipping from any movieand they can be asked to write an interpretation of the clipping that wasshown.	Appreciating the text by talking about the personality of the characters represented. Identifying the peculiar usage of Tamil language phrases and incorporating Tamil accent while pronouncing English words.
S-5	Imitating the speakers by listening to them and attempting to learn the pronunciation of the words uttered in the audio. Instructorcan attempt first and the students can follow.	Students can be made into two groups the one which reads and theother which identifies the flaws in reading. Example: wrong pronunication, incorrect accent, word meanings etc.	Identifying common errors intenses, 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	Repetetive listening to enhance pronunciation skills		Rectifying the common errorsand instructing the learners about the right usage in order to avoid common errors.	A variety of writing tasks can be givento the students through which the meachnaics of writing can be assessedand evaluated.	Appreciating the text by talking about Mathrubootham's humour and the language of code switchingfrom Tamil to English and vice –versa.
S-6	SLO-1	Introducing to the audios ofTED TALK American Speakers. Listening to the native speakers of English Language through TED TALKS. 1. Your body languagemay shape who you are by Amy Cuddy. 2. The power of introverts- by Susan Cain 3. How great leaders inspire action- by Simon Sinek	passage by identifying the introductory point, lead point, supportive argument statement,	Practicing how to avoid common errors. This can be done through yes or no quiz that enables the students to identify correct or incorrect usages of sentences with respect to the topics discussedin the previous classes regarding common errors.	Teaching effective writing by learningto avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Reading of the third letter -Mr. Mathrubootham is fully supporting all new technologies
		Introducing to the audios of TED TALK British Speakers. Listening to the native speakersof English Language through TED TALKS. 4. Inside the mind of a master procrastinator- by TimUrban 5. How to speak so that people want to listen- by Julian Treasure 6. Do schools kill creativity?- by Sir Ken Robinson	own.	The learners are introduced to collocations for quick choice oflearning how to speak in short time and how to speak effectively.	Practicing effective writing by learningto avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Appreciating the text by understanding Mathrubootham's frustration over the failure of technologiesand the language that he positively uses to denote hopelessness over technologies.
S-7 - S-	SLO-1	American and British stylescan be differentiated. The learners will be enabled to understand, recognize and imitate the exact accent and pronunciation.	Guiding the act of reading throughscanning and skimming by model reading of the passages by the instructor.		Teaching effective writing by learningto avoid 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,
		The recognition of different accents should be practiced byspeaking after listening.	reading after observing the instructor	The learners are introduced to idioms and phrases for quick choice of learning how to speak in short time and how to speak easily and effectively.	Practicing effective writing by learningto avoid common errors in tenses, direct and indirect speech and syntax structure.	
S-9		Students are introduced to the usage and application of the android app and instruct them to install in their mobile phones.	students. Identifying the benefitsof slow mind reading and loud reading.	A speaking task to check the usage of collocations, idioms and phrases, vocabulary and phonetic pronunciation is to begiven to the students and enable them improve their speaking skills.	Teaching how to write statement of purpose for admission to higher educations, and practicing the same.	Analyisng the text for regional relevance and National significance.
		To enable them imitate the different sounds and accents and make them repeat it after listening to any of the videos from the library based on individual interest. The instructor can select the following video from wood pecker app: The Withered Armby Thomas Hardy- A Bitesized	comprehension and fluency can	Their speaking activity is to be recorded and played again to rectify the errors and highlightthe problematic areas in speaking.	Teaching how to write a story bylooking at a picture. Developing the writing skill through word ladders. A random set of words are given to the students through whichthe student has to create an imaginativeconnection between the	Appreciating the aesthetics ofthe comic element and the embodiment of humour in thenarrative in the letter

		Audiobook. Aim for time frames from 00.00 to 02.00.	00	TENCE.	random words and build a story. This improves creative writing skill and also emhances the ability to impart coherence in writing.	
S-10		Repeat listening to the sametime frames and move from 02.01 to 03.00	checking the comprehension skills. This can be done after guiding how to analyse the text of a passage.	Automating vocabulary through engaging the studentsin various activity games like solving crossword puzzle andplaying scattergories. The instructor can get the instructions of playing different games that improve vocabulary from the followingwebsites and instruct the sameto the learners. https://www.fluentu.com/blog/	tobecome an effective blog writer. Introducing some of the blog writers who have	Appreciating the importance of bringing in the Indianized way of speaking the English Language in order to depict thecharacter called Mathrubootham.
		á á		english/learn-english-puzzle/ https://swellgarfo.com/scatterg ories/		
			Brainstorming the comprehension skills among the student groups byquestioning the key points in the passage. This will help them checktheir level of comprehension if they are able to answer the questions from the passages correctly.	Engaging the students to play the games in order to learn the vocabulary.	blogs and post articles on a regularbasis. This will improve their writing skillover a period	Appreciating the text for portraying and bringing in the conversation with the relatablecharacters of both formal and informal everyday life experiences and contexts of relevance.
S 11 - S 12	SLO-1	Interested students can complete listening and reflecting the complete audio listening practice and speaking.	The students should be guided where there can be a possibility of misunderstanding a question that leads to incorrect answers, and should be taught to identify the answers properly by cross- checking the hint words that matchthe question and answers.	Spur of the moment speech.: 1. Giving a speaking task to the students to speak onany random topic to check their usage of vocabulary, pronunciation, fluency, idiomsand phrases, collocations and error free speech. 2. Pictionary game practice. Speaking, giving interpretation about the picture shown.	writing style in it. The instructor canguide to improve report writing.	Encouraging the students to talk about their favourite letter from the letters of mathrubootham by recollectingthe appreciation of the text according to their perception and understanding.
				Prepared speech: Giving a speaking task to the students to speak on their ownchoice after giving some time for preparation to check their innovation and creativity in using vocabulary, pronunciation, fluency, idiomsand phrases, collocations and error free speech.		Enabling the students to sharetheir appreciation of any of their favourite lines form the books they have read.

Learning	Textbooks:		R	eferences:							
Resources	 Horizon- English Text Book – Compil English Grammar in Use by Raym 	ed and Edited by the faculty of English D	epartement, FSH, SRMIST, 2020 1.	MIST, 2020 1. R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3 st 2. http://www.aptitudetests.org/verbal-reasoning-test							
		ish Gram <mark>mar, Cambridge</mark> University Pres	s, 2007	https://www.assessmentday.co.u							
Learning As	sessment		J								
	Level Bloom's Level of Thinkin	ig .	Continuous Learning Assessment (100% weightage)								
		CLA - 1 (20%)	CLA - 2 (20%)	CLA - 3 (30%)	CLA - 4 (30%) #						
		Practice	Practice	Practice	Practice						
evel 1	Remember	10%	10%	30%	15%						
	Understand		4 1 1 1 1 1 1 1 1 1	1000							
_evel 2	Apply	50%	50%	40%	50%						
	Analyze										

40%

100 %

30%

100 %

35%

100 %

40%

100 %

Evaluate

Create Total

Level 3

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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Ann Mariya Thomson RA2232105010015 Il M.A English LiteratureCSH, SRM IST az1160 @srmist.edu.in	Dr. K S Antonysamy Associate Professor and Head, Dept. of English LoyolaCollege Chennai antonysamyks @loyolacollege.edu	Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH,SRMIST

[#] 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 Code			L/ Course Name		NSS/NCC/NSO/YOGA	Course Category	M	Mandator	y Courses	L 0	T 0	P C	
Pre-re	equisite Courses	Nil	Co-requisite C	ourses	Nil	Pr	ogressive	Courses	Ni	I			
Course C	Offering Department	SS	NCC/NSO/YOGA	- 20	Data Book / Codes/Standards	1 1		Nil					

		Learning Assessment			
	Assessment Tools			Marks	
Continuous Learning Assessment –I (CLA-I)		ريالة (عبلات ،		20 Marks	
Continuous Learning Assessment –II (CLA-II)	A Y		100	30 Marks	
Continuous Learning Assessment –III (CLA-III)		20 C 10 C		30 Marks	
Continuous Learning Assessment –IV (CLA-IV)		4.7.259.57° augst		20 Marks	
	Total Marks	CONTRACT RESIDENCE AND ADDRESS.		100 Marks	

SEMESTER - III

Co	ırse Cod	e UCM23301J	Course Name	CORPORATE	ACCOUNTING - I	Course Category	С		٠.,	Disci	pline S	pecific C	ore Cou	se		L 3	T P 0 3	0 C 2 4
Pre-re	quisite C	Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	4	1		77,			Nil					
Course	Offering	Department		Commerce	Data Book / Codes/Standa	ards Accounting Data Sheet	S	17	`		٠, ١							
		g Rationale (CLR): The					Lear	ning		Progra		rning Out	,	LO)				
		stand the Fundamental cor					1	2	3			3 4 5	6 7	8	9 10	11 1	2 13	14 15
CLR-2		awareness about the red			<u> </u>			(%)	(%)	14	Communication skills	thinking n solving			la			
CLR-3				al statement of the company.						≥ 9	cati	solv	ے ≅	e ted	d⊢ O\s	ona	E E	SIII .
				ermine the valuation of good		10.00	of	Expected	Expected Attainment	Disciplinary knowledge	iun	=	Research related skills	Self-directed	Leadership Readiness/Ou	Professional	Employability options	Decision making skills ICT Skills
				nflation accounting, Financial		SOUTH THE PARTY	evel	g g	gi be la	Scip	Comr skills	ritical	ate	elf-d	ad Padi	ofe	일호흡	ecis akin TS
				s course, learners will be abl								<u> </u>		x 8 5				
		•		are Capital and be aware of	the process of book building	g,	3	75		H	M	L M N		- L			И -	M M
CLO-2		w the provision related to		anies Act, 2013, and prepare	the financial statement of a	4 3 3 1 1 1 1 1	3	75	_	Н	М	- M N	1 H	L L	- <i>I</i>	1 - 1	И -	M M
CLU-3	compa	ny with Adjustments.					3	75		Н	М	- M N	1 H	- L	L F	1 - 1	И -	M M
CLO-4				e of goodwill& valuation of s		With March 1985 A	3	75		Н	М	- M N	1 H	- L	- H	1 L I	И -	- M
CLO-5	To kno	w the reasons behind that	t to prepa <mark>re ir</mark>	nflation accounting, Financial	Reporting.	2 N. P. 25	3	75	65	Н	М	- M N	1 H	- L	- I	1 - 1	И L	- M
Durat		Learning Unit / Module 1		Learning Unit / N		Learning Unit / Module	3		Lear	ning Un				Lear	ning Unit /			
(hour		11			18	18						18				18		
51		Characteristics of a Comp Books of Accounts; Sha between Shares and Stoc	pany; Kinds of ares; Stocks; ks;	Company; Redemption Pre f Company; Meaning of Preforence Preference Sha	erence Shares; Types of res;	Financial Statements o Statutory Books; Const Financial Reporting Aut	itution o thority;	of Goodwill; Feature of Goodwill; Types of Goodwill; Classes of Goodwill;				of Limit Mear Cha	of Limitation of Historical Accounting; Meaning of Accounting for Price level Changes;					
		Disadvantages. Procedure Process;	e for the Book	ntages and Provisions reç Building preference share 2013.	es u/s 55 of the Company	y Act. Standards;			to G	oodwill		vill; Factor						
S2		Application for Shares; Capital; Allotment of Share	Expansion o es; Share Cap	oital	demption;	and Contents Statemen Loss as per Schedule I	t of Prof	fit or	Prof	it Metho	od;	Goodwill	J	(CPI	,			
		Suspense Account; Applic Blocked Amount (ASBA);	Calls on Shar	res; shares out of pro	ofit - redeemed at par/ prem		e III		Prof	its;		pected Fu		Curre	ent Cost A	ccounti	ng (CC	۸);
S3		Preference and Equity S of Shares or Securities for	hares are Iss Purchase of	sued; Issue shares out of F Assets; Premium	resh issue – redeemed at				Annı	uity Met	hods;		•		rtance ch		stics' of	CCA;
		Issue of Shares at a Prem Prohibition on Issue of Sh	ares at Disco	unt; shares out of Fre Premium	to the redemption of preferesh issue –redeemed at par	per Schedule III			Met	nods;		·	r Profit		ntage of (
S6		Individual Applications; Ca in Advance; Journal Entr	alls in Arrears ies	and Calls shares – Fresh i of preference sh	ssue computation for redemnares	ence Treatment of Divis proposed; Dividend such as Interpretation	erim / F	inal /	aver	age pro	fit meth	ods		Acco	ific and G unting (So	GPLA)		
	SLO-2	Forfeiture of Shares; Distinguish between Sur	Surrender of render and F	of Shares, Problem relating orfeiture of shares - Fres	to the redemption of prefe th issue computation u	rence Treatment of Provision under	for Taxa	ation		lem rela age pro		Goodwill ods	under		ical Probl rice level			ccounting

		Shares; Journal Entries Reissue of Forfeite Shares; Journal Entries	d Algebraic Equation.			
S07	SLO-1	Problem solved under Forfeiture and Reissue	Problem relating to the redemption of preference shares.	Treatment of Managerial Remuneration while Preparation of Financial statement of company		Practical Problem related to Accounting for Price level changes
		Problem solved under Forfeiture and Reissue	Problem relating to the redemption of preference shares.	Loss	Capitalisa <mark>tion of expect</mark> ed average profit methods	Practical Problem related to Accounting for Price level changes
S08	SLO-1	Problem solved under Forfeiture and Reissue	Problem relating to the redemption of preference shares.		Super Profit Methods	Practical Problem related to Accounting for Price level changes
	SLO-2	Problem solved under Forfeiture and Reissue	Problem relating to the redemption of preference shares.	Loss	Super Profit Methods	Practical Problem related to Accounting for Price level changes
S09	SLO-1	Employees Stock (ESOP); Meaning; Option treatment for ESOP; Plan Accounting	Problem relating to the redemption of preference shares. g			Practical Problem related to Accounting for Price level changes
	SLO-2	Journal Entries for the employees do not exercise the option;	Problem relating to the redemption of preference shares.		Problem related to Goodwill under Capitalisation of Super profit methods	Practical Problem related to Accounting for Price level changes
S10 – S12	SLO-1	Problem under ESOP	Problem relating to the redemption of preference shares.		Problem-related to Goodwill under the Annuity Method	Underwriting of Shares and Debentures; Types of Underwriting; Underwriting Commission;
	SLO-2	Problem under ESOP	Debentures: Meaning of Debenture; Types of Debentures; Difference between Debenture and debenture Stock;		Problem related to Goodwi <mark>ll under</mark> Annuity Method	Payment to Underwriting Commission; SEBI Guidelines for Underwriting;
S13	SLO-1	Problem under ESOP	Redemption of Debentures: Problem related to Redemption out of profits Problem related to Redemption out of Capital / By Conversion	Financial Statement	Valuation of Shares: Need for Valuation of Shares; Factors Affecting valuation of Shares; Method of Valuation;	
		Buy Back of Shares; Meaning of Buy Back of Shares; Advantages of Buy Back of Shares;	Problem related to Redemption out of Capital / By Conversion	Financial Statement	Value Methods; Fair Value Methods;	Determining the liability of Underwriters— Complete Underwriting/Partial Underwriting;
		Accounting Treatment for Buy Back of Shares;	Own Debentures; Interest on own Debentures Ex-Interest and Cum- Interest. Problem related to redemption of Debentures	Profit or Loss; Calculation of Time Ratio and Sales Ratio Calculation of Weighted Ratio (or)n	under Net Asset Method	Determining theliability of Underwriters – Firm Underwriting;
	SLO-2	Problem-related to Buy Back of Shares;	Problem related to redemption of Debentures	Practical Problems related to Profit Prior to Incorporation	Problem relating to Valuation of Share under Net Asset Method	Determining the liability of Underwriters – Firm Underwriting;
S15	SLO-1	Problem-related to Buy Back of Shares;	Problem related to redemption of Debentures		under Yield Method	Determining the liability of Underwriters – Firm Underwriting;
	SLO-2	Problem-related to Buy Back of Shares;	Problem related to redemption of Debentures		under Yield Method	Determining the liability of Underwriters – Firm Underwriting;
S16 - S18	SLO-1	Problem-related to Buy Back of Shares;	Problem related to redemption of Debentures	Practical Problems related to Profit Prior to Incorporation	Problem relating to Valuation of Share under Fair Value Method	Journal Entries Applicable to underwriting Problem
	SLO-2	Problem-related to Buy Back of Shares;	Problem related to redemption of Debentures	Practical Problems related to Profit Prior to Incorporation	Problem relating to Valuation of Share under Fair Value Method	Journal Entries Applicable to underwriting Problem

Learning R	Resources	1.	Corpor	ate Accounting- P (C Tulsian, Bharat Tu	Isian- S Chand Public	cations	4.	Corporate Acco	unting -Bhushan Kum	ar Goyal - Taxmann I	Publications			
/Reference	books	2.	Corpor	ate Accounting - R	e Accounting – R.L. Gupta and M. Radhaswamy – Sultan Chandand Sons Publications. 5. Corporate Accounting – Pazhaniappan – Vijay Nicole Publications										
		3.	Corpor	ate Accounting - S	.P. Jain & K.L. Nara	ng -Kalyani Publication	η.	6.				-Vikas PublishingHouse.			
Learning A	ssessment														
	Bloom's L	evel of Th	ninking			- 10	Continuous Learn	ing Assessment (50%	6 weightage)			Final Examination (50%			
			ŭ	CLA - 1 (10%)	7 . 7	CLA - 2 (10%)		CLA - 3 (20%)		CLA - 4 (10%)#	"	weightage)			
				Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory			
Level 1	Rememb	er		15%	15%	15%	15%	15%	15%	15%	15%	30%			
	Understa	nd					DESCRIPTION OF THE PERSON OF T		N 97 /A						
Level 2	Apply			20%	20%	20%	20%	20%	20%	20%	20%	40%			
	Analyze						A 15 to 15 to 25								
Level 3	Evaluate			15%	15%	15%	15%	15%	15%	15%	15%	30%			
	Create					9.00	4.48.000	10.564							
	Total				100 %		100 %	1.76.10	100 %		100 %	100 %			
			# CLA -	- 4 can be from an	combination of the	se: Assignments, Sem	ninars, Tech Talks, M	ini-Projects, Case-Stu	udies, Self-Study, MO	OCs, Certifications, Co	onf. Paper etc.,	•			
Course De	signers						1 1	S. T. T.	This (27)						

Experts from Higher Technical Institutions

Experts from Industry

Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.

nai.	1. 2.	Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	1. 2.

Internal Expert

Dr. M. JEEVARATHINAM Dr. G. SANGEETHA

Cours	e Code	UCM23302J Course Name	LEGAL ASPECTS OF BUSIN	ESS	Cou	rse Cat	egory	С		Discipl	ine Spe	cific (Core C	Course		L 3	. T	P 3	0	
	uisite Cou			Progressive	Course	es				4			N	il						
Course	Offering L	Department Commerce	Datebook/Codes/Standards		4	4	-				Nil									
Cours	e Learning	Rationale (CLR): The purpose of learning	ng this course is to:		Le	arning		Ь.			Progr	am Le	arnin	g Outc						
		rstand the Nature of agreement and contract			1	2	3	1	2	3 4	5 6	7	8	, ,		11	12	13	14	1
CLR-2		me the level miles and a level of the Contract Act				%	(%)		Communication skills	Critical thinking Problem solving			_	Leadership	3		_	>		
CLR-3		ze the legal rules under Indian Contract Act the various types partnership				ر و چ	b t	Disciplinary knowledge	ical	sol sol	ا ج ا	related skills Reflective	Self-directed	ship	ြ	Professional	Experiential	Employability options	Decision	S
-		rstand the formation, management and other a	ctivity of the companies	Control of the Control	Level of Thinking	Expected Proficiency (Expected Attainment	plin	mur.	al the	Analytical Research	ecti	Self-direct	Series in	Life-long	ess	erie .	oya	Decision making ski	ICT Skills
			rse, learners will be able to:	2.60 S 7 - W	eve	z ig	xpe	isci	Comm	ritic	Res	Sef	elf-	eac	<u>i</u>	rof	ă.	m b)ec	5
		e concepts of fundamentals act	oo, isamere iiii ze asie tei	10 NO. 1	3	95	90	H	M	L M	4	M -	L	<u> </u>	+-	L.	L	L	<u> </u>	_ <u></u>
CLO-2	: Ascertair	the rights and duties of contract and Surety	2000	2777	3	95		Н	М	H M		H M	М	L	L	Λ	-	L		Н
CLO-3	: Explain t	he significance of Discharge of Contract	A 2 3/1	1.38% Her 33	3	90		Н	М	NΗ	l l	L M	L	L	-	ŀ	L	L		M
CLO-4	: Understa	and the various clauses of Indian Companies Ad	ot 2013,	7.39.30	3	85	80	Н	М	NH		L -	L	L	-	Λ	-	L		M
		thedifferenttypesofcompanies <mark>andsum</mark> mariz						Н	Н	M M	4	H M	М	L		ŀ	-	М		H
	on(hour)	15	15	15		<u>6-65</u>	1	110	. 5 0 11	15			2212				15			
S-1		TheIndianContractAct,1872 - Introduction		LawofSaleofGoodsofAct, Definition			1972	200			ompan <mark>ie</mark>	s Act		·			•	1 Defii	nition	
		Definition of contract		Difference between Sale	and A	greeme				ompany				Types						
S-2		Nature of Contract	Effect of Coercion	Types of Goods	F 2				cs of a		у			Misstat						
		Concept of Contract		Agreement to sell					Compan					Book E Allotme	nt of	Share	s			
S-3	SLO-1	Classification of contract - Validity	Relations which give arise to undue Influence	Law of sale of goods					of a Co					Forfeitu Transr	nissio	n of s	hares	3		
	SLO-2	Classification of contract Formation & Performance	Difference between coercion and undue Influence	Pricing of Goods			Adva	ntages	of a Cor	npany				Issue o	S				•	Stoc
S-4	SLO-1	Essentials of a valid contract	Misrepresentation – Meaning & Definition	Documents of Title of Go	ods		Disac	dvantage	es of a	Compar	У			Issue o		ıs Sh	ares -	Buy-l	3ack	
	SLO-2	Distinguish between void and voidable contracts	Essentials of Misrepresentations	Classification of goods	Ρ.	ΙF	Featu	ires of a	a Compa	any	/			Reduct Shareh				ital - \	/ariati	on of
S-5	SLO-1	Distinguish between Illegal and Void agreements	Fraud – Meaning & Definition	Conditions – Definition			Char	acteristi	cs of co	mpanie	6			Meetin	gs of	share	holde	s and	Boar	J
	SLO-2	All contracts are agreement but all agreements are not contract	Essentials of Fraud	Warranties - Definition			Statu	tory Re	cognitio	n of Lifti	ng of co	rporat	e veil	Types	of Me	eting				
S-6	SLO-1	Offer – Meaning & Definition		warranties		n and	Lifting	g the co	rporate	veil of s	mall sca	le Ind	ustry	Conve	ning a	nd Co	onduc	of Me	eting	s
	SLO-2	Kinds of Offer		Doctrine of Caveat Empt	or				mpanies					Requis						
	SLO-1	Legal Rules as to Offer	Classification and Exceptions of Mistake								s of cor			Notice						
	SLO-2	Acceptance – Meaning & Definition	Void Agreements – Meaning & Definition	Title of goods			Differ Limite	ences bed Com	petween pany	Public	Limited a	and P	rivate	Quorur	n – Pi	oxy -	Posta	ıl Ballo)t	
S-8	SLO-1	Legal Rules or Essentials of valid Acceptance	Types of Void Agreement	Rights of unpaid Seller			Asso	ciation r	not for p	rofit				Minute. Confe			throu	gh Vio	leo	

	SLO-2	Communication of Offer and Acceptance	Performance of Contract – Meaning & Definition	Rights and duties of Buyer	Formation of a Company	Committees of Board of Directors
S-9	SLO-1	Revocation of Offer - Modes	Offer of Perform	Discharge of Contract – Meaning & Definition	Promoters-Meaning & Definition	Audit Committee
	SLO-2	Consideration – Meaning & Definition	Rules Regarding Tender	Discharge By Performance	Importance of Promoters	Nomination and Remuneration Committee
S-10	SLO-1	Essentials of a valid consideration	Appropriation of Payments – Clayton's Rule	Discharge By Agreement	Kinds of Promoters	Resoultion – meaning – Types
	SLO-2	Case Study	Indemnity & Guarantee – Meaning & Definition	Discharge by Impossibility ofperformance	Legal position of promoters	Types of resoultion
S-11	SLO 1	Exception to the rule – No Consideration No Contract	Case Study	Case Study	Case Study	Case Study
S-12	SLO-1	Capacity to parties - Meaning & Definition	Rights of indemnity Holder	Discharge by Lapse of Time	Incorporation of aCompany – Meaning	Winding up – meaning & Definitions
	SLO-2	Incapacity arising from status	Contract of Guarantee	Dischrge by Operation of Law	Merits of Incorporation of a Company	Concept of Winding up
S-13	SLO-1	Incapacity arising from Mental deficiency	Distinguish between Indemnity & Guarantee	Discharge by Breach of Contract	Demerits of Incorporation of a Company	Modes of Winding up of
	SLO-2	Incapacity arising from unsoundness of mind	Types of Guarantee	Case Study	Provisional Contracts – Pre incorporation Contract	Liquidator
S-14	SLO 1	Case Study	Case Study	Distinction between Novation and Alteration	Case Study	Case Study
S-15	SLO-1	Positions of minor under Indian Contract Act	Surety – Meaning	Distinction between Recession and Remission	On-line Contracts – Discussion with example for contract	National Company Law Tribunal (NCLT)
	SLO-2	Position of Minors Agreement	Rights of Surety	Remedies for Breach of contract – Meaning & Definition	Meaning of MOA - Importance of MOA and AOA	Appellate Tribunal (NCLAT)
S-16	SLO-1	Contracts with person of unsound mind	Discharge of Surety by Revocation	Recession of Contract	Forms of Alteration of Memorandum	Special Courts
	SLO-2	Rules of estoppels does not apply to minor	Circumstances under which surety is not discharged	Damage	Content of Memorandum of Association - Articles of Association – Meaning - Purpose of AOA	Definition of Depositories - Significance of Depositories
S-17	SLO-1	Alien Enemy	Discharge of Surety by Conduct of Creditor	Rules regarding Damages	UltraVires and Doctrine of UltraVires Table of Contents of AOA	Pros of depositories- Cons of Depositories
	SLO-2	Minor 's liability for necessaries	Discharge of Surety by Invalidation of Contract	Suit upon Quantum Merit	Distinction between MOA and AOA	Rights of Depositories - Obligations of Depositors
S-18	SLO 1	Case Study on Contract	Case Study	Case Study	Case Study	Case Study

Learning Resources	Legal aspects of Business, Ravinder kumar ,Cengage learning. Business law, Dr K N Ramasamy , RR Educational publishers Reviscos law by Rr M. B. Staniesser.	5. Dr. N.D. Kapoor, 2019, Elements of Company Law, Companies amendment act 2019, 31 st Edition, Sultan Chand &Sons
	3. Business law, by Dr. M .R. Sreenisasan 4. Business Law and Corporate Law – Balachandran, Vijay Nicole Publications	6. C.A. Kamal Garg Bharat's Corporate and AlliedLaws, 2013 Institute of Company Secretaries of India. Companies Act 2013, CCHWolter Kluver Business, 2013
		7. DrO.P.Gupta,DrVijayGupta&Mrs.S.K.Gupta,2020,Companylaw,onCompanies
		Act2013andamendmentAct2017,SBPDPublishingHouse

					Learning Asses	ssment				
	Bloom's				Continuous Learr	ning Assessment (50)	% weightage)			Final Examination (50%
	Level of Thinking	CLA - 1 (10%)	7 .	CLA - 2 (10%)		CLA - 3 (20%)		CLA - 4 (10%)#	"	weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
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 %	1317 -	100 %		100 %	100 %

^{*}CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, certifications,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager,	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Dr. R. JOSPHIN
Maersk Global Services, Chennai.	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr KANCHANA
·	Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Dr. G. SANGEETHA
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Course	U	CM23303J	Course		М	ARKETING MANAGEN	IENT	Cou	rse Cate	egory	C D	iscipline	Specia	ic Cor	e Cours	se				L T		P () C
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Prerequ				il Co-requis	te Courses	Data Daal/Oadaa/Ota	Nil	-	Progre	essive (Courses					11:1		Nil					
		Department (2)		mmerce		Data Book/Codes/Sta	indards	-		4						Nil .		• .		(DL 0)			
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		umer buying bel			segmentation	_AND	-6 - 6	A))	<u>چ</u> %	T (%	≥ 9	cati Ri	Nos .	<u>_</u>	.≅ la	cte	ė	ona	tia	ŧ,	mak	
		about different					47.7.5		og of	Expected Proficiency(%)	Expected Attainment(%)	Disciplinary knowledge	Communication Critical thinking	Problem solving	Analytical Research	AS IS	Self-directed	ersl	Life-long learning Professional	Experiential	Employability options	ou	Skills
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		ng Outcomes (this course, learr	ners will be able to:	- 15 A.M. 77			ЖĞ	¥ E				<u> </u>	re d	S S		<u> </u>	ŭ	<u>ㅠ, e</u>		
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S-1		Marketing Mana		Introduction	Product - Meanir		Consumer Behavio		ina	-	Channel I	Managei		Introd	uction		Promot	ion - M	leanino		finiti∩n		
S-2		Concept and D			Levels of Produc		Model of Consume				Types of				aotion		Objecti				milition		
S-3		Objectives of M		markoung	Types of Product		Consumer Decision				Importanc				nnels		Types			1011			
S-4		Nature and Sco		retina	Product Life Cyc		Consumer Decision				Channel ,						Differe			dverti	sina		
S-5		Difference betw				velopment - Meaning	Types of Buying D				Retailers						Public				- 0		
		and Modern Se	elling	J		, a v												,					
S-6		Selling Vs Buyi			Process of New	Product Development	Factors Influencing				Types of			4			Public						
S-7		Importance of I	•		Branding		Market Segmentati Definition		Ū		Retailer F	ormats					Person Advant	ages &	Disad	vantag	ies		,
S-8		Types of Marke	•		Packaging		Characteristics of I			tation	Technolo	gy in Re	tailing	1			Direct S Advant	ages &	Disad	vantag	ies		
S-9	SLO-1	Functions of Ma	arketing		Labelling		Level of Marketing	Segmenta	ation	l	Wholesale	er - Intro	duction)			Differei			Perso	nal Se	lling	
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		Marketing Mix -				aning & Objectives	Targeting - Meanin		ortance		Relations						Sales F						
		Marketing Mix -			Types of Promot		Selection of Target				Supply ch						Sales I						
		7 C's of Market	Ü		Direct Selling	een Personal Sellingand					Elements		٠,,		J	nt	Evoluti	on of S	ales Pi	romoti	on Sch	eme	
		Marketing Envi			Pricing - Meaning		Positioning - Mean				Strategic			/lanag	ement		E-Mar						
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S-15	SLO-1	Factors Influence Environment	cing Market	ting	Types of Pricing		Product Positioning	g Strategie	28	/	Phase of	Logistic	Develo	pmen	t		Compo	nents o	of E-Ma	arketin	g		
Learni Resour Learnin	_	Marketing			dar,Vijay Nicole In ns,Mcgraw Public	nprints Publications ation - 2020		3. An Int	roduction	to Mar	rketing Ma	anagem	ent by	Jaya F	Prakash	, Chai	nd Publ	ication	-2018				

	Bloom's Level of			FinalExamination(50%weightage)						
	Thinking	CLA-1(10%	b)	CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
		Theory		Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level1	Remember Understand	15%	15%	15%	15%	%	15%	15%	15%	30%
Level2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%
Level3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Total	100%			100%	1-0807	100%		100%	100%

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Dr. SHRUTHI.V
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Course Code	ULT2	23AE1J	Course Name	APPLIED .	TAMIL – I	-TELL		urse egory		AE	٠.,	Ability Enhancement Courses (AE)			L 1	T 0	_	2	C 2
Pre-req Cours	ses		Nil	Co-requisite Courses		Nil	ч		gre our	ssive ses			٠,					Nil							
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Course Lea	arning	Rationale (CLR):	The purpose of lea	r <mark>ning this c</mark> ourse is to:				L	ear	ning					Prog	jram	Learı	ning	Outc	omes	(PLO)			
CLR-1:		ிழ ின ் எழ ியச ் பசய ்		<mark>ால</mark> ் வரைச் சி	வரலாற	்தற	h.	1	2	3	1	2		4	5	6	7	8	9		11	12	13	14	15
CLR-2:	ПΠ	ாழிதமெ் பித	ஓழயின் றி <mark>எழு</mark>	<mark>ம்</mark> ஆற்றதல் அதட	யச்பசய்ன	் ல்	<i>i.</i>		cy	Ę		Concepts	8	gge	tion			Date		kills	Skills				
CLR-3:	வாய்	ப் பமாழி வழ	க்காறுக <mark>ைகின்</mark> ம	<mark>ച</mark> ∟െங்கதைை் ഒ	பெரியச் பச	<u>ய்ைல்</u>		ß.	cien	nme	<u></u>	Sol	eq	owle	aliza	4)	ing	ret	Skills	S g		S			
CLR-4:		ும ் எழு Fப ப்ைல்	ம் ம ுத ற, க	ட ு தர வதரய ு ।	ம் முத	ற அறியச <i>்</i>	¢"	f Thinking n)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	lative S	Problem Solving Skills	Communication	al Skills			~
Course Lea (CLO):	เคโกฐฮ	Outeomes ாற்ற	ல் திறத <mark>ன வை</mark> Af the end <mark>of this c</mark> o	ரச் பசய்ைல் urse, learners will be able to			7	Level of T (Bloom)	=xpecte (%)	Expect (%)	Funda	Applica	ink wii	Proced	Skills ir	Ability t	Skills ir	Analyze	Investigative	Probler	Commu	Analytical \$	PSO -1	PSO -2	PSO-3
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SLO-1 ைமிழ் எழுை ்F வரலாறு பிதழ நீ க ்கி எழு Fைலின்						வட்டார பமா	டார பமாழி ைமிழில் கடிை இலக்கியம் கவிதை எ					<u>ൈ</u>	ைட	_க்க	ம்										

S-4		அவசியம்			
	D60) CE60) X 1601		வட்டார பமாழியில் பசாலவதட	<mark>கடிை வ</mark> தககை	கவிதை எழுFம் முதற



Durat	ion (hour)	9	9	9	9	9
S-5	SLO-1	எழுை்Fைகின் பிறெ்பு	எத ிரச் <mark>ப் சால</mark>் வரல ாறு	ெழபமாழியும் பசாலவதடயும்	<mark>கடிை</mark> ம் எழுFம்முதற	ைன ் ⊏ ணரச் சி க ் கவ ித ை
	SLO-2	உயிர் எழுை்Fெ் பிறெ்பு	எத <mark>ிரச் ப்</mark> சால <mark>் ல</mark> ின ் உருவாக்கம்	வ ெசக் நதடயும ் பசாலவதடயும்	அலுவ <mark>ல் கடிை</mark> ம்	இயற்தக/ சமூகம் - கவிதை
S-6	SLO-1	பமய் பயழுை் Fெ் பிறெ்பு	இதணசப் சால ் ல ும ் எத ிரச் <mark>ப்</mark> சால் ல ு ம ்	மரபுை ் பொடர்	வாழ ்ை ் F/ ொர ாடடு க ் / நட ்ப ுக<mark>்</mark> கடி ைம்	காலந்வைாறும் கதைகை
	SLO-2	பமாழி முைல் எழுை்Fைக்	ைம ிழ ில ் எத ிரச் ப் ச ாற ்கை்	ெழபமாழி மரபுை் பொடர்வவறுொடு	க∟ ு தர வதக <mark>க‱</mark> ்	கதைகைில் கற்ெதனயும் உண் தமயும ்
S-7	SLO-1	பம ாழி இற ு தி எழ <i>ுை</i> Fகை	ஓபரழுுை் F ஒர ு பம ாழி – அறிமுகம்	ைமிழில் மரபுை்பைாடர்	கட ு தர எழ ுF<mark>ம</mark>் முதற	வாய்பமாழிக் கதை
	SLO-2	எழுை்F வவறுொடும் பொருளும்	ஓபரழுுை் F ஒர ு பம ாழ ியும ் பொருளும்	விடுகதை	கட ு த ரக ் க ைங <mark>் கலை</mark>	ஒரு ெக்கக் கதை
S-8	SLO-1	ணகர - னகர - நகர வவறுொடு	பசாற்கைின் ைன் தமகை்	நுண் ணறிவு பவைிெ்ெடு ைல்	வெொடட்டி க ் கட்ட <mark>ு தர</mark>	சிறுகதை
	SLO-2	லகர – ைகர - ழகர வவறுொடு	ஒரு பசால் ெல பொருை்	கதைை மரப ில ் நாட ுெ ்ப ு றக ் கதைகை	அ ட ெவக ் கட <mark>டு</mark> தர	கதை எழுFம் முதற
S-9	SLO-1	பசால்லும் பொருளும்	ஒரு பொருை் ெல பசால்	ைம ிழ ில [்] நாட ு ெ்ப ு றக ் கதைகை	ெயணக ் கட்டு <mark>த</mark> ர	சமூக உணரவி ன் பவைிெ்ொ டு
	SLO-2	காலந்வைாறும் பசாற்கை	பசால் உ <mark>ருவாக்கை</mark> ்தின் ெயன்கை்	நாடு ெபுறக் கத்கைளும் சமூக வரலாறும்	<mark>മ്ല</mark> ൈழ ി யல் கட ு தரகை	நிகழ்தவக் கதை வழிவய பவைியிடல்
Learn Resou	_	2. நாட்டுைப்புறை 3. தெட்ெப்புக்க 4. கதலையியல ் , க. ப	ுுை வவண் டும ா?, அ. க ி. இயல் ஆய ் வ ு, ச ு. சக ்த ் தல, ம ு. ச ுைந்திரம <i>ு</i> ஒ ு தேல், அதட்டி அதை : <u>https://tamilheritage.org/</u>	ிவவல் , மண ிவாசகர ் ெ∮ ை் F, அற ிவ ுெ் ெதிெ	திெ்்ெகம ், பசன ் தன, 2006. ்ெகம ், பசன ் தன, 2008.	

Continuous Learning Assessment (50% weightage)

	Bloom's	CLA -	1 (10%)	CLA -	2 (10%)	CLA -	3 (20%)	CLA -	4 (10%)#	Final Examinat	ion (50% weightage)
	Level of Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	200/	
Level I	Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	
Level 2	Analyze	40%	30%	30%	40%	30%	30%	30%	30%	30%	-
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	
Level 3	Create	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Total	10	0 %	10	0 %	10	0 %	10	00 %		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, hiruvanmiyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literaturel, Pondicherry University, Pondicherry	1.Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST,KTR
		2.Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP. 3.Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP. 4.Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR. 5.Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

	urse ode	U	LH23AE1J	Course Name	APPLIE	D HINDI- I	ATEN	Course Categor	Δ	E	٠.,	Ability	/ Enha	nceme	nt Co	urses	(AE)			L 1	T 0	P 2	O 2	C 2
Cour			Nil		Co-req <mark>uisite</mark> Courses	Nil	SOLIE.		Progres Courses		Nil													
Cour	se Offeri	ing De	partment	HINDI		Data Bo	ook / Codes/Standar	ds							٨	Vil								
			ationale (CLR)		le <mark>arning this c</mark> ourse is to				Lea	rning					Prog	gram L	.earnin	g Ou	tcom	es (Pl	.0)			
				e the Constant moral <mark>v</mark>			- 4 - 4	N.,	1	2	3	1	2	3	4	5	6	7 8	3 9	10	11	12 1	3 14	15
		cus or	n Evaluating t	the social changes t <mark>hro</mark>	ugh prose		ATTEN				. 4								(0					
CLR-	3: _{To}	Displa	av moral and	social values in th <mark>e fie</mark> l	ld of religion and com	munal Unity		E 17 SE	Ê					ted			a)	ing	Skills	βL	ion	S		
CLR-	4: To		translation o	f good literature <mark>and ar</mark>			li Language to Engi	lish and	evel of Thinking(Bloom)	Expected Proficiency(%)	Expected Attainment(%)	-undamental	Application of Concepts	h Relati	Procedural Knowledge	ization	Ability to Utilize Knowledge	Model	Anaryze, interpret Investigative Skill:	Problem Solving Skills	ommunication	Analytical Skills PSO -1		
				o tackle Admini <mark>stra</mark> tive	terminology	2.54	73 T 19 1 1		evel of hinking	Seci	ing	dan	lica	cip Wit	Sed We	ls ir	ity t	ls ir	stic	pler	ושו	<u>¥ </u>)-2	င္ပ
			utcomes (CLO		s course, learners will be		and there are	-10.75	I E	TX 5	Exp Atta	F 전	App	Ę Ę	Pro	Skil	Abil	Skil	IN E	Pro	Ö.	Analy	PSO.	PSO-3
CLO	-1 : Und	dersta	nd the variou	s forms of Pro <mark>se and</mark> o	lifferent aspects of so	cial issues	20, 20, 20, 20, 20		2	75	80	Н	Н	Н	М	L	Н	LΛ	1 L	L	H	М-	-	-
				s on Ramaya <mark>nan</mark>		N 18 / R	5 1 1 Land 10	78/	2	80	90	Н	Н	Н	М	L	Н	НΛ	1 L	L	H	Л -	-	-
				acy in Transl <mark>atio</mark> n		1777	N 311 141	779	2	75	95	Н	Н	М	L	Н	Н	М	Н М	М	H H		-	-
			le technical w			777 1. 77	7711 712	- Po-2	2	80	90	Н	Н	L	Н	М	Н		H H	М	H F	1 -	-	-
CLO	.5 : To	evalua	ate the nuanc	e in essays	72		4 1 2 2	5 1	2	85	90	М	Н	М	Н	L	Н	Н	L H	М	H	H-	-	-
Durat	ion (hou	ır)		9	9	-	to have the N	9					9	_			I			9				$\overline{}$
	SLO-1		HANI		NIBANDH	**************************************	BAL RAMAYAN	•	70.7	A	NUVAD		Ť	-			PARIB	HAS	HIK S	-		ı .		
	SLO-2		DHARNA		VDHARNA		KHATHA VASHTU				VDHAR	VA					ARTH					·		-
	SLO-1	AR			ARTH		AVADHPURI MEN R	RAM			RTH						PARIL	BHAS	SHA					-
	SLO-2		/ARUP		SWARUP		RAM KE ADARSH K KARNA	E PRATI PR	RERIT	s	WARUF		₹		Ŧ		SWAF	RUP						
S-3	SLO-1	PA	RIBHASHA		PARIBHASHA		RAMAYAN KE PRAT	TI RUCHI JA	GANA	P.	ARIBHA	SHA					PRAK	ΆR						
	SLO-2	KA	HANI KE TATV	'A	AHABHARAT KE SAM BHALKRISHNA BHAT		RAMAYAN KA SAM	AJ MEN MAH	HATVA	P	RAKAR	1					AVAD	HAF	RNA					
S-4	SLO-1	UD	DESHYA		LEKHAK PARICHAYA	7 17 /	LOKJEEVAN KE PR	ATI JAGRUF	KARNA	M	AHATV.	4			7		PRAY	′OJA	Ν					
	SLO-2				PATH KA VISLESHAN		JANGAL AUR JANK			U	DDESH	YΑ					UDDE	SHY	Α					
S-5	SLO-1		TASH MAN KI		UDDESHYA		GURU KE PRATI AL	DAR BHAV			NUBAD I						MAHA	4 <i>TVA</i>	1					
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S-6	SLO-1	KA	HANI KA PARI	CHAYA	PAURANIK KAHANIYO KARANA		VIDHARM KA PRAT	IFAL		Н	INDI SE	ANGRE	ZI AN	UVAD			UDDE	SHY	Α					
	SLO-2	KA	HANI VISLESH	IAN	MAHABHARAT <mark>EVAM</mark> SAMAJ KI TULNA	RAMAYAN KE	VAN JEVAN SE AVA			Al	NGREZI	SE HIN	IDI AN	UVAD			TAKAI	VIKI S	SHAB	DAVA	LI KA	мна	ΓVA	
	SLO-1		L MANOVIGYA		BABUL AUR KAKTAS RAMDARASH ISHRA	H-	SITA KE ADARSH C AVAGATKARANA				NUVAD I			N			HINDI							
	SLO-2		MANTA KA CH		LEKHAK PARICHAY		RAM KE CHARITRA		T KARAN		NUVAD I						ANGR				HABD			
S-8	SLO-1	DIF	SE DIP JALE-	- USHA YADAV	PATH KA VISLESHAN		VIRTA KE BHAV JA	GANA		SI	HROT BI	IASHA	KA G	YAN			EK DIN EK SHABD							
	SLO-2		PNE KE LIYE S		MANVATA KO JIVIT F PRERNA		PATH KA VISLESHA				AKSHYA	_		GYAN			SHABI	-		-	HAN			
S-9	SLO-1	SA	MASYA KA SM	MADHAN JAD MENHOTA	AAJ KE SANDARBH N	ИE	PATH PRICHARCHA	4		Al	NUVAD I	(A DA)	/ITVA				PATH	PRIC	HAR	CHA				

SL	0-2 PRASHNAB	HAYASH	PRASHNAE	BHAYASH	PRA	ASHNABHAYA	ASH	ANU	IVAD KA ABHYAS	SH	PRASHNABHAYASH
earnin esource		AYOJAN MULOK HINDI",	SRIJONLOK PUL	BLICATION, 20	23, New Delhi.) E	NCA	1			PUNRIKSHAN
arning	Assessment							4 / x			·
	Bloom's Level of			Continuous I	earning Asses	ssment (50% w	reightage)	- Y V.	<i>/</i>	Final Examination	n (50% weightage)
	Thinking	CLA - 1 (10%)		CLA - 2 (10		CLA - 3 (20		CLA - 4 (10	0%)#		(**************************************
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
evel 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand			X 7 /		60 T 10 T 10 T	16.573		1		
evel 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze			. /		V-8000	7,146,000	A.			
evel 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create				1200	Market Co.	1000				
	Total	100			100 %		100 %		100 %	7	100 %
LA – 4 (can be from any comb	ination of these: As <mark>signmer</mark>	<mark>nts, Seminars, Tec</mark>	ch Talks, Mini-P	rojects, Case-S	tudies, Self-Stud	dy, MOOCs, Cer	tifications, Conf	. Paper etc.,		
	Designers			. 16	F. 38.	10 PM	1. 18 500	100	11 1		
	from Industry			Experts from	Higher Technic	al Institutions	- No. 5.2	10 10 E		Internal Experts	
	tosh Kumar Editor : Sr ashishth Nagar, Ara – 8			1. Prof.(Dr.) S.	Narayan Raju, I	lead, Departme	ent of Hindi,CUT	V, Tamilnadu		1. Dr.S Preeti. Ass	sociate Professor & Head, SRMIST
Alumni				Student		- 4L.		2000		2. Dr. Md.S. Islam	Assistant Professor, SRMIST
uilding 9	Associate (Finance Op 9,2nd and 3rd Floor, Ce	perations)Cargill Business S essna Business Park, nahalli, India, Bengaluru, Ka		Maimunah she Reg: RA21310 Dept: of Biotec	01010006	N	7 · · ·	Art. III	18	3.Dr. S. Razia Beg	gum, Assistant Professor, SRM IST
	, c,	,a, 20.19a.ara, 10								1 Dr Nigho Murlid	haran Assistant Professor, VDP,SRN

LEARN · LEAP · LEAD

Cours	9 0	ILF23AE1J	Course Name	FRENCH FOR SPECIFIC PURP	POSE-I	CourseCa			AE			y Enha	nceme	nt Cou	rses (AE)			L 1	T P	1	0 2	C 2
	isite Cou			Co-requisite Courses Nil				Progre	essive	Cours	es /	Vil											
Course Depart		Fre	ench	Data Boo	ok / Codes/Standard	S	4	11	ĺλ					ı	Vil								
Course	Learning	Rationale (CI	LR): The purpo	se of learn <mark>ing this cour</mark> se is to:	-		L	.earnin	g	1			Р	rogram	Learr	ning	Outco	mes	(PLO)			
CLR-1:				nts both in oral and written			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12 1	3 14	4 15
CLR-2:	Expres	ss their sentir	ments, emotions ar	nd opi <mark>nions, rea</mark> cting to information	n, situations	A		(þe				ng			g	,	,		
CLR-3:	Make	them learn th	e basic rules of Fre	enc <mark>h Gramm</mark> ar.	Ail	138.13	Level of	E) 6	6	<u>a</u>	φ	Link with Related Disciplines		Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	e	Problem Solving Skills	Communication Skills			
CLR-4:				of texts of different origin	24. 1	2.340.1	į	Thinking(Bloo Expected	Expected Attainment(%)	Fundamental Knowledge	ion	^윤 8	Procedural Knowledge	zati		×	Ğ	Investigative	ñ		É		
CLR-5:				e <mark>ar of sp</mark> eaking a foreign language	e and take positior	n as a	₽.	ing self	te la	E a	cat	흥분	ed led	alizi	y to	.⊑	/Ze	tig	eL	Skills	§ -	- ?	က္
		ner speaking	French		-dis-33/4/2		<u>e</u> :	ž e iš	pe i	ğ	ild	sci _j	OC N	ills	ilit Nov	ills	a erg	ves	Skills	Skills	שות סמק	PSO	PSO-3
		Outcomes (C		of this course, learners will be able to:	2010/06/04		ıË	는 X 및	ĹЩĀ	[교 호	: ₹ŏ		도조	တွ် တွဲ			₹₹				ζĞ	<u>. 82</u>	8
			dge about French <mark>l</mark> a			lin 11 - 12	2	75	80	H	I M	Н	Н	М	Н	Н	L	М	М	H L		- -	-
				ept, culture, civilization and transla	ation of French	33.00	2				1 H	L	Н	Н	М	Н	М	L	L	H 1	-		
CLO-3				in French language	March Comment	and Sulfering	2				H	L	М	Н	М	L	Н	М	М	H F	1		
CLO-4				nguage into other language	Walter M.	10.7	2			ŀ		М	Н	М	Н	Н	М	L	Н	M L		<u>- -</u>	
CLO-5		prove the con	nmunication, int <mark>erc</mark>	<mark>ultur</mark> al elements in French languag	ge	7 7 7 7	2	85	90	N		Н	L	М	M	Н	Н	Μ	L	Η Л	1	<u>- -</u>	-
Duration			9	9	1111 7 2 3	9					9								9				
S-1		TP de chimie		Le jour des examens		ratif négatif			Compr	endre u	ıne lettr	e de mo	otivation	Com	prendr	re la	structu	ure d'	un rap	port de	stag	Э	
		Les exemples		Les activités	-Le pa	ssé composé avec	c être)	Les ex	emples				Trou	ver de	s mo	ts clés	S-					
S-2		- Un TP au labo	oratoire-	Le sms à la française -		emples			Repére	r le pré	esent			Les	activité	s							
	SLO-2	Les exemples		Les activités		sé composé des v minaux	verbe	es	Les ac	ivités		7		Com	prendr	re un	texte	techr	nique-				
S-3		Comprendre ur	1 TP	Les examens	-La red	cherche de stage	-		, le pas	sé con	nposé e	t		Les	activité	s							
	SLO-2	Les exemples		Les activités	Les ex	emples			Les ac	ivités		1		Les	exemp	les							
S-4	SLO-1	-Suivre un prote	ocole expérimental -	-Donner des conseils	Les ac	tivités			le futur	dans u	ın texte			Rele	ver de	s arg	jumen	ts da	ns un	texte-			
		Les activités		Les exemples	Le stag	ge en France			Les ex	emples	- /			Les	activité	S							
S-5	SLO-1	Lire des équation	ons chimiques -	-Écrire et comprendre un sms -	Les ac	tivités	n				de stag carbura			Les	exemp	les							
	SLO-2	Les activités		Comprendre une interdiction	Le CV	français	г	-	Les ac	ivités				Les	activité	s							-
S-6	SLO-1	Identifier des fo	rmules chimiques à l'	oral Les activités	Les ex	emples			Le stag	е				Les	activité	S							
	SLO-2	Les exemples		-Donnez des consignes -	La lettr	e de motivation-			Les ex	emples				Les	pronon	ns C	OI						
S-7	SLO-1	- L'infinitif pour	exprimer un ordre ou		Compr	endre une offre de	e sta	ge	La mét	hode d	u plan d	détaillé-		Les	exemp	les							
	SLO-2	Les activités	•	Comprendre	Les ex	emples			Les ac					Les	exemp	les							
S-8			s les consignes) -	Les exemples	Les ac	tivités			Les ex	emples				Les	activité	s							
		Les exemples	<u> </u>	et parler d'actions passées-	Compr	endre et réaliser u	ın C\	/	Le con	enu du	rappor	t de sta	ge	Que	lques v	verbe	s et le	eur pr	éposit	ion			
S-9	SLO-1	La nominalisati	on	Les exemples	Les ac				Les ex						activité			•	-				
	SLO-2	Les exemples		L'impératif des verbes pronominau	ux Les ex	emples			Les ac	ivités				Les	exemp	les							

Learning	Theory:
Resources	1. "Tech French" French for Science and Technology, Ingrid Le Gargasson, Shariva Naik, Claire chaize, Les éditions Didier, India, 2011.
	Learning Assessment

	Bloom's Level of			Continuous L	earning Asses	sment (50% w	eightage)			Final Examination (50% weight	ghtage)
	Thinking	CLA - 1 (10%)		CLA - 2 (10	%)	CLA - 3 (20%)		CLA - 4 (10	1%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
evel 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand			73				< 1 / 7			
evel 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	•
	Analyze			43.					4 ~ `		
evel 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create						11.00		7		
	Total	100	%		100 %		100 %		100 %	1	00 %

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

0	- de LIMOSSOS I	Course Name	CTATICTICS FOR RUSINESS	Course Cotomonia	_		0		'l = = 4! =	^				L		Т		Р	0		С	$\neg \neg$
Course Co	ode UMS23G05J	Course Name	STATISTICS FOR BUSINESS	Course Category	G		G	eneric E	iective	Cou	rses			3		0		2	2		4	
Pre-requisit	e Courses Ni	l Co-requisit	e Courses Nil		Progressi	ve Cou	ırses		Ni				II.									
Course Offe	ering Department Ma	thematics and Stati	stics Data Book / Codes/Standards	3	Graph pa	per			4													
Course Lea	rning Rationale (CLF	The purpose of le	earning this course is to:	3		Lea	rning	71				F	rogra	m Le	arning	g Out	comes	(PLO)			
CLR-1: To	o learn and understand	I fundamental concep	ts of statistics			1	2	3	1	2	3	4	5	6	7	8	9	10 1	1 12	2 13	3 14	15
CLR-2: G	et understanding on th	e different methods o	f statistical techniques				>		(1)									ce			Ī	
CLR-3: To	o enable the use of sta	tistical, graphical and	I algebraic techniques wherever relevant.			_	Proficiency	Attainment	gp				age	a			=	on Finance	ρ D			Ì
	o apply statistical techi			164	3700	<u>s</u>	iji je	Jin Jin	Ne Ne	lysis		ign	Usa	ture	∞ ≥	.	ear	# S				Ì
CLR-5 : G	et understanding on th	e different methods o	f index numbers, Employ appropriate me	thods in time series	11 S. F. F.	hinking	Pro	Aff	Ž	Analysis	ent	Design, h	Tool		i i	,	_ ∞ .	ica at.				ĺ
				E17. 1		= (E	pe.	pe:	ic	m/	S L		Ţ	∞ŏ	in me	1	ra	E E	Long		2	က
Course Lea (CLO):	arning Outcomes	At the end of this of	course, learners will be able to:			Bloor	Expected (%)	Expected (%)	Scientific Knowledge	Problem	Design & Development	Analysis, Researc	Moder	Society	Environment & Sustainability	Ethics	Individual & Leam Work	Communication Project Mat. & Fir	Life Lo	PSO -	PSO -	- OS
CLO-1 : To	o recognize the import	ance and value of <mark>sta</mark>	tistical thinking and approach to problem	solving	1		7	- 1	M	L		-	-	-	-	-		- -	-	-	-	-
CLO-2: T	o have a skill in interp	retation and analy <mark>sin</mark> g	g <mark>the data by graphical and different meas</mark>	sures of averages	16.7		- ()	- 1		Н		-	-	-	-		.	- M	-	-	1-	-
CLO-3: T	o calculate and apply	measures of location	and measures of dispersion grouped a	nd ungrouped data case	S.	Н	-: 1	177		М			-	-	-			- M	-	-	1-	-
CLO-4: T	o calculate and apply	correlation and Regre	ession concepts	Min of the	1111111	H I	9.1	-4		М	- /	-	-	-	-	- -		- M	-	1-	1-	-
CLO-5 : T	o understand the basi	notions of time serie	es and index numbers and its applications	The state of	5 1	М	114	-	Н	М	- "	-	-	-	-		.	- -	-	-	1-	-
			E. C.			- 55	-	-37	1-1	-	-	-	-	-	-			- -	-	-	1-	-

Duratio	n (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
	, ,	15	15	15	15	15
S-1	SLO-1	Introduction of Statistics, Definitions Background of statistics, Origin and growth of statistics	Introduction of 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 SLO-2	Practical – Statistical Enquiry	Practical – Arithmetic mean - problems- shortcut methods	Practical - Problems on Quartile deviation	Practical – Scatter diagram applications	Practical – Models of time seriesapplications
S-6	SLO-1	Sources and method of datacollection	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 -	Methods of least square problems

diagrams	Median -problems-discrete data Median -problems- continuous data Practical – Applications of Median problems Mode-definitions-merits and demerits, raw ,	Standard deviations –problems-raw data	Karl Pearson's Correlation Co-efficient- deviation method-from an actual mean - problems Spearman's Rank CorrelationCoefficient- definition-simple problems Practical - Problems on correlation Regression Analysis: Regression -	Methods of least square problems Seasonal indices-procedure and problems Practical – Problems on least square method
Parts of a table Practical - Classification and Tabulation Diagrammatic presentation- Types of diagrams	Practical – Applications of Median problems	Practical – Problems on Mean deviation	definition-simple problems Practical - Problems on correlation	Practical – Problems on least square method
Tabulation Diagrammatic presentation- Types of diagrams				method
diagrams	Mode-definitions-merits and demerits, raw ,	Standard deviations- Discrete data-	Pograccion Analysis: Pograccion	4
Por diograma		problems	Regression Co- efficient	Introduction of Index Number
Bar diagrams	Mode-discrete data Problems	Standard deviations- Continuous data- problems	Definition and Uses	Unweighted index number
Pie diagram	Mode -problems- Discrete data	Coefficient of Variation problems	Types of Regression Equations	Weighted index number
Histogram-Frequency polygon	Mode -problems- Continuous data		Regression Equation of X on Y and Regression Equation of Y on X	Test of consistency – Time Reversal test
Cumulative frequency curve (ogive)	Empirical relationship between Mean, median, and mode		Relationship between Correlation and Regression Coefficients	Test of consistency – Factor Reversal test
Cumulative frequency curve Less than and more than(ogive)	Problems on Empirical relationship		Problems on the Relationship between the Coefficients	Consumer price index number, definition, uses and problems
Practical – Graphical representation of Statistical data	Practical – Applications of Mode problems	Practical - Skewness and its applications	Practical – Regression equations	Practical – Applications of index number
	Histogram-Frequency polygon Cumulative frequency curve (ogive) Cumulative frequency curve Less than and more than(ogive) Practical – Graphical representation of Statistical data J 1. Gupta S.P (2012),	Histogram-Frequency polygon Mode -problems- Continuous data Cumulative frequency curve (ogive) Cumulative frequency curve Less than and more than(ogive) Practical – Graphical representation of Statistical data Mode -problems - Continuous data Empirical relationship between Mean, median, and mode Problems on Empirical relationship Practical – Applications of Mode problems Statistical data Fractical – Applications of Mode problems Statistical data	Pie diagram Mode -problems- Discrete data Coefficient of Variation problems Histogram-Frequency polygon Mode -problems- Continuous data Applications of Coefficient of Variation Cumulative frequency curve (ogive) Empirical relationship between Mean, median, Graphical representation of dispersion- and mode Cumulative frequency curve Less than and more than(ogive) Problems on Empirical relationship Measures of Skewness- Absolute and Relative measure of skewness Practical - Graphical representation of Statistical data Practical - Applications of Mode problems Practical - Skewness and its applications	Pie diagram Mode -problems- Discrete data Coefficient of Variation problems Applications of Coefficient of Variation Regression Equation of X on Y and Regression Equation of Y on X Cumulative frequency curve (ogive) Empirical relationship between Mean, median, and mode Cumulative frequency curve Less than and more than(ogive) Practical – Graphical representation of Statistical data Mode -problems- Discrete data Coefficient of Variation Applications of Coefficient of Variation Regression Equation of X on Y and Regression Equation of Y on X Relationship between Correlation and Regression Coefficients Measures of Skewness- Absolute and Relative measure of skewness Problems on the Relationship between the Coefficients Practical – Applications of Mode problems of Statistical data Practical – Applications, Sultan Chand & Sons, New Delhi

	Bloom's	Continuous L	earning Assessme	nt (50% weightage)		1,77				Final Examination	n (50% weightage)
	Level of Thinking	CLA - 1 (109	6)	CLA - 2 (10%)		CLA - 3 (20%)	CLA - 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	30%	30%	30%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze			/ 1	I L'AIVIN	^{1}LFA	D. TEA				
Level 3	Evaluate	30%	30%	30%	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 Academic	Internal Experts
Dr. V. Prakash, Dr. Ambedhkar Government Arts College, Chennai	Ms. Madhumitha J, Ass. Prof., FSH, SRM IST
Dr. M. Vasantha, ICMR, Chennai	111111111111111111111111111111111111111

Course Code	UCM23S01L	Course Name	OFFICE AUTO	MATION	Course Category	S					Skill I	Enhance	ment				L 0	T P 0 2	0 C 2 1
Pre-requisite Cou	ırses	Nil Co	-requisite Courses	Nil	Progressive	Courses	· ·	7					Ni						
Course Offering D	epartment	Commerce	Da	ta Book / Codes/Standar	rds Nil		4												
Course Learning F	Rationale (CLR):	The purpose of learnin	g this course is to:	-			Learning	1		Progra	am Lea	rning Ou	comes (PLO)					
	stand the importance of						1	2	3	1			6	7 8	9	10 1	112 13	3 1	4 15
	stand various types of M		40.					-			5	9 9							
	rizes with Documents p		ord		the Wite.			(%)		ه چ	Communication	Critical thinking Problem solving		g	8	<u>.</u>	单单	<u>=</u>	S
	stand about Excel Funct			7 9.7	25 3 3 4 7		± ₽3	Expected Proficiency	Expected Attainment	Disciplinary	i i	id a	Analytical Research	Reflective	Self-directed learning	Leadership Life-long	Professional Experiential	Employability options	Decision making skills
	about Power point slide		401	25.0	5-08-7		is is	Expected Proficiency	Sec	di di	E E	ber ble	alyt sea		ት Έ	Leadersh Life-long	fes Jetji	Employa options	cisi King
Course Learning C			e, learners will be able to		Sec. 5577 - 102		Level of Thinking			Dis				8 e					
	nental of office automati				The 1 1776	Tarant.	3	75	65	Н	M	M M	4 L	L		1 M F		Н	$H \mid H$
	al concepts of Office aut	omation	- 274 L	000000000000000000000000000000000000000		-275	3	75	65	Н		M H		L		H M F		Н	H H
	/IS -office operations				Was Harris		3	75	65	Н		H H				. M F		Н	H H
	tand Spreadsheet opera			A 40 A 10	7.79.79.5		3	75	65	Н		M M				_ M F		Н	H H
CLO-5 Underst	tand the practical usage	of Slide presentation		382	APS 37 3721		3	75	65	H	H	M H	4 L	<u> L</u>	$L \mid L$	_ M <i>F</i>	$H \mid H \mid$	Н	H H
				21 Cycles - 30			100												
Duration (hour)	Learning Unit / Module		Learning Unit / Module		Learning Unit /		3		Le	arning U	Init / Mo			L	earnin	g Unit /	Module	e 5	
S-1 SLO-1		6 Entering or	Table and table prepar	6	million have	6						6					6		
	MS Word - Creating do typing text- Select- Und Pasteand Paste Specia	lo, Cut, Copy,	Cells - split Table - Auto	ties- MergeCells – Split o fit															
	Font style, Bold, Italic, S Bullets	Subscript, S <mark>uperscri</mark> pt,	Text Directions - Conv Margins, Columns, Hyp	ert - Formula – Orientat henation	ion,					1	?	7:							
S-3 SLO-1	Insert Picture, Paragrap	h alignment	watermark, Page color, Spacing,	PageBorder, Indent,	1967					1									
	Insert Page break - Pag		Mailings - Mail Merge- spelling -Thesaurus	Envelopes - Labels -	<1533	*			- (/								
	Header and Footer, che	eck, Chart, Symbol	Translate - Designing	TEARN	- 1 L' A				. L	1									
S-6 SLO-1	Export document- Conv	rersion	Print preview, Page lay	out, Page orientation	LILIT	Γ.	LE.	A.L		/	٠,								
Learning Resource Reference books	2) Dr.Rizwan	Ahmed, Office autom	sics with Office Automatic ation, Margham Publicatic n tools, Nageen Prakash	on	,					9									

	Bloom's Level of		Continuous Lea	rning Assessment (50% weigh	itage)	Final Examination
	Thinking	CLA – 1 (10%)	CLA – 2 (10%)	CLA - 3 (20%)	CLA – 4 (10%)	(50% weightage)
		Practice	Practice	Practice	Practice	Practice
evel 1	Remember	30%	30%	30%	15%	30%
	Understand					
evel 2	Apply	40%	40%	40%	20%	40%
	Analyze	/ * /	421		- 2	
evel 3	Evaluate	30%	30%	30%	15%	30%
	Create			No. 10 to 10		
	Total	100 %	100 %	100 %	100 %	100 %

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Expert
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chen		Dr. K. ALAMELU D. VENKATESAN

Course	Course UCM23P01L		Course Name	INTERNSHIP - I	Course Category	IAPC	Interns	hip/Apprenticeship / Project/Community	L	T	Р	0	С
Code			Oodi 30 Hailio	INTERNOTIII T	oddiac dategory	IAIO		Outreach (IAPC)	0	0	0	0	1
Pre-requisi	Pre-requisite Courses		Co	o-requisite Courses	Nil	Progressive C	ourses	Nil					
Course Off	Course Offering Department			Commerce	Data Book / Codes/Standards	Nil							

Guidelines for Summer Internship:

- 1. Students must undergo industrial training at the end of Second semester for 15 Days in any industry and submit the report in the Third Semester Examination.
- 2. Industries can be Micro, Small, Medium or Large Scale
- 3. Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
- 4. Students should submit an acceptance letter from the industry for his/her Internship
- 5. Students must submit a Training Report along with a training certificate Issued by the industry
- 6. Report should have the following if Industrial training
 - Industry Profile
 - Company Profile
 - Job Profile
 - Internship Training Details
 - Feedback of the Training
- 7. Reporting Format Minimum of 50 Pages and Maximum of 75 Pages Times New Roman Font Font Size Heading 14 and Content 12 Line Spacing 1.5
- 8. Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
- 9. Report Submission One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of the Semester Examination
- 10. Marks Will be awarded as follows Internal Viva 50 Marks and End Semester Viva 50 Marks
- 11. If the Student has Failure to undergo the training or submit the report will be treated as a failure in that course and the student has to redo it in the forthcoming semesters

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

	Course Code UCD23V04T Course Name INDUSTRY ORIENTED EMPLOYABILITY SKILLS FOR COMMERCE					Cou	rse Cate	egory	V			Valu	e Addit	ion C	Course)		L 2	T 0	P 0	
Pre-req	uisite C	ourses	Nil	Co-requisite Courses	Nil	Progre	essive C	ourses		N	lil										
		g Department	Career Guidance	Cell Data Book / C	odes/Standards	- 1	Η .	4 .													
Course	Learni	ng Rationale (CL	R): The purpose	of learning this course is to:	W 5	Lea	rning					P	rogram	Lea	rning	Outcor	nes (F	PLO)			
	Unde			and combinations, probability and approa	ach questions in a simpler and	1	2	3	1	2	3	4 5	6	7	8	9		11 1	2 13	14	15
CLR-2	Unde	erstand the differe	nt parts of speech	and use them in sentences appropriately									_	g		<u>e</u> .		S			
CLR-3	Unde	erstand the import	A 7 1 7 1 1 1	king	(%)	(9	. 1	uo	gr.	20	atec	lişi		ualitie	i j	skills _		ing			
		interviews confide				ië	(°)	() T =	≥ ø	cati	nkir i	2	<u>le</u>	Ē	8	ë Š	ear	tia a	iity	nak	
		elop their domain s			5.24. 272	₽ €	stec	nen te	ina edg	Ë	Ę.	i gal	단	tive	ng ge	es:	<u>ق</u> ا	sion ien	g g	2 5	SIIIS
(CLO):		ng Outcomes		nis <mark>course, l</mark> earners will be able to:		Level of Thinking (Bloom)	Expected Proficiency (Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Analytical	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qua	Life-long learning	Professional Experientia	learning Employability	Decision making	ICT SI
	inno	vative method	•	a <mark>nd combi</mark> nations, probability and approac	10 F/C 10 W 11 C	3	80	70	*	-	I	Н	Ī	M	-	-	-	-	. -	-	L
				and use them in sentences appropriately		3	85	75	М	Н	-,1		-	M		Н	Н	M N		-	-
				reparation and building a resume	N. ASS.	3	85	80	М	Н	M	-	-	М	М	Н	М	ΗΝ		М	
		interviews confide			1 081 WH H.	3 85 80 H M H M - M						M	М	М	M L	_ H	М				
CLO-5	: Deve	elop their domain s	skills to face the ir	t <mark>erview</mark>		3	85	80	Н	М	Н	М -	M	L	M	М	М	ML	_ H	М	М
Duration (hour)	n		6	6	- 6	1/2		40		6	7	3						6			
S-1		Permutation and Introduction	Combination –	Puzzles Selections – Introduction	Resume Writing – Introduction	<i>,</i> ' '	Negotia	ation Ski	lls - Intr	oductio	n	S		Present FY Budget Analysis – Introduction							
		Permutation and Problems		Puzzles Selections – Problems	Resume Writing – Formats		Negotia	ation Ski	lls – Pra	actise S	ession	n'		Present FY Budget Analysis							
S-2	SLO-1	Probability – Intro	duction	Puzzles Distribution - Introduction	Resume Writing – Practise Sessi		"	ation Ski						In	troduc	ction		•	ta Handl		
		Probability - Prob		Puzzles Distribution - Problems	Resume Writing - Practise Sessi	on II	Negotia	ation Sk	lls – Fe	edback	Sessi	on		La	arge Da	ata Har	ndlers	& Pivo	ot - Prac	tise Se	ssion
		Data Sufficiency -		Change of Voice – Introduction	Presentation – Introduction	A D		sing Acti							dvance Introdu		el - VL	ookup	, XLooku	p, HLo	okup
		Data Sufficiency -		Change of Voice – Rules & Conversions		CIL	Feedba	sing Acti ack Sess	sion				·				•		up – Prad		
		Escalator Problem		Change of Speech - Introduction	Presentation – Types and Rules		How to	collect,	analyse	and s	nare F	eedbac	k	Ad	dvance	ed Exce	l – Fu	nction	s – Intro	duction	
		Escalator Problem Problems	•	Change of Speech - Rules & Exercises	Presentation – Using Visual Elen	ments How to collect, analyse and share Feedback					Fι	unction	ns – Pra	ectice	Sessio	on					
		Surds and Indices		Attention to Details – Introduction	Presentations – Oral & PPT – Mo Presentation	introduction to Economics, Business & Banking					Та	ally - C	Overviev	v & Us	sage -	Introduc	tion				
		Surds and Indices		Attention to Details – Benefits and its Importance	Suggestions and Tips to improve	and scope						-			-	- Practice					
		Cubes & Cuboids		Completing Statements - Introduction	Types of Interviews - Group / Str – Introduction	Stress / HR Banking & Budget Terminology – Introduction					-	Introdu	uction		•	Filings fo					
	SLO-2	Cubes & Cuboid -	- Problems	Completing Statements - Types & Rule	s Types of Interviews - Mock Interv					GST - Overview & Monthly Filings for GST & IT – Practice Session					r GST						

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

Level	Bloom's Level of	Continuous Learning Assessment (100% weightage)										
	Thinking	CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%) #							
		Theory	Theory	Theory	Theory							
evel 1	Remember	10%	10%	30%	30%							
	Understand		the Year									
evel 2	Apply	50%	50%	40%	40%							
	Analyze		E4 x 1 2.342.172									
evel 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		0.4 · · ·
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. M. Ponmurugan, Executive PMOSS, Cognizant	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita	Dr. Sathish K, HOD, Department of Career Guidance Cell, FSH, SRMIST
TechnologySolutions India Pvt. Limited, Chennai	Vishwa Vidhyapeedam, Coimbatore	Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance Cell, FSH,SRMIST

SEMESTER - IV

Course Code	UCM23401J	Course Name	CORPORATE AC	COUNTING - II	Course Category	С			Disc	ipline-	Specif	c Co	re Co	urse			 	L T 3 0		C 4
Pre-requisite Cours	es	Nil	Co-requisite Courses	requisite Courses Nil Progressive Courses Nil											1					
Course Offering De	partment		Commerce	Data Book / Codes/Stand	dards Nil	4 14														
Course Learning Ra	course Learning Rationale (CLR): The purpose of learning this course is to: Learning Program Learning Outcomes (PLO)																			
CLR-1: Understand	the Fundamental cor	ncept of amalg	amation, absorption, and recor	nstruction.		1	2	3	1	2	3 4	5	6	7	8	9 1	0 11	12 1	3 1	14 15
CLR-2: To know the	procedure of prepar	ation of bankir	ng final account.	1																
CLR-3: To know the	reasons for the prep	aration of the	consolidated financial stateme	nt.	AND THE	11_		- 1	77											
Insurance C	ompany	'	etermine the revenue account	of Life Insurance Compa	any and General	(Bloom)	(%) xou	ent (%)	edpe	skills		g.	skills		learning	ties		gr sus	skills	
CLR-5: To know the	reasons behind that	the company	<mark>liquidated</mark> .	. 437	35H 57" - MAX		Sie	l E)MC			n in	8	ing	arı	ualitie	skills	arning options		
Course Learning O	,		this course, learners will be a			Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication	Critical thinking	Analytical reasoning	Research related	ective thi	Self-directed le	Leadersnip Readiness/Q	Professional	Experiential lea Employability o	Decision making	ICT Skills
CLO-1 : To understa	nd the accounting tre	atment of ama	algamation, absorption and rec	construction.	W. C. L.	3	75	65	Н	М	L	1 M	Н	-	L	- F	1 -	М	-	- M
			ng company final accounts.	777 1 777 7	THE PART OF THE	3	75	65	Н	М	- N	1 M	Н	L	L	- F	1 -	М	-	- M
CLO-3 : Get knowled	ge about provisions	of the Compar	nies Act, 2013 related to prepa	re consolidated financial	statement of a company.	- 3	75	65	Н	М	- 1	1 M	Н	1 - 1	L	L F	1 -	М	-	- M
			<mark>aratio</mark> n of life insurance revenu	ue account / General insu	rance revenue account.	3	75	65	Н	М	- 1	1 M	Н	-	L	- F	1 L	М	-	- M
CLO-5 To assess th	ne reasons regards li	quidation of Co	<mark>ompa</mark> ny.	11 E 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	17/2	3	75	65	Н	М	- 1	1 M	Н	-	L	- F	1 -	М	_	- M
<u> </u>				April 1984 E		100									•					

Duratio	n (hour)	Learning Unit / Module 1	Learning Unit / Module 2 18	Learning Unit / Module 3 18	Learning Unit / Module 4 18	Learning Unit / Module 5 18
S1	SLO-1		Meaning; Capital Adequacy Ratio; Accounts and Audit;	Accounts of Holding Companies (Consolidation of Accounts): Meaning of Holding Company and Subsidiary Company; Advantage and Disadvantage of Holding Companies;		Liquidation of Companies: Meaning of Liquidation; Difference between Insolvency and liquidation;
	SLO-2	Features of Amalgamation;	Accounting System; Books Required;	· I DAD	Accounts of Life Insurance Business;	Mode of Winding-up
S2	SLO-1	Distinguish between Amalgamation and External Reconstruction	3, 1	Consolidated Balance Sheet; Non- Controlling Interest;	Insurance Regulatory and Development Authority;	Winding-up by Tribunal;
	SLO-2	Purchase Construction;	9 7	Cost of Control/Goodwill or Capital Reserve;	Preparation of financial statements	Consequences of winding up;
\$3	SLO-1	Methods of Purchase Consideration;		Pre-Acquisition / Capital Reserve and Profits;	Principles for preparation of financial	Order of Payment; Preferential Creditors; Statement of Affairs; Forms of Statement of Affairs;
	SLO-2	Mode of Amalgamation; Nature of Merger and Purchase;		Post-Acquisition / Revenue Reserve and Profits;	Applicability of Accounting standard;	
S04 - S06	SLO-1	Condition for nature of Mergerand Purchase.	Bank of India for Balance Sheet;	Elimination of Common Transactions; Treatment of Fictitious Assets; Treatment of Unrealised Profit;	financial statements; Part-III - General	Procedure of preparation of Statement of Affairs; Lists to be attached to the Statement of Affairs; Deficiency Account;

Duratio	n (hour)	Learning Unit / Module 1 18	Learning Unit / Module 2	Learning Unit / Module 3 18	Learning Unit / Module 4 18	Learning Unit / Module 5 18
	SLO-2	Accounting Entries in the books of Acquiree / Selling Company;	Taxation; Classification of Bank Advances;	Treatment of Contingent Liabilities; Revaluation of Assets;	Part-IV – Contents of Management Report; Part-V - Preparation of financial statements;	Practical Problem to Statement Affairs;Of
S07	SLO-1	Accounting Entries in the books of Acquirer / Purchasing Company;	Provision Norms for Doubtful Assets according to RBI; Treatment of Interest Suspense Account;	Treatment of Bonus Shares;	Practical Problem related to Life Insurance - Revenue Account;	Practical Problem to Statement Affairs; of
	SLO-2	Problem solved under Absorption with Purchase Consideration under Lump- Sum Method.	Problem relating Recognition to the Income	Treatment of Dividend; Interim Dividend;	Practical Problem related to Life Insurance - Revenue Account;	Practical Problem to Statement Affairs; of
S08	SLO-1	Problem solved under Absorption with Purchase Consideration under Net Payment Method.	3	Treatment of Debentures of the Subsidiary Company;	Practical Problem related to Life Insurance - Revenue Account;	Practical Problem to Statement Affairs; of
	SLO-2	Problem solved under Absorption with Purchase Consideration under Net Asset Method.		Problem related to Consolidated Balance Sheet	Practical Problem related to Life Insurance - Revenue Account and Valuation of Balance sheet;	Practical Problem to Statement Affairs; of
	SLO-1	Problem solved under External Re- Consideration		Problem related to Consolidated Balance Sheet		Liquidator's Final Statement of Account; Liquidator's Remuneration; Receiver for Debenture holders; B-List of Contributors
S09	SLO-2	Problem solved under External Re- Consideration		V//-5		Procedure of preparation Liquidator's Final Statement Account; to of
S10 - S12	SLO-1	Problem solved under External Re- Consideration	Account of Banking Company;	Problem related Balance Sheet Transaction to with Consolidated Common		Practical Problem to Liquidator's Final Statement of Account;
	SLO-2	Problem solved under Amalgamation under the nature of Merger	Account of Banking Company;	Problem related Balance Sheet Transaction to with Consolidated Common	Part-IV – Contents of Management Report; Part-V - Preparation of financial statements;	Practical Problem to Liquidator's Final Statement of Account;
S13	SLO-1	Problem solved under Amalgamation under the nature of Merger	Problem relating to the Balance Sheet of Banking Company;	Problem related Balance Sheet Transaction to with Consolidated Common	Practical Problem related to General	Practical Problem to Liquidator's Final Statement of Account;
	SLO-2	Problem solved underAmalgamation under the nature of Purchase		Problem related to Consolidated Balance Sheet with Bonus Issue	Practical Problem related to General Insurance – Fire Revenue Account;	Practical Problem to Liquidator's Final Statement of Account;
S14	SLO-1	Share Capital;	Banking Company;	Problem related to Consolidated Balance Sheet with Dividend declared.	,	Practical Problem to Liquidator's Final Statement of Account;
	SLO-2	Procedure for Reducing Share Capital; Accounting Entries on Internal Reconstruction;		Problem related to Consolidated Balance Sheet with Dividend declared.	Practical Problem related to General Insurance – Marine Revenue Account;	Practical Problem to Liquidator's Final Statement of Account;

Duratio	n (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
S15	SLO-1	Problem solved under Alteration of Share Capital	8		Practical Problem related to General Insurance – Marine Revenue Account	Practical Problem to Liquidator's Final Statement of Account;
	SLO -2	Problem solved under Internal Reconstruction	3	Balance Sheet with Revaluation of	Practical Problem related to General Insurance – Marine Revenue Account	Practical Problem to Liquidator's Final Statement of Account;
S-16 – S-18	SLO-1	Problem solved under Internal Reconstruction	8		Practical Problem related to General Insurance – Fire and Marine Revenue Account; Profit and Loss Account	Practical Problem to Liquidator's Final Statement of Account;
	SLO-2		8	Balance Sheet with Revaluation of	Practical Problem related to General Insurance - Fire and Marine Revenue Account; Profit and Loss Account	Practical Problem to Liquidator's Final Statement of Account;

Learning Assess	sment			Del 10 10 10 10		MARTIN .				
	Bloom's Level of	of		A 15 C. L. C. C.	Continuous Learn	ing Assessment (50%	% weightage)			Final Examination (50%
	Thinking	CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand				144		1 1 1			
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze					7				
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create			/ IT WA	$\mathbb{R}[\mathbb{N} \times \mathbb{N}]$	7 (n	010/			
	Total		100 %	/	100 %	42	100 %		100 %	100 %
# CLA - 4 can I	be from any combination of	of these: Assignment	s, Seminars, Tech Ta	alks, Mini-Projects, C	ase-Studies, Self-Studies	y, MOOCs, Certifica	tions, Conf. Paper etc.			<u> </u>
O						•				
Course Design	ers									

Cours		UCM23402J	Course Name		Audit and Assurance		Cou	urse Cate	gory	D	D	iscipi	line Sp	ecifi	ic Core	Cour	rse		1		P 3	0	C 4
Pre-requ	isite Co	urses	Nil Co-requ	uisite Courses		Nil	u	Progres	sive Co	ourses							Nil		ı				
Course O	_	Co	mmerce	A	Data Book / Codes / S	tandards			V)	入		٠.			Nil								
		Rationale (C	LR): The purpose	of learning this coul	rse is to:			Lea	rning		4			Pr	ogram	Leari	ning C	Outco	mes	(PLO)			
CLR-1:	Learni	ing about the K	nowledge of Audit			- Aller Wile		1	2	3	1	2	3 4		5 6					11 1:	2 13	14	15
CLR-2:	Knowi	ing the planning	g and risk assistance		A Y	75 7 5 7 7 7 7	1.77	٦			JC)												
CLR-3:	Under	standing about	Internal control syste	m <mark>s</mark>		2011 10018	177	loo	%)	%	ge	"			<u>0</u>		_				S	ေ	
CLR-4:	Learni	ing about Audit	Evidence					Ē.	ncy	ent	led	≣		ing	Skil	5	jing			s	io	Skil	
	Knowi	ing about Revie	w And Reporting		7 7 7 7	120 4 100 100	-	ing	icie	i E	No.	n S	g 2	Son	ted	ķ	earı		ing	skills learnir	obt	ng	
Course	Learninç	g Outcomes (C	CLO): At the end of t	his course, learners	will be able to:		ett i Ball	evel of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking Problem solving	Problem solving Analytical reasoning Research related skills		Reflective thinking	Self-directed learning	-eadership	-ife-long learning	Professional skills Experiential learning	Employability options	Decision making skills	⊠ CT Skills
01.0.4		l A !! F			1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	Mary 2001 157				ш	رقة					Re			<u>֚֡֡</u> ֡֡	<u>r</u> ŭ	ᇦ		<u>ပ</u>
CLO-1 :			ramework and Regulation					3	75 75	65 65	L M	H	М	-	H H M H	L	. M		L	ML	 	M	L
			of the Internal control		- F11 N 12	A SHOP TO THE	-	3	75	65	M	Н	М	H	M H	1							L
			f the Audit Evidence	systems -		the state of the s	77	3	3 75 65 M					H	HH	1 1	. M M L M M L M					M	М
CLO-5:	Descr	ibe the Decisio	n on the conclusions	<mark>from a</mark> udit Review A	nd Reporting		7	3	75	65	Н	H H M H H L							L	ММ	L	L	М
Duration	(hour)		18		18	18						1	8							18			一
S-1	SLO-1	Audit Framew	ork and Regulation	planning and Ris	k Assessment	Internal control systems			A	udit Evid	lence						Revi	iew A	nd R	eporti	ng		
S-2	SI O-1	Concept of Aud AssuranceEnga	dit &	Obtaining and acc	cepting auditengagements	Five components of internal evaluation of internal control	l contro	l Use and ms by aud	d Financial statement assertions and audit Subs				Subsequent events purpose of a Subsequent events review										
S-3	SLO-1	Objective, prince engagements	ciples of external audi	Professional ethics	s and ISAs	Auditors record internal con	trol sys	stems	_	classes of lisclosure		tions a	and ev	ents	andrela	ated	subs	eque	nt ev			•	ling
S4-6	SLO-1	Concepts of ac stewardship ar	countability, nd agency-Practice	Obje <mark>ctives and</mark> im control procedures	portance of quality s - Practical	Internal control components significant deficiencies	s,- defic	ciencies ar		ccount ba		and re	elated o	disclo	sures	at the	perfo			be und bseque			
34-0	SLO-2	Five elements engagement-	of assurance Practice	Engagement performantion monitoring quality a Practice		Limitations of internal contro	olcomp	onents	Audit procedures ,audit evidence observation, external confirmation Practice									Define portan					
S-7	SLO-1	Types of assur	ance engagement	Plan and perform	audit engagements	Tests of control, computer s general IT controls and app				Re-perform nquiry, qu								oectiv mana		ponsib ent	lities	of aud	itors
S-8		,	statutory regulations,	Assessing audit ri	sks Components, audit alstatements	Control objectives, procedur controls and tests of control internal control				Relevanc	e and re	eliabilit	ty of au	ıditev	vidence	l	Proc	edure	es, di	sclosur	e req	uireme	ents
S-9	SLO-1	Appointment, r andresignatio	n		ılate materiality levels	Methods of reporting signific	icantdeficiencies Au			Audit procedures and analyticalprocedures					Written representations, purpose and procedure					and			
S10-12	SLO-1	Rights and dut ofexternal audi	ies, limitations ts – Practice	Nature, and purpo analyticalprocedur		Format- report to managem deficiencies- Practice	ment, significant Problems associated with the audit-type evidence- Practice				types c	f -quality and reliability - Practice											

	SLO-2	International Standards on Auditing(ISAs) – Practice	Fraud, laws and regulations, fraud and misstatements on the audit strategy- Practice		Substantive procedures - Practice	Audit finalization and the final review Importance of the overall review - Practice
S-13		Corporate Governance, objectives, and importance				Procedures an auditor ,overall review offinancial statements
S-14	SLO-1	Structure and roles of audit committees and benefits and limitations		Compare and contrast the role of external and internal audit	, ,	Significance of uncorrected misstatements
S-15		Importance of internal control and risk management	benefitsof and importance of planning an		,	Effect of dealing with uncorrectedmisstatements
S16-18		Professional EthicsDefine, principles	andaudit plan, impact - interim audit on the final audit - Practice	assignments, format and content of internal audit - Practice	Current assets - Non-current liabilities provisions	Independent Auditor's report, basic elements modified and unmodified audit opinions in the auditor's report - Practice
	SLO-2	oop on one my oon motor or mitor oot	Contents of working papers and supporting documentation. safe custody and retention of workingpapers	Review reports and make appropriate recommendations to management - Practice		Format and content of key audit matters,,emphasis of matter - Practice

Learning Resources

- Gupta, Kamal and Ashok Arora, (2015) Fundamentals of Auditing, Tata Mc -Graw Hill Publishing Co. 1. Kumar A., Gupta L. and R.J. Arora, Auditing and Corporate Governance, (2016), Taxmann Pvt Ltd.Sharma, Ltd., New Delhi. J.P.(2016).
- 2. Institute of Chartered Accountants of India, Auditing and Assurance Standards, ICAI, New Delhi.
- Corporate Governance, Business Ethics, and CSR, Ane Books Pvt Ltd, New DelhiTricker, Bob.(2015)
 Corporate Governance-Principles, Policies, and Practice (Indian Edition). Oxford University Press, New Delhi.

earning	Assessment
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	Bloom's Level of			Contin	nuous Learning Asse	essment (50% weigh	ntage)			Final Examination (50% weightage)
	Thinking	CLA –	1 (10%)	CLA – 2 (10%)		CLA - 3 (20%)		CLA - 4 (10%) a	#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level 1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	30%
	Understand							_ /		
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze			/ 11	HAKN	 I F A T 	TTTAT			
Level 3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	30%
	Create			-			A-12-21-20		4	
	Total	10	00 %		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, C

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Dr. D. Rengaraj Assistant Professor, Department of Commerce, SRM IST FSH, Ramapuram Campus. Chennai-600089
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Cou		23403J	Course Name		HUMAN	RESOURCE MAN	AGEMENT	Cou	ırse Ca	tegory	DSC		Dis	ciplir	ne Spe	ecific	Core	Cours)		L 3	T 0	P 2	0 C 2 4	
Pre-req	uisite Courses	;	Nil	Co-requisite	Courses		Nil	-	Progr	essive (Courses							- 1	Vil						
Course	Offering Depa	rtment	Comm	ierce .	D	ataBook/Codes	Standards		H	4 .						N	il								
Course	Learning Rati	ionale (CL	R): The purp	pose of learn	ning this course is	to:		Lea	rning	7					Pro	aram	Learn	ing Ou	itcom	es (F	PLO)				
CLR-1	: To understa organisatio	nd and ap	preciate the in	mportance of	the human resou	rces vis-a-vis other	resources of the	1	2	3	1	2	3	4	5	6	7	8		10		2	13 1	4 15	
CLR-2					m <mark>ent and S</mark> election			Laure -				1				ъ	ng			g	<u>s</u>		_	_	
						onducted in organiz	zation	(m	8			io	ng	ing		ate	iki		-		SKIIIS		making	í	
	: To equip the					<u> </u>	2010000	읆	ر ان ک	چ ط	_ ≥ e	cat	iz	solv	_	<u>e</u>	th	ted	did	leal ?	<u>a</u>	<u> </u>	ma	<u> </u>	
					<mark>lation</mark> among orga		S. A. S	of (ie	ner see	lina	, un	÷	m.	ical	ırch	tive	irec ng	ers	g l	sio	ng k	SI	; ≝	
(CLO):					se, learners will be			Level of Thinking(Bloom)	Expected Proficiency(%)	Expected Attainment(%)		Communication		Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership	Lire-long learning	Professional Experiential	learning Fmolovability	options	skills ICT Skills	
CLO-1	: To understa	ind basic d	concepts of HF	RM an <mark>d huma</mark>	<mark>an</mark> resource plann	ing.	Commence of the commence of th	3	75	65	L	H	М	Н	Н	Н	L	М	L	_	$M \mid L$	-		$M \mid M$	
					g methods in an o	organization.	W. 77 J. 17 Ch. 10.	3	75	65		Н	L	M	М	Н	L	М	М	L	$M \mid L$	-	L	M L	
CLO-3					alary payments.		200 - 3 183	3	75			Н	M	Н	M	Н	L	М	М	L	$M \mid L$	-	L	L L	
	: To familiariz						48.	3	75			Н	М	Н	Н	Н	L	М	М	L	MΛ	1	L	M M	
CLO-5	: To have awa	areness o	n various HRN	M strategies a	applicable around	the world.	City City No.	3	75	65	Н	Н	М	Н	Н	Н	L	М	М	L	$M \mid \Lambda$	Λ	L	L M	
Duratio	n (hour)		15		1	5	15	-										15							
S-1	SLO-1 Introdu	uction, Me	aning, Definition	ion R	Recruitment – Mea	ning, Definition	Training - Meaning, Definition	n		٨	<i>Notivation</i>	n – Me	aning	Defi	nition		Industrial Relations: Meaning & Definition								
S-2	SLO-1 Nature				actors affecting re		Concept of Training &Develo				mportano						Objectives of Industrial Relations								
S-3	SLO-1 Object	tives, Impo	ortance		Cources of recruitm		Importance of Training & De		nt	٨	/ lethods	of Moti	vatior)			Industrial Disputes: Causes for Industrial Disputes							rial	
S-4	SLO-1 Functi	ons of HR	PM .	S	ources of recruitm	ent	Methods - On the Job with I	Merits& D	emerits	: 7	heories	of Moti	vatior	1			5	Settlem	ent of	Indu	strial [Dispute	es .		
S-5	SLO-1 HRM i	in India		P	Process of recruitm	ent	Methods - Off the Job with I	Merits & L	Demerit	s E	mployee	Moral	е				7	Trade L	Inions	- Me	aning			-	
S-6	SLO-1 Evolut	tion of HRI	М	T	ypes of recruitmen	nt	Evaluating Training Effective	ness		V	Vage &	Salary	Admir	nistrat	ion		(Objectiv	es of	Trad	e Unio	n			
S-7	SLO-1 Role &	& Function	s of HR Manag	nger S	<mark>Selection</mark> – Meanin	g, Definition	Career Development				Compens		Comp	onent	's of		F	unctio	ns of T	Trade	Unior	1			
S-8	SLO-1 Qualiti	ies of good	d Personnel M	Nanger S	Stages in selection	process	Performance Appraisal - Me	aning, D	efinition	٨	1ethods	of wag	e pay	ment			F	Rights o	& Liab	ilities	of Re	gistere	d Trac	de Union	
S-9	SLO-1 Human Defini	ition	· ·	Meaning, S	Selection Tests and	l Interviews	Methods of Performance Ap	praisal- 1	radition	al 7	ypes of	wage i	ncent	ive pla	an - co	ontinua		Measur Movem				Trade	Union		
	SLO-1 Steps				Placem <mark>ent – Mean</mark>		Methods of Performance Ap	praisal- n	nodern	7	ypes of	wage i	ncent	ive pla	an		Collective Bargaining								
	SLO-1 Merits			ning B	Business Process (outsourcing -Need	Essentials of Effective Appra	aisal Syst	em	F	ringe Be	enefits						Objectiv							
S-12	SLO-1 Job Ai	nalysis & i	its Process	Н	IR Outsourcing Op	p <mark>ortunities</mark> in India	Transfer – Types of transfer			Ε	mployee	es Welf	are				1	mporta	nce of	Coll	ective	Barga	ining		
	SLO-1 Job Do			cation, In	nduction		Promotion - Criteria for pron				Safety ar	d Heal	th Me	asure	S			Norker.							
	SLO-1 Factor				Drientation		Ranking, Rating Scales, Crit		ent met	hod (Grievanc	e Proce	dure	S				Objectiv		Suc	cessfu	ıl Parti	cipatio	า	
S-15	SLO-1 Job E	valuation -	 Objectives, M 	Methods C	Coaching and Men	toring	MBO as a method of apprais	sal		F	Redressa	l of Gr	evan	ces			ŀ	HŘM A	ıdit						
Learning 1. Aswathappa. K, Human Resources Management, TATA McGraw Hill Resources 2. Dr. C.B. Gupta, Human Resource Management, Sultan and Sons							lishers,New Delhi, (2021).	3. K. Sun	dar, J.	Srinivasa	ın, Esse	ntials o	f Hun	nan R	esourd	ce Mai	nagen	nent, V	ijayNid	cole l	Publish	ners, C	Chenna	i	

	Bloom's Level of			Conti	nuous Learning Ass	essment(50%weigh	tage)			Final Examination(50%weightage)
	Thinking	CLA-1(1	0%)	CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		, , ,
		Theory		Theory	Practice	Theory	Practice	Theory	Practice	Theory
_evel1	Remember	15%	15%	15%	15%	%	15%	15%	15%	30%
	Understand						_ ~ / //			
_evel2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze			A 300						
_evel3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create			K Y	79.73	100				
	Total	100%			100%	1-32551 / B	100%	N Van	100%	100%

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Mrs. U. Karthigai Selvi
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachajyappa's College, Chennai	

Cou		LT23AE	2J	Course Name		AF	PPLIED TAMII	L-II	CIFN	Cours Catego	-	,	4E	٠.,	Abil	ity En	hance	emen	t Cou	rses	(AE)			1	T 0	P 2	O 2	C 2
Pre	requis	site		Nil		Co-requisi Courses		0.2	Nil	-4		gres	sive es			٠,	N				Nil							
Course	e Offerin	ng Depart	ment	Tamil				Data Bo	ok / Codes/Standards				7						Nil									
Course	e Learnir	ng Ratior	ale (CLR):	The pu	rpose of le <mark>arning</mark>	<mark>this</mark> course is	to:		A SHE YES		Lea	arni	ng	72	4			Progr	ram L	earni	ng Oı	ıtcom	nes (F	PLO)				
CLR-		µகர ா ூல்	தி, கத	லச⊡் ச∘	⊤ல ் குற ிை	்ை ந	ுட்ெங்≀	கதைை	அற ியச ் பசய ்		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR	-2 : ഖ്വ	நரக ா மரைிய	Jச ் பசய	ചൎ െെல்				1400	ு தறகத ையும ்		(mo	(%)	(%)	dge	ts	siplines	a)		edge		Ø							
CLR-	ு.	ுத	றதயயுப	் அறிய	ுச் <mark>பசய்</mark> ை	່ນ			ுயார ிக ்கும ்		ing (Blo	iciency	Attainment (%)	Knowled	Concepts	ted Disc	owledge	Specialization	e Know	ling	pret Data	Skills	ng Skills	n Skills	S			
CLR-									் ப சய ் ைல ்		hink	Prof	Atta	ntal	n of	Rela	a Kn	peci	Utiliz	/lode	Inter	ive	Solving §	catio	Skills			
CLR:					1 <mark>0 வவற</mark> ப் d <mark>of this c</mark> ourse, i			<u>ந்து ிய</u>	<u> பச் மசய</u> ் தல ்	- 1	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected	Fundamental Knowledge	Application	Link with Related Disciplines	Procedural Knowledge	Skills in S	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret		Problem (Communication	Analytical	PSO -1	PSO -2	PSO-3
CLO			திை் F ் Fபக		5 <mark>லசப்</mark> சாஎ ைல ்	<i>ல</i> ் லாக ் ம		2	75	60	Н	L	H	M	H	H	L	M H	H M	M	L	H	-	-	-			
CLO					, <mark>ளுதமவ</mark> யா	டு பசயல்	ெடும் தி	ிறன் ெ	1பறுைல்		2	80	70	-														
CLO					ச் <mark>ன ம</mark> ுத ங்கதைைய						2	70	65	Н	L	Н	М	Н	Н	М	Н	L	Н	М	Н	-	-	-
CLO	-4 : ⊔ ⊕	ல்் வவ ிறந ்	று வடிவ த வഥளட	<u>ங</u> ்கள		ா் டவபச	க் க ் கள	்லளய்.	அற ிவதன ்வழி,		2	70	70	Н	M	Н	L	Н	M H	M L	Н	Н	L	H H	Н	-	-	-
	ம	பற ு மிளடி	ுதல ் க் கண	ിത ി ഖ	யி. இசுண்	ப <u>ம</u> ் வம ்	ி மகாண்	்டு	ஷசரக் ்கு ம ்					Ц''	IVI			IVI	"		IVI	"		"	"			
l (h	വന) 🏻 ഉ	∟ுலகள்	ாவிய	9			9		9	ar.	2	80	70		9)								9				
S-1	SLO-1	ു ச யல் ையி!	ப்பட்ட நில் அகர	ுதள்ள ச ராதிகை	அறிந ் ⊢ மக்	ா <u>ள் எ</u> வநரகா	ுதல எணல் அற	ிமுகம்	விமரச் னம ் – அறிம ு கம்			ഖര	ிசக்	க்க	தை	J				Б 6	ത്നി	ரின	ം ്	ைம	ஆம்			
	SLO-2	ஒரு ட	மாழி/ இ)ருபமாழ	் அகராதி	ஆளுத	<mark>ைம்</mark> திற	ं ग	வ ிமரச் ன ை்த வந ாக ்கம ்	ി ത്	ത [്] <mark>ഖെச ടി ത് ച</mark> ുഥം്െ കടെടക്കാ് കൽ						ത്തി	െി	வழ	⊇ിത	் எ):LL	சக்					
S-2	SLO-1	ென் பமாழி அகராதி வநாக்கம் – கண் <mark>விமரச்ன வ</mark> டறிைல்								ககை்)		ன ் எ ெசக்		ிக	தக	щம	ċ		Цε	ட்ட ச சய ் பாரு	щю		மன்				
	SLO-2	உயி	ர ் பமய	் எழுு	ை Fகை	் வநரகா	ாணல் முத	தறகை	இலக ்க ிய வ ி ட	மரச் ன	்வா	อเ	ெசசி	ഞ: ര	ഖத	கக	താ				ੁ ਹ			ர	ுத	்கல	നാ	
			ரப் மய	திதர விமரச் எ	எம் வமதட ெ் வ ெச ச் யூனிவகாடு எழுுை் Fருுக்க பிற எழுுை் Fருு					்கல	n ∞i/	no:																

SLO-2 அகராதிக்கான அடிெ்்தெடகை வநரகாணல் <mark>வதககை கதல விமரச்னம் ெட</mark>்டிமன் ற**ெ**் வ**ெசக்** குரல் வழி ைட்டசக்



	ration nour)	9	9	9	9	9
S-4	SLO-1	அகராதி உருவாக்கெ் ெயிற்சி	வநர <mark>டியாக வினா</mark> விதட	விமரச் கர் ைகுதிகை	பசாற் <mark>பொழிவு மு</mark> தற	எழுுை ் F வழி ைட்டசச்
3-4	SLO-2	அகராதி உருவாக்கெ் ெயிற்சி	அச <mark>க்</mark> ஊடக வநரகாணல்	வரைந் ்ை புுலத ம	வ ெச சி ன ் <mark>நுட</mark>்ெங்கணை	ைட்டசக் பசய ் யும ் ெய ிற ் சி
S-5	SLO-1	கதலசப் ச ால ் அறிம ு கம <mark>்</mark>	காட்சி ஊடக வநரகாணல்	எழுுை் Fவடிவ விமரச் னம	வெசெச் ாைகள <mark>ும்</mark> வசெும் முதறகளு <mark>ம்</mark>	ைட்டசச் பசய ்யும ் ெய ிற ் சி
	SLO-2	பிறபமாழிச் பசாற்களும் <mark>ைமிழி</mark> ல் கதலச் பசாற்களும்	வகட்பு ஊடக வநரகாணல்	க ாட ்சி வடிவ வ ிமரச் னம ்	வ ெசக் எட ுை் Fதர ெ்பும <mark>்</mark> உடல்பமாழியும்	ப ிதழ திர ு ை்திகை்
S-6	SLO-1	கதலசப் சால ்லாக ் <mark>க</mark> பநறிமுதறகை	கை ஆய்வில் வநரகாணல்	விமரச் னம ் பசய ் யும ் ெயிற்சி	நவீன பைாழில் நுட்ெங் கைல்வ ெசச் ம ு தறக <i>ை</i> ்	ைம ிழில ் ப ி தழ திர <i>ு</i> ை்ைம ் பசய்யும் பமன்பொருடகைக்
	SLO-2 കதலசப் சால் உர <mark>ுவ</mark> ாக ் உ ை் திகணை		திகை் பெற்சி		வெசெச் ாைரக் ்குர ிய ைகுத ிக ை	வதலெ்பூ உருவாக்கம்
S-7	SLO-1	⊢ தறசார் பசாற் க <mark>∞</mark> ்	வநரகாணல் பசய்யும் ெயிற்சி	பசய் தியறிக்தக	வசெக் ெ் ெயிற் சி	வத லெ் பூவில் எழுு Fம் முதறகை
3-7	SLO-2	புதிய கண்டு பிட ிெ<mark>்புக</mark>ளும ் கதலசப்சாற்கள ும்	பசய்தி வாசிெ்பு முதறகை	சமுூக ந ிகழ ் தவ எழுு Fைல்	வசெச் ெ் ெயிற் சி	வதலெ்பூவின் ெயன்கை
S-8	SLO-1	ெயன் ொடடு ச ் பச <mark>ாற</mark> ் கை	பசய் தி வாசிெ்பு நுட்ெங்கண்	பசய ் திய ாைரக் ்குர ிய ைகுதிகை்	கலந ் F தரயாடல ின ் வநாக ் கம ்	ைமிழ் இதணய நூலகங்கை
	SLO-2	கதலசப் சால ்லாக ்க ெ ் ெயன் ொடுகை	உசச் <mark>ர</mark> ிைல்ைல்	உற்றுவநாக்குைல்	கலந ் F த ரயாடல <mark>ின்</mark> ைனிைைன் த <mark>மகை</mark>	இதணய நூலகெ் ெயன் ொடுகை
S-9	SLO-1	கதலசப் சால் உர <i>ு</i> வாக ்க ெ் ெய ிற ்சி	பி <mark>தழ</mark> யின் றி வாசிை் ைல்	சமந ிதலய ில் எழ ு F ைல்	ைம் கருை் <mark>தைை</mark> ் பைைிவாக <mark>உ</mark> தரை்ைல்	ைமிழ்ை் பொடரதடவுகை்
	SLO-2	கதலசப் சால உர ு வாக ்க ெ் ெய ிற ்சி	வாச <mark>ிை்ைல</mark> ும் உணர <mark>்மை</mark> ்	பசய் தியறிக்தக ையாரிை்ைல்	க <mark>லந் F தரயா</mark> டல ் ெய ிற ் சி	பைாடரதடவின் ெயன் ொடுகை

		1.	அகர ா திய ியல ், ப ெ. ம ாத ையன ், மை <mark>ிழ் ெ் ெல் கதலக்கழகம், ‱ஞ் சாவூர் 1997.</mark>
		2.	வெசெச் க ்கதல, ம. திர ுமதல, மீனாட்சி புுை ்ைக நிதலயம் , மயூராவைாகம் , ம F தர, 2009.
L	earning	3.	வெசெச் ாைராக, அ.கி.ெரந்ைாமனார் ொரி நிதலயம் , பசன் தன, 1961
R	esources	4.	இதணயை ் ைமிழ், சந்திரிகா சுுெப்பிரமண் ியன், சந்திவரா ையம் தெெ்கெம், ம F தர, 2020.
		5.	வநரகாணல், மின் ட்டலகம், ைமிழ் இதணயக் கல்விக் கழகம், https://www.tamilvu.org/

	Discourse			Continuous	Learning Ass	Final Examination (50% weightage)					
	Bloom's Level of Thinking	CLA -	1 (10%)	CLA -	2 (10%)	CLA -	3 (20%)	CLA - 4 (10%)#		Final Examinatio	n (50% weightage)
	Level of Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
aval 1	Remember	200/	30%	30%	30%	20%	20%	20%	200/	200/	
_evel 1	Understand	30%	30%	30 %	30 %	2070	2076	20%	20%	30%	-
aval 0	Apply	400/	50%	50%	40%	50%	50%	50%	50%	500/	
_evel 2	Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
aval 2	Evaluate	200/	200/	20%	200/	30%	30%	200/	30%	20%	
evel 3	Create	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
Total		10	0 %	100 %		100 %		100 %		10	00 %

[#] 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	(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)		
Experts from Industry	Expert from Higher Technical Institutions	P 3%	Internal Experts
1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanmiyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literaturel, Pondicherry University, Pondicherry	1.	Dr. B.Jaiganesh, Associat <mark>e Profess</mark> or & Head, Dept. of Tamil, FSH, SRMIST, KTR
		2.	Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3.	Mr. G. Ganesh, Assistant Professor,
			Dept. of Tamil, FSH, SRMIST, RMP.
		4.	Dr. T.R.Hebzibah beulah <mark>Suganthi</mark> ,
			Assistant Professor, Dept. of Tamil,
			FSH, SRMIST, KTR.
		5.	Dr. S.Saraswathy, Assistant Professor,
			Dept. of Tamil, FSH, SRMIST, KTR.

Cour		ULH23AE2J Course Name	APPLIED HINDI-I	Course Category	Ability Er	nhancement Cours	ses (AE)		
Pre-rec		Nil	Co-requ <mark>isite Nil</mark>	Progressiv	e Courses Nil				
Cours			Courses		/ >				
		Department HINDI		ta Book / Codes/Standards		Nil			
Course	Learning	Rationale (CLR): The p	urpose o <mark>f learning</mark> this course is to:		Learning		ng Outcomes (PLO)		
		and analyze different types of Cine			1 2 3	1 2 3	5 6 7 8 9 1011 12 13 14 15		
CLR-2	: 10 DISC	cover the print Media in the present report for Employability	wona			P	ze eling ripret Skills Skills ution Ills		
		Reviews and Create Job Oriented I	earning		Thinking 9 oct (%) 9 oct (of of	al Atilize Odelin Mterpra Skills Skills		
		uire technical words for various job		The state of the s	ed ed ed	adge ion	Mod Utility Science and Scienc		
			- Cope Cope Cope Cope Cope Cope Cope Cope	AS THE WORLD THE MARKET		undamental knowledge Application of ink with Related	Procedural Skills in Ability to Utilize Knowledge Skills in Modeling Analyze, Interpret Investigative Skills Problem Solving Communication Analytical Skills PSO -1 PSO -2		
Course	Learning	Outcomes (CLO): At the en	nd of this course, learners will be able to:	A Part of	Level of Thinkin (Bloom) (Expected Proficiency (%) Expected Attainment (%)				
CLO-1	: To Und	erstand the History and Documenta	<mark>ry in Hin</mark> di Cinema	ME THE PROPERTY OF ALL	2 75 60	H H H	M L H L M L L H M - - -		
		nprehend Media Studies luate report Writing		Children Brown Brown and the	2 80 70 2 70 65	H H H	M L H H M L L H M L H H H M H M H H		
		re their Writing Skills in Media Stu <mark>di</mark>	200		2 70 65	H H L	L H H M H M M H H H M H H L H H M H H		
CLO-5	: To Und	erstand and usage of technical wor	ds in Hindi	44 - 19 - 19 - 19 - 19 - 19 - 19 - 19 -	2 80 70	MHM	H L H H L H M H H		
	n (hour)	9	9	9		9	9		
S-1	SLO-1	HINDI CINEMA	MEDIA AUR HINDI BHASHA	REPORTARJ LEKHAN	FILM REVIEW& VIO	GYAPAN	PARIBHASHIK SHABDAVALI		
	SLO-2	CINEMA KI AVDHARNA	AVDHARNA	AVDHARNA	ARTH		RTH		
	SLO-1	UDBHAV	SWARUP	SWARUP	ARIBHASHA		ARIBHASHA		
	SLO-2	VIKASH	MAHATVA -	DDESHYA	WARUP	2 13	WARUP		
	SLO-1	DOCUMENTRI MOVE KI AVDHARNA	MEDIA MEN BHASHA KA PRAYOG	AHATVA	AWADHARNA		RAKAR		
	SLO-2	COMERCIAL MOVE KI AVDHARI		REPORTARJ LEKHAN KE PRATI RUCHI JAG			VADHARNA		
-	SLO-1	PRAYOJAN	PRINT MEDIA	REPORTAJ KI BHUMIKA	VIGYAPAN AUR BA		RAYOJAN		
	SLO-2	UDDESHYA	ELECTRONIC MEDIA	PRAYOJAN	VIGYAPAN AUR RO	OZGAR	DDESHYA		
	SLO-1	MAHATVA	MED <mark>IA KI JIMME</mark> DARI	PRAYOG	PRINT VIGYAPAN		AHATVA		
	SLO-2	PRAKAR	SMACHAR LEKHAN	UTTARDAYITVA	VIGYAPAN KI BHA	SHA	RAYOG		
	SLO-1	PRISHTHBHUMI	REPORTER KE GUN	RIPOTARJ LEKHAN	AWADHARNA		DDESHYA		
	SLO-2	KARYASHALA	SAHAJTA	PUNRIKSHAN	RTH		AKANIKI SHABDAVALI KA MHATVA		
S-7	SLO-1	DOCUMENTRY KI VIDHI	NISPAKSHTA	LEKHAN VIDHI	ARIBHASHA		HINDI SE ANGREZI SHABD		
	SLO-2	DOCUMENTRY AUR COMERCIA MOVE MEN ANTAR	PEET PATRAKARITA	SAMAJIK DAYRA	SWARUP		ANGREZI SE HINDI SHABD		
	SLO-1	COMERCIAL KI VIDHI	UTTARDAYITVA	SAHITYA ME RIPOTARJ LEKHAN	VIGYAPAN KE PRA	AKAR	EK DIN EK SHABD		
	SLO-2	MOVE VISLESHAN	BHASHA GYAN	PARIYOJNA KARYA	VIGYAPAN KI VISH	IESHTAYEN	SHABDON KA VISLESHAN		

S-9	SLO-1	PARICHARCHA	PARICHARCHA	PARICHARCHA	VIGYAPAN MANG	PATH PRICHARCHA
	SLO-2	PRASHNABHYASH	PRASHNABHYA <mark>SH</mark>	PRASHNABHYASH	VIGYAPAN KA PRABHAV	PRASHNABHAYASH
		-				

Learning Resource	Edited Book: "PRAYOJ	IAN MULOK H	HINDI", <mark>SRIJON</mark>	<mark>LOK</mark> PUBLICA	ATION, 2023, Ne	w Delhi.						
earning A	ssessment								•			
	Bloom's Level of Thinking	Continuous	Learning Asse	essment (50%	weightage)	- 4	. 4			Final Examination (50% w	eightage)	
		CLA - 1 (10	0%)	CLA - 2 (10%)		CLA - 3 (20%)		CLA - 4 (10%)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
evel 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%		
	Understand					0.000	- Maria	The second		J.		
evel 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-	
	Analyze				14/200	100	100		No. 1			
evel 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-	
	Create		7.0		E 25 15 1	1 23	6.350 /	1 1 10	N 70 B			
	Total		100 %		100 %	3,546.7	100 %	2 T C	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	THE RESERVE OF THE PARTY OF THE	
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
Alumni	Student	2. Dr. Md.S. Islam Assistant Professor, SRMIST
Ananya Singh Trainee Associate (Finance Operations)Cargill Business Services India Building 9,2nd and 3rd Floor, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka	Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology	3.Dr. S. Razia Begum, Assistant Professor, SRM IST
11 7 7 7		4, Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Cou		F23AE2J	Course Name	FRENCH FOR SPECIFIC P		urse egory	AE	A	bility Enhar	ncem	ent Co	ourse	s (AE)		1	T 0	P 2	0 C 2 2
Cours		Nil		Co-requisite Courses Nil	CLENC	Progr	ressive ses	Nil										
Course	Offering	Department	French	D	ata Book / Codes/Standards		1/1/	1			1	Vil						
(CLR):		g Rationale	The purpose of learning					0,	Learning	Pro	Ĭ.			tcomes	, ,			
			age of the students both in		1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -				1 2 3	1	2 3	4	5 6	7 8	9 1	0 11	1 1	14 1
				, reacting to information, situations					(%) (%)	e								
			basic rules of French Gr <mark>am</mark>		ENGL SHIPS V				y (9	edc	epts	ge	, E	4	3 3	Skills		
			comprehension of texts of		A TOSHAR THE	W			hinking (Blo Proficiency Attainment	No.	ouc ,	<u>}</u>	zati	D 4	<u>.</u> [2]	Skills		
CLR-5	: Enable	e the students t	o overcome the fear of spe	<mark>akin</mark> g a foreign language and take po	sition as a foreigner speaking French	Stude			king	조	S	nov	ialij		Skills		S	
					Maria Cara Cara Cara Cara Cara Cara Cara	ALL A		4.	Thinking (Bloom) I Proficiency (%) Attainment (%)	ntal	0 0	Z Z	pec	lode	e 2	cati	š	
					The second of the second				of T ded	ll ei	atio		n S to l		gati		_ <u>g</u>	2 8
(CLO)		g Outcomes	At the end of this course		The same of the	134	77	YP 3	Level Expec	Fundamental Knowledge		Link with Related Procedural Knowledge	Skills in Specialization Ability to Utilize	Skills in Modeling Apalyze Interpret Data	Investigative	Communication S	Analytical Skills PSO -1	PSO -2 PSO-3
				eaking a foreign language and take p		h .	1000		2 75 60			H H				M F	L -	
CLO-2	: To stre	engthen the kno	owledge on concept <mark>, culture</mark>	e, civilization and translation of French		13.0	470.		2 80 70			L H			M L	L F	М -	
			sing the features in French		2. O The second of the	1		- 82	2 70 65			L M				M F	Н -	
			ch language into oth <mark>er lang</mark>		Till the state of the Control of the				2 70 70			M H				ΗΛ	L -	
CLO-5	: Io imp	prove the comn	nunication, intercultu <mark>ral eler</mark>	nents in French language					2 80 70) M	1 H	H L	M A	ΛΗΙ	Н М	L F	М -	
Duratio	n (hour)		9	9	9				9						9			
S-1		TOEIC		Les quantificateurs	Les prépositions de lieu		L	es verbes i	rréguliers			La	négatio	on				
		Qu'est-ce que		le génitif	Les activités		le	futur et				l'ir	nterrog	ation				
S-2		À qui est-il de		Les adjectifs	Les prépositions de temps -		le	conditionn	el				s activit					
		Les compéter	nces évaluées	et pronoms possessifs	Les activités			s modaux	7			l'e	exclama	ation				
S-3		Le nom		les pronoms	les temps et			a suggestio	n				s activit					
		Le pluriel des		Les pronoms personnels	Les activités			conseil	-				mphas					
S-4	SLO-1			les pronoms compléments	les aspects-			es exemple	S				s exem					
		Les noms cor	nposes	Les activités	Les activités			reproche					s activit					
S-5			·/·	pronoms réfléchis	Le présent simple	- 4		es activités					mpérati					
		Les comparat		Les activités	Les activités			obligation					s activit					
S-6	SLO-1			les adverbes	Le présent be+ing			permission					voix pa					
	SLO-2			Les activités	Les activités		ľi	nterdiction	1			Le	s exem	ples				
S-7	SLO-1	les articles ind	définis (a, an)	La place de l'adverbe dans la phrase	Les exemples		L	a capacité	-			les	s subord	données	relative	es		
	SLO-2	Les exemples	3	Les activités	Le prétérit simple - Le prétérit be+	V- ing	ľ	ncapacité				Le	s activit	és				
S-8	SLO-1	Les adjectifs		L'ordre des adverbes	Les exemples		le	s verbes à	particule			Le	s subor	données	circon	stanciel	les	-
	SLO-2	Les exemples	}	Les activités	- Le présent perfect be+ing				uivis de V-ing	7		Le	s activit	és				-
S-9	SLO-1		sessifs (this et that)	les prépositions-	Le past perfect simple -				avec sans to	•				confond	re			-
_	-	Les activités		Les exemples	Le past perfect be + ving -			es exemple					s activit					
	JLU-Z	בטט מטוויוונט		Loo oxompios	Lo past periodi be i vilig		L'	oo oxompie	•				o activit	.00				

Loorning	Theory
Learning	Ineory:
_	1 "Réussir la noueau TOFIC" Détails des énreuves méthologie grammaire et vocabulaire Studyrama
Resources	1. " Reussir ie noueau Toeic " Details des edreuves, metnologie, grammaire, et vocadulaire, Studyrama.

	Bloom's Level of Thinking	_Ι Continuoι	us Learning As	ssessment (50% weightag	Final Examination (50% weightage	Final Examination (50% weightage)				
		CLA - 1 (1	10%)	CLA - 2 (10%)	CLA - 3 (2	CLA - 3 (20%)		10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
evel 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand						200	in a constitution of the c			
evel 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze			4			1 4 3	10.11.2			
evel 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create						178567				
	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
Mr. Kavaskar DanasegaraneProcess 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

Cours	se Code	uisite Nil Co-requisite Nil Progressive Courses Nil														L 4		P O 2	C 4
Course	es		Courses	LUNU H	urses Nil														
Course	Offering	Department Mathematics	s and statistics Data Book / Codes	/Standards Graphs, Statistic	cal table														
			urpose of learning this course is to:	7	Lea	arnin	g	ogra	am L	earning	g Out	come	s (PL	O)					
CLR-1:	To und	erstand the concepts of linear prog	ramming problem		1	2	3	1	2 3	3	4 5	5 6	7	8	9	10 11	12 1	13 1	4 15
		vide the knowledge of optimization		A		>	× +	a)											
CLR-3:		n the concepts of transportation an				_ 0	e E	gp			_	ge	15		E	_	βL		
CLR-4:		n the basic concepts of game theor	у	1 3 13 7 3		ging firit	i i	Ne Ne	ysis		ig	Use	<u> </u>		ea.	힐	ırı		
CLR-5:	To und	erstand the sequencing problems			2.	Level of I hinking Expected Proficiency	Expected Attainment	Knowledge	Problem Analysis	Design & Development	Design,	Modern Tool Usage	Society & Cult.		Individual & Team	Communication Project Mgt. &	Life Long Learning		
				Control Subject of the		_ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	B B	ij.	m/	ھ ۾	<u>.</u>	<u> </u>	ع ا ق		ra	ڃَ اڃَ	bu	~ c	۵ ن
			24 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	90 Land 1 (1985)	3	<u>e</u>	ect a	enti	ple	signes signes	alys	deri	<u> </u>	Ethics	Ν	jeci la	의 (.
			e end of this course, learners will be able to:	S. M. C. S.	3	Fyner	EXP	Scientific	Pro	Design & Developme	Analysis,	Š Š	En Co	타	pul	S P	Life	PSO	PSO S
		the linear programming problem a		Sec. 1851 1851 1851		L -			L	-	-			-	-		-	-	
CLO-2:	Explain	the fundamental concepts in linear	r programming problem and its applications.		W77	-		M		-	-			-	-		-	-	
		the concepts of transportation and	Assignment problem	AND STREET AND THE					М	-	-			-	-		-	-	
CLO-4	Relate	the different types of game theory		the second second		Н -		M		-	-			-	-		-	-	
CLO-5	Describ	be the different types of sequencing	problems	AT THE STATE OF		М -	- -	Н	M	-	-	- -		-	-		-	-	- -
Duratio	n (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning	Unit			ļ			Learı	ning l	Jnit /		lule 5			
0.4	21.0.4	12	12	12	0 11			12				_		_		12			
		Introduction to Operations Research(O.R)	Introduction to Transportationmodel	Introduction of Networking Analysis		Ľ								•		ms: In			-
		Scope of O.R	Definition of Feasible, basic feasible and optimal solutions TP	Definitions of Networkingand project	Two perso	on ze	ero su	m gan	nes			Assu Sequ	mptic uenc	ons n ingp	nade roble	while em	solvi	ing	
S-2	SLO-1	Some O.R. Models	Mathematical Formulation of TP	Basic components of networks	Main char	racte	ristics						rules						
	SLO-2	Iconic Models, Analogue Models	General Procedure for finding solution of TP	Logical sequencing	Assumption	ons a	and lin	nitatio	ns			Total Rule		sed t	ime,	ldle ti	me, N	lo pa	ssing
S-3	SLO-1	Mathematical Models	Procedure of finding initial basicsolution using North west corner	Rules of Network constructions	Saddle po	oint	7						edure hine:		sequ	encino	n jo	bs o	1 2
	SLO-2	Static Models ,Dynamic Models	finding initial basic solutionusing Least cost method - problems	Rules of Network constructions	Maximin	- Mir	nimax	Princ	iple				lems hine		eque	ncing	n job	s on	2
S 4-5		Deterministic Models, Stochastic Models	Procedure of finding initial basicsolution using Row minima, column minima method	Numbering the events	Saddle po	oint a	and va	lue of	the g	jame			lems hine		eque	ncing	n job	os on	2
	SLO-2	Classification of Models	finding initial basic solution using Row minima, column minima -problems	Problems on Projects and number of events	Problems game	base	ed on	two-p	erson	zeros			edure		Sequ	encin	n jo	bs o	n 3
S-6	SLO-1	Characteristics of O.R.	Procedure of finding initial basicsolution using Vogel's approximate method	Problems on Projects and number of events	Problems saddlepo		ed on	Game	s with	1			lems hine:		eque	ncing	n job	s on	3
	SLO-2	Principles of Modelling	finding initial basic solutionusing Vogel's approximate method	Problems to practice successor, preceding events	Problems		oure st	trategy	/				lems hine		eque	ncing	n job	os on	3
S-7	SLO-1	General methods for solving O.R. Models	Unbalanced Transportation problem	Critical path analysis Nework	Mixed Str	rategi	ies, wi	ithout	sadd	le poin			edure achin		sequ	encino	n jo	bs o	า
1 5	SLO-2	Main phases of O.R	Unbalanced Transportation problem	Critical path calculations- forward	2 x 2 rect	tangu	ılar Ga	ames-	-intro	ductio	n	Prob	lems	for S	eaue	encing	n iok	os on	m

							path calculations				machines	
S-8	SLO-1	Role of O.R in industr	у	Resolution of Deg	generacy TP	- at	Critical path calcupath calculations	lations- backward	2 x 2 rectangular Gar	nes— procedure	Problems for Sequen machines	cing n jobs on m
	SLO-2	Role of O.R. in Variou	ısfields	Maximization of T	Р	SGUL	Float of an activity	y event	2 x 2 rectangular Gar	nes— problems	Problems for Sequen machines	cing n jobs on m
S 9	SLO-1	O.R and decision make	king	Introduction of As	signment Problem	11.	Total float, free float	oat, Independent	Matrix oddment met	hod for 3x3 games	Processing of 2 jobs of Introduction	n n machines –
	SLO-2	Limitations of O.R.		Definition and Ass	sumption of Assignm	nent problem	Problem on Total Independent floa		Matrix oddment met games	hod for n x n	Method of Processing machines	of 2 jobs on n
S-10	SLO-1	Introduction to Linear Problem(LPP)	Programming	Mathematical mod	del of Assignment pr	oblem	Introduction of PE	RT	Procedure: graphica 2 x n games	al method ofsolving	Advantages and disad of Processing of 2 jobs	
	SLO-2	Mathematical formula	tionof LPP	Minimization case	assignment probler	m	Definitions Of PE time, Pessimistic mostlikely time		Procedure: graphica n x 2 games	ıl method ofsolving		
S-11	SLO-1	Basic assumptions to	formulate LPP	Minimization case	assignment probler	m-Hungarian method	Problems on Opti Pessimistic time a	mistic time, andmost likely time	Problems on graphica games	al metho <mark>d of solvi</mark> ng	Procedure for Process machines	ing of 2 jobs on n
	SLO-2	Procédure for forming	aLPP model	Unbalanced assignment	nment problem	START THE	Problems on Opti Pessimistic time a	mistic time, andmost likely time	Domination Property-	-General Rule	Problems on Processir machines	ng of 2 jobs on n
S-12	SLO-1	Graphic method of so	lvingLPP	Maximization cas	e assignment proble	m-Hungarian method	Statistical conside	eration inPERT	Domination Property-	-Problems	Problems on Processir machines	ng of 2 jobs on n
	SLO-2	Graphic method Spec	ial Cases	Travelling salesm	an problem		Probability of meetime	eting the schedule	Domination Property-	-Problems	Problems on Processir machines	ng of 2 jobs on n
Learr Resou book	rces/Refe	erence 2.	Sundersan , V	, Ganapathy Sub		usiness statistics and o Ganesan , K (2011), Re ations , New Delhi						
	Bloc	om's	Continuous L	earning Assessme	nt (50% weightage)		1000		/ 64		Final Examinatio	n (50% weightage)
	Leve	el of Thinking	CLA - 1 (10%	6)	CLA – 2 (10%)		CLA - 3 (20%)		CLA - 4 (10%)#			, ,
			Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level		member derstand	30%		30%	CADA	30%		30%	-	30%	-
		oly alyze	40%		40%	FARIA	40%	J. I.F.A	40%	1/ 1	40%	-
Level	Ana	··· <i>j</i> = -					30%		000/		200/	
Level		luate	30%		30%	-	30%	-	30%	-	30%	-

[#] 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. Ambedhkar Government Arts College, Chennai	Ms. Madhumitha J, Ass. Prof., FSH, SRM IST
Dr. M. Vasantha, ICMR, Chennai	

Course Code	UCM23S02J	Course Name	SEARCH ENGI	NE MARKETING	Course Category	S		٠.,		Ski	ll Enh	ancem	ent Co	ourse				_ T 1 0	P 0	C 2
Pre-requisite Co	urses	Nil	Co-requisite Courses	Nil	Progressive Courses	;								Nil						
Course Offering D		Commerce		Data Book / Codes/Stand	ards Nil	7				٠,,,										
Course Learning	Rationale (CLR):	The nurnose	of learning this course is to			ء ا	arnin	a		Progra	m l ea	rnina (Jutcon	nes (P	10)					\equiv
	lerstand the basics an					1	amm	2	3	1			5 6	163 (I	18	lq.	10 11	12 13	14	15
			arious segments of SEOs			Ë										<u> </u>		12 10	-	-10
			improve rankings for any typ	e of website	The Way			(%)	%		Sommunication skills	thinking m solving		S	9	Leadership Readiness/Qual	اع	<u>≂</u> ज		S
	lerstand the calculatio			o or modello				ნ გ	Expected Attainment (%)	Disciplinary knowledge	nics	hin So	<u>8</u> 8	researon related skills	Self-directed	shi	Life-long Professional	abili Boili	options Decision	SKII
	n overall knowledge a	1.010	of	oki Sign	ect	nm ect	ylir Vec	E s	cal 1	Jt S	ed :		der	-lor	erie loya	sic .	SKil			
Course Learning		At the end of	AU. 57 - W. C.	evel of	Thinking (Bloom)	g ig	Expected Attainment	Disciplinary knowledge	Z iii	Critical th	Analytical	elat	Self-direction	ea.	ife.	었음	ec pti	C Jak		
	al understanding of S		APP CONTRACT	T	H	Н	M	H	M	M		L	L L	M	MH	H	I H	<u>= =</u> H		
	ome obstacles that ma		THE RESERVE TO SERVE		Н	Н	М	Н	Н	МН		L	L L	Н	МН		ΙН	Н		
			gram that will be supported	by decision makers	NAME OF THE PARTY		Н	Н	М	Н	Н	Н Н	Н	L	L L	L	МН	H F	ΙН	Н
CLO-4 Identify	and resolve problem	s related to search	engine marketing as they e	merge	39 % 7 .	1	Н	Н	М	Н	Н	M M	Н	L	L L	L	МН	H F	I Н	Н
CLO-5 Specia	lize in optimizing web	content with the rig	ght keyword for search resu	ts	MAN ALLEN TO		Н	Н	M	Н	Н	M H	Н	L	L L	L	МН	H F	l H	Н
			77 15	77.5 Year 15	11 W. J. J. W. W.	-70	νŦ									•			•	
Demotion (boun)	Learning Unit / Mode	ule 1	Learning Unit / Modu	le 2 Learning	Unit / Module 3	- "	L	earnir	g Unit	/ Modu	ıle 4				_earni	ng Uni	t / Mod	ule 5		
Duration (hour)		9	9	9 N. 1241 110	9						9						9			
S-1 SLO-1	Search Engine Marke Introduction	ting (SEM) -	Overview of Search En Optimization (SEO)	ngine Content	planning and creation		Р	ay Pei	Click	(PPC) -	Introd	uction			Jnders	standing	g of Key	words	nSEM	
S-2 SLO-1	Search engines andth	eir functions	Segments of SEO	Ad creati	on and Steps in Adcreation		K	ey Co	ncepts	of PPC					Гуреѕ	of Keyv	words			
S-3 SLO-1	Search engines andth	eir functions	Concept of Organic SE	O Ad creati	on and Steps in Adcreation		K	ey Co	ncepts	of PPC					Гуреѕ	of Keyv	words			
S-4 SLO-1	Objectives Marketingi	nofm Searchm <mark>Eng</mark>	ine Concept of Organic SE	O Ad Delive	ery, Ad Rotation and Ad Sche	dulin	ig C	alcula	tion of	Pay Per	Click	(PPC)			Steps	researc	h involv	ed in k	eyword	s
	Objectives Marketing		On-page and Off-page		ery, Ad Rotation and Ad Sche			alcula	tion of	Pay Per	Click	(PPC)			Steps	researc	h involv	ed in k	eyword	s
	Types of Search Engi		On-page and Off-page	SEO Ad Delive	ery, Ad Rotation and Ad Sche	dulin	ig C	PM –	Cost P	er Mile					Steps	researc	h involv	ed in k	eyword	S
	Types of Search Engi		Concept of Local SEO		eting – Introduction					CPM St		get the	e best	CPM		rd targe				
	Benefits and Drawbac		YouTube Ads		volved in site targeting					er Acqui							Type:			
S-9 SLO-1	Growth of SEM in Ind	ia	Outline of Google AdS	ense Function	s of site targeting		С	alcula	tion of	CPA Fa	ctors a	affectin	g CPA		Ad ran	king an	d Ads a	uction		
Learning Resources/ Reference books	2) "Search E	ngine Optimization	& Marketing", SUBHANKAI	R DAS, Chapman and Hal	w Hill Publication, November 2 I / CRC Publication, January 2 rkeley, CA Publication, June 2	2021	-44	(II)	I	4	•									

					Learning Assessi	nent				
	Bloom's Level of Thinking	CLA – 1 (10%	6)	CLA – 2 (10%)	CUEN	CLA – 3 (20%)		CLA – 4 (10%)		Final Examination (50% weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level 1	Remember Understand	15%	15%	15%	15%	15%	15%	15%	15%	30%
_evel 2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%
evel 3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Total		100 %	/ 1	00 %	14 6-54	100 %	7	100 %	100 %

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Expert
Mrs. Abirami Manoj, General Manager, Maersk Global Services,	Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Mrs. V. AMUDHANILA Mr. R. THANIGAIYARASU
Chennai.	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

e students re studen earners to re a creati op life-lon	Name Nil Co-requisite Co Career Guidance Cell (CLR): The purpose of learning this co is to understand reasoning skills its for job interviews of develop the vocabulary of a ge- ive and professional mindset	Data Book / Codes/Star ourse is to: and mathematical concepts	IFN	Prog		Courses	3	V Nil			vaiu	e Auc	lition	Cours			2	0	0 2	2 2
Rationale e students re student re acreati op life-lon	Career Guidance Cell (CLR): The purpose of learning this consists to understand reasoning skills that for job interviews of develop the vocabulary of a genium and professional mindset	Data Book / Codes/Star ourse is to: and mathematical concepts	ndards	111	ressive	Courses	3	Nil								•		•		- 1
Rationale e students re studen earners to re a creati op life-lon	(CLR): The purpose of learning this costs to understand reasoning skills that for job interviews of develop the vocabulary of a geine and professional mindset	ourse is to: and mathematical concepts	ndards		44	1 3														
e students re studen earners to re a creati op life-lon	s to understand reasoning skills ats for job interviews to develop the vocabulary of a ge ive and professional mindset	and mathematical concepts		1 1 4 4																
re studen earners to re a creati op life-lon	nts for job interviews o develop the vocabulary of a ge ive and professional mindset			Lea	rning	4/	73				Prog	gram L	_earni	ng Oı	utcom	es (Pl	.0)			
earners to re a creati op life-lon	o develop the vocabulary <mark>of a ge</mark> ive and professional mi <mark>ndset</mark>			1	2	3	1	2	3	4	5	6	7	8	9	10 1	1 12	13	3 14	T
re a creati op life-lon	ive and professional mindset	and the state of t		g							υg				90		ng			
op life-lon		nerai kina by aeveloping their read	ding skill	Thinking	(%)	(%)		_	_	g	il .	90	ing		oualitie.	g ≝	ī		g	
		A Y /	7.6	Ë	6)/	t (%		tio	king	Vin	as	at	Ē ,	5	વ.		les	≥	ξ	
	ng skills students can <mark>use to s</mark> eel	k jobs, internships and make caree	er changes	Ŀ.	pg Oc	en a	ary	ica	nin.	sol	<u> </u>	h re	e t	i e	did Ys	9 E	ıţial	ij	Ë	u
	The state of the s		2594 377	<u>n</u> of	scte	E Set	led Sir	Ju.	al tl	em	Ę Ę	arc	cti	-alle ning	ers	ong Issi	rier	oya	<u>و</u> ا ي	Skills
Outcomes		rs will be able to:	Market 1	Level of (Bloom)	Expected Proficiency	Expected Attainment	Disciplinary knowledge		Critical thinking	1			Reflective thinking		<u> </u>	Lite-long learning Professional skills			Options Decision making	, skills
			1.78% He	3	80	75	<	٧	7			<	7						1	
												2	-				`—			
		S	JAES 31										2					_		
		their course		-																`
Students	in choosing a career path dumi	g their course			/3	70	IVI	IVI	''	11	IVI	IVI	IVI	IVI	IVI	IVI I	<u> </u>	IVI		<u>′</u>
	6	6	1 9 1 4	100	6		- 5			6							6			
												ction								
SLO-2 P	Partnership related solving problems	Etiquettes					V	aluePı	opos	ition						•	,			
SLO-1 C	Cryptarithmetic	Interview Skills - Introduction	How to app Interviews		rtual & li	n Person	E	ntrepre	neurs	hip - E	Busines	ss Mod			nip Sk	ills - E	hics &	Ethica	l Decis	ion
CLO-2	Cryptarithmetic – solving problems	Do's and Don'ts During Interview	Tips & Trick	ks to Cra	sh Interv	view				hip –	Revenu	ie			nip Sk	ills -De	cision l	Making	ı – Ca	se
LO-1 C	Ordering, Ranking	Mock Interview – Session 1	Types of Pa	aragraph			Eı	ntrepre	neurs	hip - S	Sales		Ма	nager	ment -	- Defin	ition			
		Mock Interview – Session 2				ns	E	ntrepre	neurs			ng								
LO-1 V	/enn Diagrams	Mock Interview – Session 3	Types of Se	entences		T TO	E	ntrepre	neurs	hip - (Quality	Contro	ol Lea	adersh	nip Sk	ills - M	anager	nent C	haller	ges
5LO-2 V	/enn Diagrams solved questions	Mock Interview – Session 4	Ordering of	Sentend	es	LLI				hip - (Custom	er	Ch	ange	Mana	gemen	t			-
LO-1 R	Races and Games	HR Round – Practice Session	Skimming &	& Scanni	ng		Le	eadersl	nip Sk	rills					ays to	Mana	ge Ene	rgy in	Work	Place
		HR personal Interview -Session			nsion															
-												g								
LO-2 10	dentification of Cross Variable Relation	Email Drafting – Do's and Don'ts	Most Appro	priate R	estateme	ent	Ty	pes of	Lead	lership			Gri	evanc	e Rec	dressal	Policy	in Org	anisa	ions
	interviews op compression thirties students LO-1 Fillo-2 Fillo-2 Cho-1 Cho-2 Cho-1 Cho-2 Cho-1 Cho-2 Cho-1 Cho-2 Cho-1 Cho-2 Fillo-2	esign thinking as a strategy students in choosing a career path during the Control of the Contro	Interviews confidently op comprehension and interpretation skills lesign thinking as a strategy is students in choosing a career path during their course 6	interviews confidently op comprehension and interpretation skills lesign thinking as a strategy students in choosing a career path during their course 6	the problems on reasoning interviews confidently 3 interviews confidently 3 aces on and interpretation skills 3 aesign thinking as a strategy 3 astudents in choosing a career path during their course 3 astudents in choosing a career path during their course 3 astudents in choosing a career path during their course 3 astudents in choosing a career path during their course 3 astudents in choosing a career path during their course 3 astudents in choosing a career path during their course 5 astudents in choosing a career path during their course 5 astudents in choosing a career path during their course 5 astudents in choosing a career path during their course 5 astudents in choosing a career path during their course 5 astudents in choosing a career path during their course 5 astudents in choosing a career path during their course 5 astudents 5 astudents in choosing a career path during their course 5 astudents 5 astudents 5 astudents 5 astudents 5 astudents 6 astudent	the problems on reasoning interviews confidently 3 80 80 97 80 90 comprehension and interpretation skills 90 comprehension and interpretation skills 90 90 90 90 90 90 90 90 90 90 90 90 90	the problems on reasoning interviews confidently op comprehension and interpretation skills op comprehension and interpretation skills op comprehension and interpretation skills or sign thinking as a strategy of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students in choosing a career path during their course of students of students in choosing a career path during their course of students of students in choosing a career path during their course of students	the problems on reasoning 3 80 75 2 Interviews confidently 3 80 75 2 Interviews confidently 3 75 70 2 Interviews 3 75 70 3 Interviews 3 75 70 3 Interviews 3 75 70 M Interviews 3 75 70 M Interviews 3 75 70 M Interviews 5 Interviews 5	the problems on reasoning interviews confidently 3 80 75 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	the problems on reasoning interviews confidently 3 80 75 2 2 1 2 interviews confidently 3 80 75 2 2 1 2 interviews confidently 3 75 70 2 2 1 2 interviews confidently 3 75 70 2 2 1 2 interviews confidently 3 75 70 2 2 1 2 interviews in choosing a career path during their course 3 75 70 M M H H I Interviews in choosing a career path during their course 3 75 70 M M H H I Interviews Interview Session Interview Session Interviews Interview Interview Interviews Interviews Interview Inter	the problems on reasoning interviews confidently 3 80 75 2 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	the problems on reasoning a careful problems on reasoning miterviews confidently a 80 75 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	the problems on reasoning and interpretation skills and proper source of the problems on and interpretation skills and proper source of the problems on and interpretation skills and proper source of the problems and interpretation skills and proper source of the problems and interpretation skills and proper source of the problems and problems and problems and problems and self-presentation and problems are problems and self-presentation and problems and self-presentation and problems are problems and self-presentation and problems and self-presentation and problems are problems and self-presentation and problems and self-presentation and problems are problems and problems	the problems on reasoning	the problems on reasoning	the problems on reasoning	the problems on reasoning	the problems on reasoning interviews confidently 3 80 75 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	the problems on reasoning interpretation scribles of reasoning interviews confidently a 3 80 75 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	the problems on reasoning interviews confidently 3 80 75 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

earning Assessment					
Level	Bloom's Level of Thinking		Continuous Learning As	sessment (100% weightage)	
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%)#
		Theory	Theory	Theory	Theory
evel 1	Remember	20%	10%	20%	20%
	Understand				
evel 2	Apply	50%	50%	50%	50%
	Analyze				
evel 3	Evaluate	30%	40%	30%	30%
	Create	A A STATE OF			
	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	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita	Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
TechnologySolutions India Pvt. Limited, Chennai	Vishwa Vidhyapeedam, Coimbatore	Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance, FSH,SRMIST

Course Code	UMI23M01L	Course Name	MY INDIA PROJEC	T Course Category	M	Mandatory Courses	L T P C 0 0 0 0
Pre-requisite Courses	Nil Co-rec	uisite Courses	Nil	Progressive Courses	Nil		
Course Offering Departme	ent Comm	nerce	Data Book / Codes/Stand	lards Nil			

Assessment Method - Fully Internal

Assessment Tools		7).	Marks	
Review – I (Activities)	-A - A Ga -		50	
Review – II (Project report and Presentation)	ACTIVICATION.	N Y A	50	
Total	75.50	432	100	



SEMESTER - V

Course Code	UCI	M23501J	Course Name	BAS	SICS	S OF COST ACCOUNTING Course Category C Discipline-Specific Core Course		L 3	T 0	P C	2	C 4			
Pre-requisite Courses Nil		Co-re	equisite Courses		Nil	Progressive	Courses		Nil						
Course Offering Dep	partment		COMMER	CE	Data	Book / Codes/Standards	Nil	7	1.0						

Course Le	arning Ra	rning Rationale (CLR): The purpose of learning this course is to:						Learning				am Ļ	earnin	ng Ou	utcome	s (P	LO)			
				and a telesco												4				
CLR-1 :		ne basic concepts of Cost Accounting		1	1	2 3		1 2	2 3	3 4	5	6 7	' 8	9	10	0 1	1 12	2 13	14	15
LR-2 :		and the Material Control and Pricing of		PG - 1 3 110 10 1				7												
LR-3:	Familiari	ze with the accounting and control of	labour cost and calculation of wages			a	3		e e	g i	ב		-	0	ľa		ļ			
LR-4 :		e students familiarise with absorption		12.72 S. F. 12.72) 3	ر الله	ge a	gati	돌 동		اے	o ·	<u>ج</u> ا الج	를 S		g	<u>.</u>		SIIIS
LR-5 :	Enhance	e the students to understand the conc	epts and preparation of Reconciliationof Financial	and Cost Records	₽ © 2		ne ge	i g	mmunication IIs	= =	2 3	arc arc	흦.	<u>e</u>	is se	gu	.si	eriential	S an	cision king skills
							ai B	Disciplinary knowledge	Comm	Critical thinking	Analytical	Research	Reflective	Self-directed	<u>a</u>	Life-long	$\overline{}$	ber 1	g io	
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:					Level of Thinking (Bloom)	ज़ि हूं।	ĕĕ	异型						<u>ر</u> و	Leadership Readiness/Qual	ڐ	Ħ_	Experiential Employability		
LO-1 :		e basic concepts of cost accounting	G/0 3.10.25 ×	Country Street	3	15	65	H	Н	M F		L		-	M	М		L	-	МН
LO-2 :		implication of concepts and technique		300 47 77	3		65	M	Н		1 M		- L			٠. ١	- H			L H
LO-3 :	Efficient	implication of concepts and technique	es of Labour Turnover and calculation of remunera	ation.	3		65			н М							- \land	1 L	L	HL
LO-4		n the methods of absorption of overhead			3		65		ΜÅ		L -	- L	M M	-	Н -		-	L	L	L M -
LO-5	Apply the	e concept and prepare the Reco <mark>ncilia</mark>	tion Statement		3	75	65	МН	M L	LL					HLL	_ M				
					1															
Duration	(hour)	S8 SLO-1	Learning Unit / Module 1	earning Unit / Module 2			Reconciliation of cost and financial accounts-need for reconciliation			L	Learning Unit / Module 3									
			18	18						ed for					18					
1	SLO-1	Cost Accounting - Meaning of Cost,		1111111		re	econc	iliation	1		A	/aten	ial Cor	ntrol -	– Mear	- nina	and (Concer	nts of	jective
•		Costing, CostAccountancy		Tender and Quotation												٠			,	•
	SLO-2	Cost Accounting - Definition, Nature										Essentials & Techniques ofmaterial controlPurchase								
		and objectives		Difference between Tender and Quotation								control- Purchase department Purchase department								
	SLO-1	•	Cignificance of Coat Accounting Coans of Coat	Practice Problems of Cost Sheet			_				C	ontro	ı- Pur	cnase	е аера	rtme	nt Pu	rcnase	е аер	artmeni
			Significance of Cost AccountingScope of Cost	withTenderand Quotation							itationationa									
	SLO-2		Accounting	Practice Problems of Cost Shee							11.	itsfunctions								
			Accounting	withTenderand Quotation																
	SLO-1		Cost centre, Profit centre andCostunit,	Practice Problems of Cost Sheet							E	OQ-	meani	ing ar	nd dete	ermir	nation	Deter	minat	ion
			Function of Cost Accounting	withTenderand Quotation																
										of variousstock levels										
	SLO-2		Essentials of a Good CostAccounting System	Practice Problems of Cost Shee	et						"	or varioussissic levels								
			Simple cost sheet problem	withTenderand Quotation																
S 4 - S6	SLO-1		Practices of Cost sheetwith Tend	ost sheetwith Tender and					Problems on EOQ and stocklevels											
			Quotation	Trondor and				_	<u> </u>											
	L		4.000.000	(T (Practice Problems on EOQ Calculation withfrequen ofpurchase													
	SLO-2		Practices of Cost sheet with Ten	nder							tpurc	nase								
	01.0.4		Advantages of Cost Accounting	andQuotation							 c	amo	utatior	n of S	Stock L	evel	S			
S7	SLO-1		Limitation of Cost AccountingFinancial	Cost ledger accounting- meaning- advantages of cost ledger																V
		1	I imitation at Cast Associating Linearial	I PANANTANASAT COST IDAAAT		1					1 5	tock	INVAL O	comn	utation	tort	WO CC	mnon	△ntc.S	tock le

Learning Unit / Learning Unit / Module 5 Module 4 18 l abour Meaning and definition Cost -

Meaning &Definitio

ofOverheadImportance

of Overheads

Types of labour

Classification of overheadcost Measurem ent of Codification and methods of I abourTu codification of overhead

rnover expenses Causes Steps in overhead

&Effects of accounting-Collection of Labourtur Production overhead Departmentalizationof nover Overhead and types of

Reduction of departments labour turnover Departmentalization of Overhead and types of

Computation of departments

LabourTurnover

Calculation of Allocation and apportionment of Labour turn over overhead costs

under Separation and Replacement

Simple Problems on allocation of Methods

overheads Computation of

Labour turnover Difference between allocationand under Flux Method apportionment of overheads

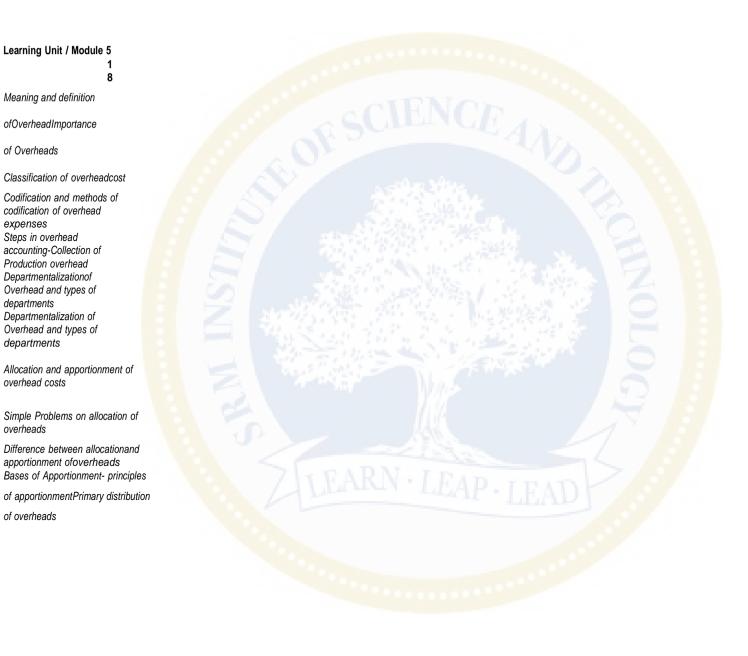
Bases of Apportionment- principles Motion study.

Time study Time

of overheads Keeping

department Cost accounting

department



	SLO-2	Cost accounting vs. M accounting	J	Reasons for d	isagreement	in profit	Stores control-mean standardization, store	ing, Simplification and rekeeping		•	Problems of	on Primary Distribut	tion
S9	SLO-1	Techniques of costing costing	&Methods of	Method of rec	onciliation	- 01	Issue control-Pricing		Treatment of Idle time	time andOver			mary distribution method
	SLO-2	Classification of cost		Procedure of r	reconciliation		Types of Pricing of I	MaterialIssues	Payroll Procedure	9	Allocation	of overhead on Prir	mary distribution method
S10 - S12	SLO-1	Cost sheet – Introduct Definition, Specimen o		Practice Probl	<mark>ems</mark> in Reco	nciliation Statement	Problems on FIFO	T.V	Remuneration an	d Incentives		rtionment of service departments-meth	e department costs to ods
	SLO-2	Cost Sheet with Raw Sheet with Raw Mater		Practice Probl	ems in Reco	nciliation Statement	Practice problems of material	n FIFOwith a shortage o	Time & Piece Ra Straight Piece Ra and Time Rate S	ite System	Problems i method	in Re – apportionm	ent-Direct re-distribution
S13	SLO-1	Cost Sheet with Work	-in-Progress	Memorandum	Reconciliation	on Account	Preparation of store Method	s ledgerunder LIFO	Problem on differ PieceRate under Method		Practice pr	roblems on Repeat	ed Distribution Method
	SLO-2	Cost sheet with stock	and inven <mark>torie</mark> s	Circumstances avoided	s in which re	conciliation can be	Practice problems of material	n LIFOwith a shortage o	Calculation of Str rate and Different Methods		Step Laddo	er Method	
S14	SLO-1	Cost sheet with stock	and inve <mark>ntories</mark>	Integrated cos	t accounting	-meaning	Adopting FIFO and	LIFO forMaterial Pricing	Problem on Merri Differential Piece		<mark>Method</mark> s o	f Absorption of Ove	erheads
	SLO-2	Cost Sheet with Finish	nedGood <mark>s</mark>	Essential featu	ires of integr	rated accounting	Problems in HIFO m	nethod	Premium and Boi	nus plan	Advantage	s of Absorption of	Overheads
S15	SLO-1	Cost Sheet with Closin StockValuation		Principles of in (Only Theory)	ntegratedcos	t accounting system	Problems in Base S	tockmethod	Comparison betw Halsey plan and		<mark>Machin</mark> e H		
	SLO-2	Cost sheet with overhe			ntegratedcos	t accounting system	Pricing of Material u Methods	nderAverage Pricing	Computation of F andBonus plan		Format of	Machine Hour Rate)
S16 - S18	SLO-1	Practice of Cost Sheet Cost Calculation	t withProfit <mark>on</mark>	Practice proble	ems in the p	reparation of	Simple average met	thod-Problems	Comparison betw theHalsey plan	reen	Calculation	n of Machine Hour	Rate
	SLO-2	Practice of Cost Sheet Sales Calculation	t withProfit on	Reconciliation	statement		Weighted average n	method-Problems	Comparison betw theRowan plan	reen	<mark>Prac</mark> tice pr	roblems on Machin	e HourRate
Learning Referenc	Resources e books					Margham Publicatio blishers, New Delhi.		3. 4.	Murthy & Gurus R. S. N. Pillai a			, Vijay Nicole Publi New Delhi	cations, Chennai
					-		Learning Assessm	ent					
		Bloom's Level of	01 4 (400()			01 4 0 (400()		(O) A (O) (O)		DI A 4 (40	10/\		Final Examination
		Thinking	CLA – 1 (10%)			CLA – 2 (10%) Theory	Practic e	CLA – 3 (20%)	Drastica	CLA - 4 (10	,	Dractica	(50% weightage)
_evel 1		Remember	Theory 15%	Practice	5%	15%	15%	Theory 15%	Practice 15%	Theory 15		Practice 15%	Theory 30%
_evei i		Understand	15%	73	5%	15%	15%	15%	13%	15	70	15%	30%
Level 2		Apply	20%	21	0%	20%	20%	20%	20%	20	1%	20%	40%
		Analyze			.,0	2070	2070	2070	2070	20	,,,	20/0	1070
Level 3		Evaluate Create	15%	1:	5%	15%	15%	15%	15%	15	i%	15%	30%
		Total	+	100 %			100 %	1	00 %		10	00 %	100 %
# CLA – 4	can be fro	m any combination of the	ese: Assignments	s, Seminars, Te	ch Talks, Mir			s, Certifications, Conf. Pa	per etc.,				
Course D		· · · · · · · · · · · · · · · · · · ·	<u> </u>	. , -	•	•	•		·				
Experts fr	om Industry	1				Experts from Higher	Technical Institutions						Internal Expert
1. Mrs. Al	oirami Mano	j, General Manager, Ma	ersk Global Serv	ces, Chennai.				sor & Head, Department of the State of the S					Mrs. M.Meerabai Dr.D.Bhuvaneswari

Cour	se Code	Nam	INCOME LAX LAW AND PRACE	TICE - I	Course Category	С	٠.,		Discipl	line S	pecifi	c Cor	e cours	e			L T	P O C 3 2 4
Pre-requ			Co-requisite Courses	Nil	Progressive Course	es							Nil					
Course	Offering	Department	Commerce Data Book /	Codes/Standard	ds Nil													
Course	Learnin	g Rationale (CLR): The purpose	of learning this course is to:	7		C L	earning					Progr	am Leai	rning C	utcome	s (PL	0)	
CLR-1:	To unde	erstand the basics concepts of inco	ome tax			1	2	3	1	2		4 Š	6 7			0 11	12 13	14 15
		ware of the component of salary a					(%)	(%)	>	Ę.	king			b	Ως	ਯ	<u>-</u> - ≥	S
		rmine the tax treatment of salary or ess the income from house propert			-1		D 30	ent o	nar	nica	hin	<u>_</u> _	5 ₹ 5	ect	shir ss/(gio	abili a	Skill S
CLR-5:	To dete	rmine the income from business of	r profession			king king	cier ect	n m	ië ê	E I	<u>g</u> .	ler ∰	ed s		der	Ire-long Professio	xperiential	isio isio ing Skil
			this course, learners will be able to:		7 10 7	Level of Thinking (Bloom)		Expected Attainment (Disciplinary knowledge	Communicatio	Critical thinking	Analytical	Research related skills	Self-directed	ea	Life-long Professional	었다.	options Decision making skills
CLO-1:	Thoroug	gh knowledge in income tax			3777 10 37	3	75	65	H	M		M M	H .	- <u>L</u>	-	H -	<u> </u>	- M
CLO-2:	Enriche	d knowledge in taxable componen	t of <mark>salary</mark>	1.0		3	75	65	Н	М		M M	H L	L L		Н -	М -	- M
CLO-3:	Sound I	knowledge in profit in lieu of salary		1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1		3	75 65 H M - M				H ·	• L		Н -	M -	- M		
CLO-4	Strongir	n computation of house property in computation of income from bu	come profession		Acres 15 Total	3	75 75	65 65	H	M		M M M M	H ·	- L		H L H -	M I	- M
				I coming Unit	/ Madula 2					IVI	1-1		7.7	L L		-	IVI L	- IVI
Duration	(nour)	Learning Unit / Module 1 18	Learning Unit / Module 2	Learning Unit	18	Learnin	g Unit / Module 4			Le	arning (Jnit / IV) 8				
S01	bi O 1	Income tax act 1961:Objectives of		Profit in lieu o		Incomo	from He		-	Pacia	Char	ao: Dr	ofit and	l Caine		-	occ of	Profession:
301	BLU-1	Taxation,	Definition, Features of salary income, Components of salary	Gratuity; their	tax treatment, if the ved during the service.		ons to be						efinition of					Profession:
		Cannon of Taxation	Allowances: Types of Allowances under tax point view;		ir tax treatment, if the ceived during the	е							eaning o	•				
S02		Meaning of Tax, Types of tax, Dire and Indirect Tax,	Tax treatment of such Allowance.	Problems relati	ing to Gratuity		ire to det different				al Vali	ga	ncome chargeable under the head "profits ar gains from business or profession"; speculative business:					
	SLO-2	Taxation system in India.	Provisions related to fully taxable allowances	Problems relati		tax aga	oal tax ar inst GAV	<i>l</i> ;					·					
S03		Difference between Direct and Indirect tax	Provis <mark>ions related</mark> to partly taxable	Problems relati	ing to Gratuity	Net An Annual	nual Va Value; D	alue; D Deducti	etermin ons are	nation to be	of I	Vet ad Re	missible ent, rate	deduct s, repa	ions [se i rs and	ctions insura	30 to 31 Ince for	7]; buildings;
		Important Definition, Agricultural Income, Person,	Provisions related to partly taxable	Problems relati			from No				1	fu	rniture;	Deprec	iation [sectio	n 32]	y, plant and
S06		Important Definition, Assessee, Types of Assessee.	Provisions related to exempted allowances;	of		differen	nt circum	stance	s.			Ra Re	omputation ates of desearch	eprecia [Sectio	ion; Exp n 35];	enditu		cientific
		Meaning of Income Income, Features of	Perquisites: Meaning and definition; Types of Perquisites; tax-free Perquisites;	Problems Rela		treatment treatme	ent;	r Rent	Received	d and	their	tax 35 S fro	SAD]; An ection 3som busin	mortiza 5D]Bas ness	tion of ic princi	Prel ples o	f comp	Expenses uting income
S07		Assessment year, Previous year, General and exception rule.	Taxable Perquisites for all employees; their tax provisions	Problems Rela	ting to Pension		ons to ac d Carry F				Prope	re	tirement	sch	eme[Se	ction	35DI	der voluntary DA]; Other / Expenses

						[Section 37];
		Gross Total Procedure to income/tax. Income, Net Income, rounding of taxable	Taxable Perquisites for all employees; their tax provisions	CCIENCE	Problem related to determine Income from house property.	Expenses or payments not deductible in certain circumstances [section 40A]
S08		Rate of tax, Surcharge, Rebate u/s 87A, Tax liabilities	Taxable Perquisites for all employees; their tax provisions		Problem related to determine Income from house property	Profits chargeable to tax [section 41]; Compulsory maintenance of accounts [section 44AA]
		Undisclosed source of income, Tax rate applicable. Rebate u/s 87A; Surcharge.	Taxable Perquisites for specified employees; their tax provisions	3 ,	Problem related to determine Income from house property	Presumptive taxation under section 44AD; Computation of income from business
S09		Residential status: Individual, HUF, Firm, Company, others.	Taxable Perquisites for specified employees; their tax provisions	3	Problem related to determine Income from house property	Computation of income from business
		status of individuals.	employees; their tax provisions; Fringe	Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions.	Problem related to determine Income from house property	Computation of income from business
S10 - S12		status of Individuals.	Standard deduction; Entertainment Allowances and Professional tax, Problems relating to the salary income with allowances and Deductions.	with allowances, perquisites,	Problem related to determine Income from house property	Computation of income from business
			Problems relating to the salary income with allowances and Deductions.		Problem related to determine Income from house property	Computation of income from business
S13		status of HUFIndividuals.		Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions.		Computation of income from business
		status of Firm / Company.	7 2	with allowances, perquisites, Profit in lieu of salary and Deductions.	Problem related to determine Income from house property	Computation of income from business
S14		Incidence / Scope of total Income: Indian Income; Foreign Income. Provisions for computation of total Income.		Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions.		Computation of income from business
		total income.		with allowances, perquisites, Profit in lieu of salary and Deductions.	house property	Profession: Procedure to computation of Professional Income; Computation of Professional Income
S15		total income.		with allowances, perquisites, Profit in lieu of salary and Deductions.	Problem related to determine Income from house property	Computation of Professional Income
		total income.		with allowances, perquisites, Profit in lieu of salary and Deductions.	Problem related to determine Income from house property	Computation of Professional Income
S16 - S18		total income.		with allowances, perquisites, Profit in lieu of salary and Deductions.	Problem related to determine Income from house property	Computation of Professional Income
	SLO-2	The problem relates to the scope of	Problems relating to the salary income With	Problems relating to the salary income	Problem related to determine Income from	Computation of Professional Income

		total ind	come	allowances, perquisites, and Deductions. with allowances, perquisite lieu of salary and Deductio		ouse p	property
Learn Reso	_			V.P. Gaur and D.B. Narang, Income tax law and practice, Kalyani Publications, New Delhi Vinod K. Singhania, Students Guide to Income Tax, Taxman. Publication, New Delhi	On	4. 5	Bhagavathi Pasad , Income Tax Law and Account – Vishwa Prakasan, New Delhi M.Jeevarathinam and C. Vijay Vishnu Kumar, Income Taxlaw and Practice, Vijay
	nce books	s :		H.C Mehrotra, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra.	MG.	J.	Nicole Imprints, Chennai

	Bloom's Level of			Continuous Learning Assessment (50% weightage)						
	Thinking	CLA – 1 (10%)	LA – 1 (10%)			CLA - 3 (20%)		CLA - 4 (10%	(50% weightage)	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand			E12.	\$1,00% 7 mm					
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze		7 / 2	THE RESIDEN	1 1 7 This said					
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create			200	Called St. Co.	All the second				
	Total	1(0 %	4 7 1	100 %	10	0 %		100 %	100 %

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Expert
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	Dr. A Saraswathy. Associate Professor& Head, Department of Commerce, Government Arts College, Nandanam Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr. M. JEEVARATHINAM Ms.A.N Amrin Fathima

Cours	e Code	U	CM23503J	Course Name GST P	ROCEDURE AND	PRACTICES			Course	Catego	ory	С			Dis	cipline	Spec	ific Co	re		L 3	T 0	P O C
Pre-requi	site Co	urses	Nil	Co-requisite Courses	N	Vil	Prog	ressive	Course	es	-	٠.						Nil			_		
Course O	ffering D	Department		Commerce	Data Book / Codes/	Standards	Nil		7														
(CLR):		Rationale	' '	of learning this course is to:	4,2	-	Lea	rning	44	U	۸,			Pr	ogram	Learn	ing O	utcom	es (PL	0)			
				ness Communication			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14 15
				uage and Presentation	S													_					
			basic concepts of L	etter writing				4	(%)				4					Į		-	_ 3	È	
			report writing odern Forms of Co	mmunication		10.00	1.16	ठ ठ		nar.	.⊑		_	- D	5	e ve	_	ship ess,	g 20	on 8	ntie	ap	_
				this course, learners will be able to:			of	scte	cte	ië jë	E C	<u> </u>	ng g	zi ci	ear	ecti	; je	dine	lo ic	SSi	erie	o .	ing ing
(CLO):		g Outcomes			at a S	7.78	Level of Thinking		Expected Attainment	Disciplinary knowledge)		Problem solving	Analytical	Research	Reflective thinking	Self- direc		Life-long learning	Profession a skills	Experiential learning	Employability	Decision making ICT Skills
			chanism of indirect		079.51	1.00	3	75	65	Н	М	М	М	Н	L	L	L	М	М	L		-	- M
				n Indirect tax system			3	75	65	Н	Н	М	Н	Н	L	L	L	Н	М	-	-	-	L M
			pts of goods and s				3	75	65	Н	Н	Н	H	Н	L	L	L	L	M	L	М	-	- H
			nificance of GST fo	ces tax mechanism in India. Get an id	laa ahaut auatama	rulos	3	75	65	Н	Н	М	М	Н	L	L	L	L	М	-	-	-	- -
	proced	dures and do	ocumentation.	- Z E:	WOLVE	7111	3	75	65	Н	Н	Н	Н	Н	L	L	L	L	М	-	-	-	- -
Duration		Learning Uni	t / Module 1	Learning Unit / Module 2		Learning Unit	/ Module	e 3			10	Lea	rning l	Jnit / N	/lodule	4			Learnir	ng Unit	/ Modu	le 5	
		18		18		18				200		18							18				
		Basic Conce	pts -Concept	Concept of supply	Late Carlo	GST Composi	tion levy	/,	335			Pro	cedure	relatii	ng to L	evy (G	ST)		Proced				
	-0 - 2	Indirect tax		levy of GST, 2017		Exemptions from	om GST								y on G				Assignment about the procedures for GST				
			ndirect Taxes	Concept of supply related to	composite	Power to gran	t exemp	tions				Con	nputati	on of	Taxable	e Value)		Registration under GST law				
SI	ŀ	Taxes	etween Direct and I	Concept of supply related to	* * *	Exempted goo	ds unde	er exem _l	otion no	tification	ns	Det	ermina	tion of	Tax lia	ability			Case study about registration und GST law			on under	
		Concept of G	SST,	Place, Time and Value of tax		Exempted ser	vices un	ider exe	mption r	notificati	ons					ax credi							t notes
SI	.0 - 2	Relevant Def	initions under GST	law Practical concept of Time and determination	d value	Case study rel	lated to	exempti	on unde	er GST t	axatio					e Value ax Cred			Case s invoice			n abo	ut tax
S 4 - SI S6		Constitutiona Council: Con	l aspects of GST. stitution	Time value determination –pi	ractice	Discussion on	GST ta	xation e	xemptio	n and le	evy	Rela	ating to	Levy	(IGST)			Differe	nt GST	return	S	
SI	-0 - 2	Assignment of	on GST constitution	Implication of Time and value	e concept on GST	Assignment or taxation	n exemp	tion limi	t and cri	iteria for	GST				related				of GST	•		•	and cons
S-7 SI	.0 - 1	Structure of (GST	Significance of consideration SERVICE TAX ACT	n. GOODS AND	Input tax credi	t.					simple problems on utilization of Input Tax				Electro	nic liab	ility Le	dger				
SI	0 - 2	Functioning of	of GST	Importance towards GST imp	plications	Registration un	tration under GST Basic problems on Input tax credit																
S-8 SI	-0 -1	Introduction t	to Goods and Servi	ce Tax Case study about the GST cl		Assignment at business	oout GS	T registi	ation by	/ Small :	scale	Mea	aning c	of Asse	essmer	ıt unde	r GST		Electro	nic cre	dit Led	ger	
SI	-0 - 2	History of Go	oods and Service T	Discussion of Case study about different forms	out the GST with		ssignment about GST registration by Medium scale nterprises																
S -9 SI	.0 -1	-Evolution of	GST Act in India	The CGST Act, 2017						Electro	nic cas	sh ledge	er,										
	0-2	Case study o	of	limplication of CGST		Computation p	rocess	of Taxal	ole turno	over und	ler GS	⊤ Furi				utward		nward	Differe	nt asse	ssmen	t unde	r GST

S- 10 - 12	-SLO - 1	Meaning of Goods and Service Tax	The SGST Act, 2017	GST Registration Forms and Process	Outward supplies and Inward supplies	nterest applicable under GST (Period)
	SLO - 2	Nature of GST - Objectives Of GST	Implication of SGST	Person Liable to Register Under GST		
S- 13	SLO - 1	Need for GST	Integrated Goods and Service Tax Act, 2017	Person Liable to Register Under GST - Compulsory Registration	Claim of ITC provisions and Returns	Penalty under GST
	SLO -2	Features of GST	Meaning and Definition of Terms Used in GST Act 2017	Transportation of Goods without Invoice provisions	GST practitioners - provisions	Various provisions regarding e-way pill in GST
S-14	SLO- 1	Subsuming of taxes	Other Definitions related to GST	Exempted Goods and Services Under GST -	Annual ret <mark>urn and Final</mark> return	Mechanism of Tax Deducted at Source (TDS)
	SLO - 2	Benefits of Implementing GST	Levy of GST Basis of Charge of GST	Rates of GST	Problems on Assessment of tax and tax liability	ax collected at source (TCS)
S-15	SLO -1	Case study of GST benefits	- Inter-State Supply- GST	GST at 5 % - GST at 12 % -	Problems on Assessment of tax and tax liability	Computation Mechanism of Tax Deducted at Source (TDS)
	SLO - 2	Economic development through GST – Discussion as Assignment	Implication of Inter state supply under GST	GST at 18 % - GST at 28%	Assessment of Tax liability	Computation of TCS
S – 16	SLO -1	Challenges of GST Regime —	Intra-state supply – GST implication	GST at 5 % - GST at 12 % - GST at 18 % - GST at 28% - problem	Problems on Assessment of tax and tax iability	Audit under GST
	SLO -2	Constitution of GST Council –	GST rates notified for supply of various goods and services	Procedure Relating to Levy (CGST & SGST)	Set Off – Concept in GST	ntroduction to GSTN – Power and Functions of GSTN –
S – 17	SLO -1	Structure, Power of GST and	Practical implication of GST	Various Schedules Related to Supply	Set Off computation	Design and Implementation Framework GSTN.
	SLO - 2	Functions of GST Council	Reverse charge mechanism	Computation of Taxable Value and Tax Liability [CSGT & SGST	Claim of input tax credit	Goods and Service Tax Suvidha Provider (GSP) - concept.
S- 18	SLO - 1	Revision of GST	Implication of Reverse charge mechanism	Computation of Taxable Value and Tax Liability [CSGT & SGST	Computation of Claim of input tax credit	Challenges in GST
	SLO - 2	GST amendment	Reverse charge mechanism impact	Determination of Taxable value and tax liability	Determination of Input tax credit	Prospects in GST and its application

Learning
Resources/
Reference books

- Goods & Services Tax Indian Journey: N.K. Gupta &SunnaniaBatia- Barat's Publication
 Indirect Taxation Balachandran V Sultan Chand and Sons Publications.

- GST Ready Reckoner V.S Datey Taxmann Publications
 GST Charles Vijay Nicole Publications
 Goods and Services Tax Dr M.C. Mehotra Prof V.P Agarwal Sahtiya Bhawan Publications
- GST Law and Practice R.G.Saha, S.K.Poddar, Shruthi Prabhakkar Himalaya Publication
- Singhania, V. K., & Singhania, M. (2020). Student's Guide to Income Tax Including GST. New Delhi: Taxmann Publication.
- The ICAI Study Material for Final Course Group-II, Paper-8: Indirect Tax Laws [Module 1, 2, 3 and 4]

			1		Learning Assessm	ent			- /	
	Bloom's Level of				Continuous Learning	g Assessment (50%	weightage)			Final Examination (50% weightage)
	Thinking	CLA - 1 (10%)		CLA - 2 (10%)		CLA - 3 (20%)		CLA - 4 (10%)#		
	9	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
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	10	00 %	100	0 %	10	0 %	10	0 %	100 %

Practical Exercise:

Learners are required to:

1. Fill up online application for registration under GST for hypothetical firm.

2. Fill up online various forms of GST Returns for hypothetical firm.

3. Prepare e-Way bill for hypothetical firm.

4. Practical problems on computation of input tax under reverse charge for hypothetical firm.

5. Practical problems on payment of tax and interest, if any, for hypothetical firm

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services,	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College,	Dr.G.Sangeetha, Assistant Professor,
Chennai.	Nandanam	Department of Commerce, SRM IST, Kattakulathur.
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

	Course Cod	e UCM23D01J	Course Name	BUSINESS COMMUNICATION	Cours	e Categ	ory L	D	Discipline Specific Elective Cou	rses
Pre-re	equisiteCou	urses Nil	Co-requisit	e Courses Nil	TENZ	rogress	ive C	ourses		Nil
Cours	e Offering D	epartment	Comme	rce Data Book / Codes / Stan					Nil	
Cours	se Learning	Rationale (CLR): The	e purpose of learning	this course is to:		Lea	rning	a /	Program Lear	ning Outcomes (PLO)
CLR-	: To unders	stand the Importance of Bo				1	2	3	1 2 3 4 5 6 7	8 9 10 11 12 13 14 15
		stand various Business lar		t <mark>ion</mark>			(%	(%)	noi g	
		stand the basic concepts o	of Letter writing						e linki cat	
		rizes with report writing				b c	cte	cte	line em la trica arc la si cativi	cted derst derst long fessic erienti ning ons sision ing sk
		various Modern Forms of		January will be able to		Level of Thinkin	Expected Proficiency	Expected	Disciplinar y Communication skills Critical thinking Problem Analytical reasonin Research related skills Reflective	
		Outcomes (CLO): At to ntal of Business Commun.		learners will be able to:		3	<u>வ் க்</u> 95	<u>1 û ₹</u>		M M J J H H H H H H H H H H H C DODII
		nd various Business langu		,		3	95	95		
CLO-	3 : Theoretic	al and fundamental conce	nts of Letter writing		Fritz- Inc.	3	90	90	H M M H M H L	H H H H L L M M
CLO-	4 : Know with	h report writing	pro or <u>Lottor</u> mining	7.0	1 Nov. 14	3	85	80	H M M H M H L	<u> </u>
		dern Forms of Communica	ation	5 1 1 1 1 1 1	7.75	3	95	90	H H M M M H L	HHHHL MHH
Durati	on (hour)	15		15	LANGE WITH	15	7.		15	15
S-1		troduction of Business Co	mmunication	Practice in Effective Communication	Introduction of Busin	ess lang	uage		Management Information System(MIS)	Report Writing
S-2	SLO-1 M	leaning and Definition of Co	ommu <mark>nication</mark>	Drafting Notice for Business	Importance of Busin	ess langi	uage	7.77	Definition & Need of MIS	Types of Reports
S-3	SLO-1	ature of businesscommun	ication	Circular used in Business	Vocabulary words of Wordsoften misspelt		used;		Elements of MIS	Steps of Report writing
S-4	SLO-1 0	bjectives of business com	munic <mark>ation</mark>	Minute used in Business	Oral Presentation Im	portance)		Use of IT in MIS (Conceptual)	process of writing a report
S-5	SLO-1	nportance of Communicati	on	Resolution of the Business	Presentation Plan,				Role of MIS in Business	use of visuals such as tables, diagramsand charts in writing a report
S-6	SLO-1	rocess and Types of Com	municati <mark>on</mark>	CV writing	Power point Present	ation, Vis	sual ai	ids.	Role of MIS in Decision Making	apply citation rules (APA style documentation) in reports.
S-7	SLO-1	arriers to communication		Business Letter Writing	Letter writing				Decision Support System (DSS)	Introduction to Modern Forms of Communication
S-8	SLO-1 P	rinciples of effective comm	nunication	Office Letter	Contents of Letter				Barriers to EffectiveCommunication and	Modern Forms of Communication
S-9	SLO-1	lethods of Communication		Content writing for office letter	Kinds of Business L	etters: In	terviev	W	Ways to Overcome the communication barrier	Fax- e-mail
S-10	SLO-1	hannels of Communication	1	Status Enquiry	Appointments, Acknowledge	owledger	ment	1A	Listening: Importance of Listening	Video conferencing
S-11		ypes of Communication		Letter to enquir about the product	Speciment of Ackno				Types of Listening	Social Networking
S-12		imensions of Communicat	ion	Quotation Order Confirmation	Enquires, Replies ar		S		Barriers to Listening	Blog Writing
S-13		ample Business Letter		Writing of quotation letter	Specimen of Enquie				Overcoming the listening barrier	Content writing
S-14		ormat for Different Types o		Refusal and Cancellation of Order	Speciment of Replie order				Listening situations	Internet Websites and their uses in Business
S-15	SLO-1 Te	emplate for Business Lette	er	Credit Collection & Claim	Sales letter, Circular	s and Co	omplai	ints	Developing Listening Skills	Strategic importance in e-communication
Learr Resou	irces	2) Ramachandran (2007	7), Business Commur	nunication, Jaico Publishing House, New D ication, Macmillan Publishers, New Delhi of Business Communication, Vijay Nicole,	5) Mee Delhi.	naksh	i Rama	, Effective Business Communication, Pren. n, Prakash Singh, (2012), Business Comm rakash Biyani, (2012), Business Ethics and	tice Hall of India, New Delhi unication, Oxford University Press, New Communication, S Chand Co, New Delhi.

					Learning Asses	sment				
	Bloom's Level of				Continuous Lear	ning Assessment (5	0% weightage)			Final Examination (50% weightage)
	Thinking	CLA - 1 (10%)	1	CLA - 2 (10%)		CLA - 3 (20%)	To be	CLA - 4 (10%)#		
	Timiking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
_evel 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand				A V		7 -6	/1/2		
evel 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze									
_evel 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create					4.34.5				
	Total	1	100 %	4.70	100 %	REAL PROPERTY.	100 %	- N 77	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
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Ms. A.N. AMRIN FATHIMA
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Cour		UCM23D02J	Course Name			BUSINESS	ETHICS		C	Cours	se Cat	tegory	D		Dis	sciplin	e Spe	cific E	lective	Cou	rse		L 3	T 0	P 2	0	C 4
Prerequ	isite Co	ourses	Nil	Co-requis	ite Courses			Nil		F	Progre	essive	Course	es							Nil						
Course	Offerin	g Department	Commer	rce		DataBook/Co	des/Stan	dards	77		1							٨	lil								
					learning this cours	e is to:		7	L	earı	ning		12.				Pro	gram	Learni	ng Ou	ıtcom	es (Pl	.0)				
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					n <mark>to effect i</mark> n their w				evel	Thinkin	Proficiency	Expected Attainment(Disciplinar V	Communication skills	Critical thinking	Proble	Analytical reasonin	Research related skills	Reflective	Jearning learning	Leadership	Professional	SKIIIS Experiential	learning Fmolovability	Ē	Decision making sk	T S
Course	Learni	ng Outcomes (C	CLO): At ti	he end of this	course, learners	will be able to:		N. S. S. S. C.		투마	חַאַ ו		ح, ٰٰٰٰٰٰ	. 0	- · ·		Te. An	Re-			H Le	بَهٔ بَ		<u>ё</u> і	i, B (
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S-1		Business Ethics			Introduction to P			Ethical Decision: In		on	- 75	22		Practic				anagen						,,	-		
S-2		Importance of E			Ethics in Product Development		\$ 12.0	Need for Ethical D	No. of	id			1	tion of						urpos			e of II	ndian	Ethos		
S-3		Characteristics			Ethics in Marketi	ng	77.7	Importance of Ethi						and Ethi			-			Salient							
S-4		Objectives of B			Ethics in HRM		a Carl	Moral Philosophies				ng		Related						ndian i							
S-5		Principles of Bu					g Profession	nal Ethical Issues arise	se for Ma	nage	er		Strate					ate		/lanage							ie
S-6	SLO-1	Elements of Bu Management		CS	Ethics in Advertis	sing		Kohlenberg's Mode	lel				Climate	e Chang	es in	Busin	ess			Concep					•		
S-7	SLO-1	Challenges in E	Business Eth	hics	Ethics in Media I	Reporting		Ethical Decision M					Concep	ot and N	leed (Corpo	rate G	overna	nce I	ndian	Socio-	-Politic	al Env	vironn	nentIn	Busir	ness
S-8	SLO-1	Ethical Perform	ances		Ethical Codes			Ethical Decision M (Continuation)	Naking Pr	roces	SS		Parties	to Corp	orate	Gove	ernance	е	F	Risk Mi	itigatio	on in E	usines	SS			
S-9	SLO-1	Five Myths abo	ut Business	3	Managing of Bus	iness Ethics in (Organizatio	n STEP Model	The second				Agency	/ Theory	7				7	ypes (of Bus	siness	Ethics	in In	dianE	thos	
S-10	SLO-1	Levels of Busin	ess Ethics		Ethical Activities	M	PER	STEP Model (Con	ntinuation)	• [Æ	Stewar	dship T	heory		7			eader. (autily							
S-11	SLO-1	Stages of Mora Business	l Developme	ent in	Ethical Dilemma			PLUS Filter Model					Popula	r Corpo	rate (Goverr	ance		١	/EDA	Model	of Lea	adersh	nip			
S-12	SLO-1	Carol Giligan's	Theory		Values, Belief, N	orms & Standar	d	PLUS Filter Model	l (Continu	uatior	n)			se Mod ate Gov			n Per	spectiv	re of C	Corpora	ate Ri	shi Mo	del				
		Meaning of Mor		ds	Introduction on E	thical issues		Case Study on eth	hical deci	ision				Study on	Corp	oorate	Gover	nance	(Case S	tudy o	on ethi	cs in I	Indian	Com	panie	s
		Universal Stand	dards		Ethical issues an			Case Study					Case S	Study					(Case S	Study						
S-15	SLO-1	Case Study			Case Study on U concern	Inethical issues	in business	Case Study					Case S	Study					C	Case S	Study						
Learni Resour	•				Business Ethics a Corporate Governa					usine	ess Eth	hics: Ai		ics by C n Perspe										eesh	Pears	son	

	Bloom'sLe			Conti	nuous Learning Ass	essment(50%weigh	tage)			Final Examination	n(50%weightage)
	velofThinking	CLA-	1(10%)	CLA-2(10%)	- T	CLA-3(20%)		CLA-4(10%)#			, ,
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	30%	-
	Understand				K P		7 43 / 7				
Level2	Apply	20%	20% 20%		20%	20%	20%	20%	20%	40%	-
	Analyze			60.				/ ~ _			
Level3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	30%	-
	Create			435			YA				
	Total 100%				100%	100 100	100%	477	100%		100%

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	1. Dr.J Srinivasan
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr.
		S.THIRUVARANGADAS
		Dr. S .BHUVANESWAR

Cou		UCM23G01J	Course Name		ADVER1	TISING AND SALES MA	NAGEME	NT	Co	urse	Cate	gory	G			G	ener	c Ele	ctive	Cour	se			L 3	T 0	P 2	0 2	C 4
Pre-rec		Ni		Co-requisite (Courses		Nil		-	Pro	oares	sive C	ourses		-							Nil			•			
Cours	es			oo roquiono s							9.00										-							
Course	Offerin	g Department	Comr	nerce		Data Book / Codes / S	Standard	S					10						Nil									
Cours	Learni	ng Rationale (CL	R): The	purpose of lead	rning this cou	irse is to:				Lear	rning							Prog	ram l	earn	ning C	Outco	mes (PLO)				
CLR-1	: Identif	y the role of adver	rtisements a	dopted by orga	anizations	1000			_	1	2	3	1		2	3	4 !	5	6	7	8	9	10	11 12	2	13	14	15
CLR-2	: Enrich	the knowledge of	f IMC tools in	n advertising		AV		College V			(%)	(3		5	5	βL							_	_				
		communication p						CA 1 1 1 1				4 (9	_	5	g :	볼			uls ills	Ф		ė		2.2	1€		on skills	
		standing about the		anding con <mark>cept</mark>	S				7	_	Expected Proficiency	Expected Attainment	Disciplinar	/ management	5	Critical thinking	Analytical	.⊑	Research related skills	Reflective	g	-eadership	Life-long	Experientia	learning Employability	S S	Decision making ski	Skills
		n about sale Mana						264,37	<u> </u>	Thinkin	pec ofici	pec	cip	2	skills	tica	Analytical	reasonin	segatec	Je l	Self- directed	age	음	beri Se	arn	options	king	S
		ng Outcomes (Cl				's will be able to:	1774	66/379 T	_	ا ي	EX P.	ΕX	<u>iš</u>				A P	rea	Rei Rei	Re		Le	ة 🗄	ĽШ	ı e	9	na ma	CT
		ate the concepts of					15 2 2	200	3		80	70	L			М	Н	Н	Н	L	M	<u> </u>	L	М	L	L	М	М
		ibe the role of IMC						100	- 3		85	75				L	M	М	Н	L	M	M	L	M	L	L	М	L
		ise the importance standing the need			ategy manag	ement in advertising		5 234	3		75 85	70 80				M	Н	M H	H	L	M M	M	<u> </u>	M	L M	L	M	L M
		he use of sale fore			ant in a arga	nization		11 120 3	3		85	75	<u> </u>			M M		Н	Н	-	M	IVI	I		M	L	IVI	M
	-	THE USE OF SAIR TOTAL		Sale Manayen	ieni in a orga			30 V		<u>'</u>	00	73		1	П	_	7	П	П	L	IVI	IVI	L			L	L	IVI
Duration (hour)			15			15		100	15			70				15								15				
		Introduction to ad			Introduction			Communication					Brand				_	of Bra	nd					nt – Int	trodu	ction		
-		Concept and Defi				nd Importance	1 700	Nature of Comn		0.0			Chara			Brar	nd				ypes o							
		Personal Selling			Tools for IM			Basic Model of					Brand								Sales i							
S4 -s5		Perform an action				ing to imaginary compan		Draw Advertisin					Role p											ty of s			er	
	SLO2	Experiment Produ			1	g the role of social media		Role Play the pi in advertising	rocess of (Comr	nunica		Mind N brandi							y r	nobile	epho	nes `	ger to p				
	SLO1	Importance of Ad		Marketing	Modes of Ad			Creative Strateg					Function			d				5	Selling	g Skill	& Sel	ing Sti	rategi	es		
		Types of Advertis				influencing media selecti	ion	Importance of C		Adv	ertisin		Types								Sales							
S-8		Role of Advertise			Media Sche			Creative Proces	SS				Select											Metho				
S9 -	SLO1	Perform word of I	mouth adver	rtising	Debating the advertising	e media of choosing for		Analysis a case	study on o	coco	cola		Preser	itatio	n on B	rand	valu	e of S	Samsu	ng A	Analys	sis Bo	ost co	mpany	sale	detai	ls	
s10								marketing strate	egy	-		\mathbf{H}^{\prime}		m														
	SLO2	Outline role of ad	lvertising in	company	Prepare esti	imation for choosing med	dia	Plan creativity p	process of	any t	orand		Debati	ng th	e need	d of k	orand	ing			Estima netho		d prep	are yo	our ov	vn for	ecastii	ng
S-11	SLO1	Functions of Adve	ertising		Types of Sc	heduling heduling		Advertising App	eal				Brandi	ng C	oncept					3	Sales i	Budg	eting F	roces	S			
S-12	SLO1	Advertising Plan	& Advertisin	g Layout	Public Relat	tions		Types of Advert	tising Appe	eal			Brand	Equi	y – M	eanir	ng			3	Sales	Force	Mana	gemei	nt			
S-13	SLO1	DAGMAR Approa	ach		Process of I	Public Relations		Emotional Appe	al and Rai	tional	Appe		Buildin Positi			rands	s & B	rand						omotic duct L				
S14-	SLO1	Prepare how adv	rertising bud	get	Outline CSF build brand	R contribution in <mark>advertisi</mark> d		Categorize appe		s for	makin		Estima			d Eq	uity (f BM	W	(Case s	study	on Ho	rlicks _I	o[prod	luct li	fe cyc	е
S15	SLO1	Draw a Advertisir	ng Layout fo	r crocs brand	Grading con inadvertisir	mmunication tools impact		Analysis Britann relationalappe		sing i	n		Create	a Bl	ogging	on	your	own b	rand		Nrite a abusir		ort on	how ac	dverti	sing ir	nfluend	е

Learning Resources	 George E Belch. Advertising and Promotion (11th edition), Tata McGraw Hill, New Delhi. (2020) Advertising and Sale Management by Mukesh Trehan & Ranju Trehan 2016 	3. 4. Bra	Sales and Advertising Management by S.Rajkumar & V.Rajagoplan S.Chand Publishing 2020. 4. Keller, K.L., Parameswaran, A.M.G. and Jacob, I (2015). Strategic Brand Management: Building, Measuring and Managing and Equity (4 th Edition). Pearson Education India

Learning	Assessment				10		9717			
	Bloom's Level of			Contir	uous Learning Ass	essment(50%weigh	tage)			Final Examination(50%weightage)
	Thinking	CLA-1(109	6)	CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
		Theory		Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level1	Remember	15%	15%	15%	15%	%	15%	15%	15%	30%
	Understand				9,674			100		
Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze				4.500	U. 517 - 112.5				
Level3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create				26 2 2 2 2 2	71 1 1 14 14	- W			
-	Total	100%			100%	De Maria Cara	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
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	1.Dr.R.Vijayalakshmi
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	2.Dr.J.Srinivasan

Cours	117	CM23G02J Course Name	TRAINING AND DEVELOPMENT		С	ourse C	ategory	E			Gen	eric E	lective	e Coı	ırse			1 3	T 0	P 2	0	C 4
Prerequ Courses		Nil Co-requisite Co	ourses Ni		C	Prog	gressive	Course	s							Nil						
Course C	Offering D	epartment Commerce	Data Book/Codes/Standards					200					Ν	lil								
Course I	_earning l	Rationale (CLR): The purpose of learni	ng <mark>this course</mark> is to:		L	earning	3					Prog	gram L	Learn	ing O	utcon	nes (l	PLO)				
		nd the Basic Concepts of Training			1	1 2	3	1	2	3	4	5	6	7	8	9	10	11 1		13	14	15
		the linkages of Learning & Training design				(%	8		<u>ن</u>	ing					-			_ <u>_</u>		lity	w	
		T and formulate training & Group building n	nethod s	A11 7 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	М.	<u>5</u> 9	j g j	ary	ica	ni X	_	<u>_</u> 0	ج ﷺ	l e	ctec .	, jig	D	힐뺼		abi	ار ﷺ	S
CLR-4:	Provide if	nsight on training evaluation on the best practices of career managemen	4		o g	ie scte	ine scte	plin	m ∥≥	a	ng e	Jai de	ear ear	Schill	i di	ers	lon	ess erie	i i	loy	sio ng 8	, <u> </u>
Course	earning	Outcomes (CLO): At the end of this cour	se learners will be able to:	5 Sept. 1992	evel of	Expected Proficiency	Expected Attainment	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective	Self-directed learning	Leadership	Life-long	Professional Experiential	learning	Employability options	Decision making skills	5
		wledge on training sources & needs.	de, rearriers will be able to.	5775	3	80	70		ŏ ⊆ H	M	<u>H</u>	₩ H	H =	1	<u>ഗ</u>	2		М	1 <u>w</u>	<u>ш</u> о	<u>ч</u> М	<u></u>
		nding on Learning & Strategic Training		A-16-7-	3	85	75	M	Н	L	М	М	H	Ī	M	M		M	L	Ī	М	T L
CLO-3:	Have an	awareness about the Training methods & i	mplementation	1 May 11	3	75	70	М	Н	М	Н	М	Н	L	М	М	L	М	L	L	L	L
CLO-4:	Gain kno	wledge about Training Evaluation models		17 33/20	3	85	80	М	Н	М	Н	Н	Н	L	М	М	L	M I	M	L	М	М
CLO-5:	Familiar v	with the concept of Career Management		" Lake Will	3	85	75	Н	Н	М	Н	Н	Н	L	М	М	L	M I	M	L	L	М
Duratio	n (hour)	15	15	2001 197	15		400	9 .	7		15								15			
S - 1	SLO-1	Introduction to Training	Learning - Meaning	Training implementa	ation	123	197	Trainin	g Evalu	ation										nagen gemen		
S - 2	SLO-1	Rationale for Training, Culture and Other Contexts	Concepts & Theories of Learning	significance of traini	ng im	nplemen	tation	Reaso	ns for E	valua	ating Tr	aining	1		Need f	for Ma	anage	ment	Deve	elopme	nt	
S – 3	SLO-1	Training Process, Training Needs Assessment	Principles of Learning	implementation production buying decisions	ess f	or makir	ng and		ance of tion Mo		ing eva	aluatio	n -							nt - Co relopm		/
S – 4 - S - 5	SLO-1	Presentation onNeed for Training	Describe the significance of Learning	Debate the need for Implementation	train	ing		Relate	the Tra	ining	Evalua	ation i	needs		outline	the s	cope	of ca	reer i	manag	ement	
	SLO-2	Outline the process of Training	Presentation on Theories of Learning	Outline the process decisions	for m	nakeand	buy	Define	the sig	nificai	nce of	trainir	ng nee	ds	Draw t	the ne	ed fo	r Care	eer D	evelop	ment	
S – 6	SLO-1	Components & Sources of Data for Training Needs Analysis	Learning Process - Meaning & Nature	Training Methods - Hands-on Methods Methods				Evalua	g Evaluation De	esigns	s									Ü		pment
S - 7	SLO-1	Needs Assessment Process - Competency Models	Conditions for Effective Learning, Learning Cycle	Training		•		Design							Increas Trainin					nologie	es for	
S - 8	SLO-1	Scope of Needs Assessment	Forces influencing working & learning, Strategic Training	Technology's Influer Technology & Multir	nedia	ì	ng,		ollection						Outsou	urcing	Trair	ning	J	artners		i
S-9-S- 10		Debate the Importance of training need analysis	Debate the process of learning	Role play - Training				evalua	the Co tion des	sign			•		Devel	орте	ent			raining		
	SLO-2	Relate the Components ofNeed Assessment	Seminar on Factors affecting strategic Training	Draw the various us learning			0,		he Data ng Eval			netho	ds for		Experi for trai					techno	logies	used
	SLO-1	Implementation of Training Programme	Meaning & significance of training design	Computer-Based Tr Effective Online Lea	arning	l			nining C						Impor	tance)			gemen		
	SLO-1	Training Delivery Competencies - Trainers and Training Styles	principles of training design	Mobile Technology Intelligent Tutoring S	Syste	ms		organi	tion Pra	3					Stage	s)				ment (0	Career	
S – 13	SLO-1	Trainers Role & Skills for effective trainer	identifying the training objectives - Process	Distance Learning,	Techr	nologies	for	Measu	ring Hu	man (Capital	and ⁻	Trainin	g	Career	r Man	agem	ent S	ysten	ns		

			of training design	Training Support	Activity					
S – 14 -	SLO-1	Role play : Training Styles	Demonstrate how training design works.	Relate Intelligent Tutoring System	Discuss the various evaluation practices	outline the model for career management				
S -15				TENIO	in the organisations	system				
	SLO-2	Role Play : Skills for effective Trainer	Discuss on the process of Training Design	Analyse the need for Training Support	Implement the measurement of human	Predict in brief about career management				
					capital	system				
Learnin	Learning Noe A. Raymond, "Employee Training and Development", Tata McGraw Hill Publications. Lynton P. Rolf & 3.									
Resource	Resources Pareek, Udai, "Training for Development", Vistaar Publications									

	Bloom's Level of			Contir	nuous Learning Asse	essment (50%weigh	tage)	7.0		Final Examination(50%weightage)
	Thinking	CLA-1	(10%)	CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level1	Remember Understand	20%	20%	15%	15%	15%	15%	15%	15%	30%
_evel2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%
evel3	Evaluate 10% 10% Create		10%	15%	15%	15%	15%	15%	15%	30%
	Total	100	0%	R 7 7/2 v.	100%	75 A 1 10 10 10 10 10 10 10 10 10 10 10 10 1	100%		100%	100%

Course Designers		
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Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	1. Mr. R. Mohana Ruban
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Cours	e Code UCM23S03	SJ Course Name		FUNDAM	MENTALS OF STOC	K MARKET		Cou	rse Cate	gory	s	Sk	ill Enhan	cement	Courses		1	T P	0 C 2 1
Prereq	uisite Courses	Nil	Co-requisit	e Courses		Nil	M	7		essive					N	il			
Course	Offering Department		Commerc	0	Data Book/Codes/Si	tandarde			Cour	ses									
	e Learning Rationale (C	The pur				tanuarus		Learnin		-	_		Drogra	m Loari	nina Outa	omes (PL	0/		
CI R-1	: To Understand Basics	of stock market	t analysis and	lig tills course is	iu. odavie etock markete			1 2		1	2	3 4	5 6		8 9	10 11		13	114 15
	: To know how to opera												0	- '	0 3	g 10 1		-	14 13
	: To study and learn the				•			à	8 8		atio	kin		S	م و		ਲ	í	<u>w</u>
CLR-4							-	p e	Sign Sign	ar	nic	thin T	in g	ive ive	Shi	sss/	ig ,	, ab	skills
	: To understand the set			Stock market				Thinkin	Expected Attainment	Disciplinar /	ommunication kills	Critical thinking Problem solving	reasoning Research	Reflective	Self- directed Leadership	Readiness/Quarest/Constitutions Readiness/Quarest Reading Reading Reading Reading Readinessional Readiness/Quarest Re	skills Experiential	Employability options	Decision making sk ICT Skills
	e Learning Outcomes (rse learners will i	he able to:			Thinkin		isci	Comr skills	iji je	eas seas	ef	Self- direc Lead	ife Pari	<u>₹</u>	E in in	Jaki T
				oo, rourriere wiii i	oo abio to.			3 80) 70		H	M H	H	4 L	M I		<u>и и</u>	<u>г ш о</u>	
	: Explain the student to			rading			-	3 85		M	H	L M		H L	M M			+ -	ML
CLO-3				9		77 7 7 7 7		3 75		М	Н	MH		HL	M N			Ī	LLL
	: Analyze to understand					C. 10 100		3 85		M	Н	M H		1 L	M M			Ī	\overline{M} \overline{M}
	: Manipulate about plac			es		100 100 110	71.10	3 85	75	Н	H	M H	H I	4 L	M M	1 L I	л M	L	L M
	on (hour)	6	-		6	SE LONG		6	7757			6					6		
S-1	SLO-1 Capital Market	in India, Investr	men <mark>t in</mark> Stock	Demat - Demat	and Depositary		tion to Co y Market	ommodity	/ Market,			nagement, i		ccount	Underst trading	tanding Sto	ck Quot	ations,	Online
S-2	SLO-1 Primary Marke		Mar <mark>ket</mark>	Opening of Dem	at Account and its ap		practices odityMar		٠.		ty - Cas rading	h and Deriv	ative Mar	ket, Tool	s Limit Or	rder & Mari	ket Orde	er	
S-3	SLO-1 Practical Learn Primary and S	ning on instrume econdry Markets	nts of		Introduction to Mutual al Fund with practice		and option	ns	200			nl Analysis – h Practices	Economi	С	Trading	Pattern &	Settlem	ent	
S-4	SLO-1 Indices & Initia	l Public Offering	(IPO)		fits of Mutual Fund, I oice of MutualFund	Factors Call and	Put Opti	tions			stry and ctices	Company A	Analysis w	vith	Broker	Registratio	n – Prod	edure	
S-5	SLO-1 Practices on IF	PO applications		Debt & Hybrid N	lutual Funds	Investme Types, L	ent Psych Delivery,	hology, In and Intra	nvestor dayTradir	Best ng Psyd	Practice chology	es in Tradin	g & Tr <mark>adir</mark>	ng	Qualific	ation of Sto	ock Brok	ær	
S-6	SLO-1 Learn from sci Markets, How works	ratch about India the Indian stock		Investment prac	tices on mutual funds	Intraday	Trading	Strategie	es	Risk	of Inves	sting in the S	Stock Mar	ket		s of Broke nent Proce		ker Cha	rges,
Refere	nce books 2. Sto			Ze <mark>rodha.com</mark> 202 n Anderson Sma	2 rt finance publishing 2	2021	Lilli	AP	• 1	3. An Ir	ntroduct	ion to stock	market ar	nd invest	ment by F	Rod Davis I	Mcgraw	Publicat	ion 2020.
Learnii	ng Assessment	1						./= 00/					-			L.			
	Bloom's Level of					nuous Learning Ass										Final F	Examina	tion(50%	6weightag
	Thinking		CLA-1(10		CLA-2(10%)	-		\ -3(20%				CLA-4(1	10%)#						
		The	,	Practice	Theory	Practice	The		Fr	ractice		Theory		Praction		Theor	у		
Level1	Remember Understand	159		15%	15%	15%		%		15			5%		15%	30%			
Level2	Apply Analyze	209	%	20%	20%	20%		20%		20)%	2	0%		20%	40%			
Level3	Evaluate Create	159	%	15%	15%	15%		15%		15	5%	1	5%		15%	30%			
	Total		100%	1		100%			100%	6			1	00%		100%			

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Departmentof Commerce, Government Arts College, Nandanam	1.Dr.J.Srinivasan
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Departmentof Commerce, Pachaiyappa's College, Chennai	2.Ms.A.N Amrin Fathima



Course Code	UCM23P02L	Course Name	Internship - II	Course Category	IAPC	Internship/Apprenticeship / Project/Community	L	T	P C) C
						Outreach (IAPC)	0	0	0 0	J 1
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil				
Course Offering Departm	nent	Commerce	Data Book / Co	des/Standards Nil						

Guidelines for Summer Internship:

- 1. Students must undergo industrial training at the end of the Fourth semester for 20 Days in any industry and submit the report in the Fifth Semester Examination.
- 2. Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
- 3. Students should submit a acceptance letter from the industry for his/her Internship
- 4. Students must submit a Training Report along with training certificate. Issued by the industry
- 5. Report should have the following if Industrial training
- 6. Industry Profile
- 7. Company Profile
- 8. Job Profile
- 9. Internship Training Details
- 10. Feedback of the Training
- 11. Reporting Format Minimum of 50 Pages and Maximum of 75 Pages Times New Roman Font Font Size Heading 14 and Content 12 Line Spacing 1.5
- 12. Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester
- 13. Report Submission One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of Semester Examination
- 14. Marks Will be awarded as follows Internal Viva 50 Marks and End Semester Viva 50 Marks
- 15. If the Student has Failure to undergo the training or submit the report will be treated as a failure in that course and the student has to redo it in the forthcoming semesters

Learning Assessment					
	Continuous Learning Assessment(50% we	eightage)	Final	<mark>Evaluati</mark> on (50% weig	ghtage)
	Review – 1	Review – 2	7 4 7	Report	Viva-Voce
Project Work / Internship	20%	30 %		30 %	20 %

SEMETSER - VI

Course Code	UCM23601J	Course Name	MANAGEMENT	ACCOUNTING	Course Category C	Discipline Specific Core	L T P O C 3 0 3 2 4
Pre-requisite Cours	ses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	
Course Offering Dep	partment		Commerce	Data Book / Codes/Standar	ds Nil	~ / / /	

Course Learning Rationale (CLR): The purpose of learning this course is to:	. N. Care	Lear	rning					Pı	ogra	am Le	earnir	ng Ou	ıtcome	es (P	LO)		
CLR-1: To understand the fundamentals of concepts of Management Accounting	1		2	3	1	2	3	4	5	6	7	8	9	10 1	1 12	13	14
CLR-2: To study about various ratios	518, 17.2		5)		400	Ľ	g	ng					ual				
CLR-3: To familiarize with fund and cashh flow	7.144.		(%)	%)	> 0	atic	thinking	solving		္တ	ς α	3 .		2	<u> </u>	lity	ın skills
CLR-4: To study the techniques of budget	jo D		ted	ted	nary	i i	1.≣	n S	2 S	S iš	tive ect	ğ g	rsh	g i	ent	'abi S	o SKi
CLR-5: To study various technique of making decisions related to Management Accounting	la iš	JO S	Sec ficie	inr	ildis	ommunication 	g S	bler	alyt	ted	Reflective	earnir	eadership eadiness/C	ife-long	Seri Es	olo igi	ecisi aking
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:	Pir Ve	<u>8</u>	P X	EXF Aga	Disc	S.	Critic	Proble	Ang	rela	Ref	eal.	Res	빎		Emj	Dec
CLO-1: Find out the ideal source of Management Accounting	3		75	65	Н	М	L	М	M	Н	-	L	-	Н	- M	-	-
CLO-2: Ascertain the financial conditions using Management Accounting	3		75	65	Н	М	-	М	М	Н	L	L	-	Н	- M	-	-
CLO-3: Apply the various tools of Management Accounting	3		75	65	Н	М	-	М	М	Н	-	L	L	Н	- M	-	-
CLO-4 Efficient implication of budget	3		75	65	Н	М	-	М	М	Н	-	L	-	Н	L M	-	-
CLO-5 Make a decision on the Management Accounting	- 3	1	75	65	Н	М	-	М	М	Н	-	L	-	Н	- M	L	

Duratio	n (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
S1	SLO-1	Management Accounting meaning and Introduction	Ratio Analysis Introduction, Meaning, Definition, Types, Advantages, Limitations,	Fund Flow - introduction, Meaning	Meaning and Definition of Budget and Budgetary Control	Marginal costing : Concept
	SLO-2	Definition, objectives of management accounting	Types, Advantages and Limitations	Transactions related to the flow of funds	Definition & Objectives	Assumptions of marginal costing
S2	SLO-1	Management Accounting – Functions	Importance of Ratio Analysis	Transactions related to the non-flow of funds, and	Essentials of Budget and Budgetary Control,	Marginal Costing and Absorption costing,
	SLO-2	Advantages of management accounting	Profitability ratios & Liquidity ratios - concept	Steps required to prepare fund flow statement.	Uses and Limitations of Budget and Budgetary Control, Types	Marginal costing vs absorption costing
S 3	SLO-1	Limitations of management accounting	Turnover ratios – Concept	Techniques for the preparation of a schedule of changes in working capital	production Budget, Material Budget, Sales Budget Meaning	Advantages and limitations of marginalcosting
	SLO-2	Financial statement analysis – Meaningand Methods	Solvency ratios - Concept	Necessary ledger Accounts / Funds from operation / Funds Flow Statement	Selling overheads budgets, Cash budget, Fixed budget & Flexible Budget – Meaning	Cost volume profit analysis, Break-even point, Margin of safety – Meaning
S4-6	SLO-1	Problems related to Comparative Income statement	Problems Related to Profitability Ratios	Problem-related to fund flow statement - Working capital calculation	Problem related to production budget.	Simple Problem related to application of technique of marginal costing
	SLO-2	Problems related to Comparative Income statement	Problems Related to Profitability Ratios	Problem-related to fund flow statement- Working capital calculation	Problem related to production budget.	Simple Problem related to application of technique of marginal costing
S7	SLO-1	Problems related to Comparative Income statement	Problems Related to Profitability Ratios	Problem-related to fund flow statement– Funds from operation	Problem related to Material budget.	Simple Problem related to application of technique of marginal costing
	SLO-2	Problems related to Comparative Balance sheet	Problems Related to Profitability Ratios	Problem-related to fund flow statement- Working capital calculation	Problem related to Material budget.	Simple Problem related to application of technique of marginal costing

S8	SLO-1	Problems related to Comparative Balance sheet	Problems Related to Liquidity Ratios	Problems related preparation of non-current account ledger accounts	Problem related to Sales budget.	Problems related to Key Factors,
		Problems related to Comparative Balance sheet	Problems Related to Liquidity Ratios	Problems related preparation of non- current account ledger accounts	Problem related to Sales budget.	Problems related to Key Factors,
S9		Problem related to Common SizeIncome statement	Problems Related to Liquidity Ratios	Problem-relatedstatement. To fund flow	Problem related to Selling overheads budget.	Problems related to Sales Mix,
		Problem related to Common SizeIncome statement	Problems Related to Turnover Ratios	Problem-relatedstatement. To fund flow.	Problem related to Selling overheads budget.	Problems related to Sales Mix,
S10-12	SLO-1	Problem related to Common SizeBalance sheet	Problems Related to Turnover Ratios	Problem-relatedstatement. To fund flow	Problems related to productionand materials budget	Problems related to Make or Buy decision,
		Problem related to Common SizeBalance sheet	Problems Related to Profitability, Liquidityand Turnover Ratios	Problem-relatedstatement. To fund flow	Problems related to salesselling overheads budget and	problems related to Explore in new markets.
S13	SLO-1	Problem related to Common SizeBalance sheet	Problems Related to Solvency Ratios	Cash flow statement, Introduction, meaning, Cash flow from operating activities. Cash flow from investing activities, Cash flow from financing activities.	Problem related to Cash budget.	problems related to plant merger decision
	SLO-1	Problem related to Common SizeBalance sheet	Problems Related to Solvency Ratios	Procedure to the preparation of cash flow statement as per AS 3. Cash Flow StatementasPerAS3	Problem related to Cash budget.	Standard costing& Variance analysis: Concept and difference between estimatedcosting and standard costing
S14		Problem related to Common SizeIncome statement and Balance sheet	Problems Related to Solvency Ratios	Cash Flow StatementasPerAS3	Problem related to Cash budget.	Types Labour. Of variance analysis, Material,
	SLO-2	Problem related to Common Size Income statement and Balance sheet	Reverse method of Ratio. Problem relatedto determining the Proprietary funds	Cash Flow StatementasPerAS3	Problem related to Fixed budget.	Problem Related to Material cost Variance.
S15	SLO-1	Problem related to Trend Analysis	Problem To determining the related Proprietary funds	Cash Flow StatementasPerAS3	Problem related to Flexible budget.	problem Related to Material cost Variance.
	SLO-2	Problem related to Trend Analysis	Problem-related to determining the BalanceSheet	Cash Flow StatementasPerAS3	Problem related to Flexible budget.	problem related to Labour costVariance.
S16 - S18	SLO-1	Problem related to Trend Analysis	Problem-related to determining the BalanceSheet	CashFlow StatementasPerAS3	Problem related to Flexible budget.	problem related to Labour costVariance.
	SLO-2	Problem related to Trend Analysis	Problem-related to determining the BalanceSheet	CashFlow StatementasPerAS3	Problem related to Flexible budget.	problem related to Labour costVariance.
Learnir Resour Referen		Manmohan & Goyal, Manage	t Accounting - Sultan Chand & Sons, Nement Accounting - Sahithiya Bhavan, Accounting - Sultan Chand & Sons, New D	gra 5. T.S. Reddy & Hari Pras	athi, Management Accounting – S. Chand & Co and Reddy, Management Accounting – Margha samy, Management Accounting, Vijay Nicole P	ım Publications, Chennai

	Bloom's Level of				Continuous Learning A	Assessment (50% weighta	ge)			Final Examination (50%
	Thinking	CLA - 1 (10%)		CLA – 2 (10%)		CLA - 3 (20%)	C	LA – 4 (10%)#		weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand					- 1/1/x				
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze		43.							
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create						T 24			
	Total		100 %		100 %		100 %		100 %	100 %
	# /	CLA - 4 can be from an	y combination of these:	Assignments, Seminars,	Tech Talks, Mini-Project	ts, Case-Studies, Self-Stu	dy, MOOCs, Certifications	Conf. Paper	etc.,	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	1. Dr. M. JEEVARATHINAM
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr. G. SANGEETHA

S1 SLO-1 Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Asset; Which is not included in a word of Capital Assets, Types of Capital Assets; Types of Capital Assets; Unicome from othersources, Specified Income u/s 51, SLO-2 Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, Long Term Capital Gain, S2 SLO-1 Transfer, Transaction is not treated as transfer, Cost of acquisition Continuous Continuous Continuous Income transfer in the total continuous Compute Cost of acquisition Continuous Continu	H - M M H - M M H - M M H L M M
Course Learning Rationale (CLR): [The purpose of learning this course is to: CLR-1: To understand the basics concepts of Capital Gains 1 2 3 1 2 3 4 5 5 7 8 9 10	M M Experiential Peraming Professional Skills R M M Experiential Peraming
SLP-1: To understand the basics concepts of Capital Gains 1 2 3 1 2 3 4 5 6 7 8 9 11	M M M Making T
CLR-2 : To aware about the income from other sources CLR-3 : To aware about the set-off and carry forward losses and aggregation of income. CLR-4 : To know the deduction viz Chapter VI CLR-5 : To determine the income from Individual and firm CLR-5 : To determine the income from Individual and firm CLR-6 : To determine the income from Individual and firm CLR-7 : To know the deduction viz Chapter VI CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and firm CLR-8 : To determine the income from Individual and Firm To determine the income from Individual and Firm To determine the income of Individual and Firm To determine the	M M M Making T
CLR-3 : To aware about the set-off and carry forward losses and aggregation of income. CLR-4 : To know the deduction viz Chapter VI CLR-5 : To determine the income from Individual and firm Course Learning Outcomes (CLO): IA the end of this course, learners will be able to: CLO-1 : Knowledge gained from capital asset transfer. 3 / 5 / 65	H - M M H - M M H - M M H L M M
CLO-1 : Knowledge gained from capital asset transfer. CLO-2 : Enlighted knowledge about income from other sources 3 75 65 H M - M M H - L L - H CLO-3 : Comprehensive knowledge in set-off and carry forward losses and Clubbing offincome. CLO-4 Solid in computation of deduction viz chapter VI CLO-5 Conversant in computation of income of Individual and Firm Duration (hour) Learning Unit / Module 1 Learning Unit / Module 2 Learning Unit / Module 3 S1 SLO-1 Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Assets; SLO-2 Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, Provisions to compute Short Term Capital Gain, Provisions Term Capita	H - M M H - M M H - M M H L M M
CLO-1 : Knowledge gained from capital asset transfer. CLO-2 : Enlighted knowledge about income from other sources 3 75 65 H M - M M H - L L - H CLO-3 : Comprehensive knowledge in set-off and carry forward losses and Clubbing offincome. CLO-4 Solid in computation of deduction viz chapter VI CLO-5 Conversant in computation of income of Individual and Firm Duration (hour) Learning Unit / Module 1 Learning Unit / Module 2 Learning Unit / Module 3 S1 SLO-1 Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Assets; Types of Capital Assets; SLO-2 Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, Provisions to comp	H - M M H - M M H - M M H L M M
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CLO-1 : Knowledge gained from capital asset transfer. CLO-2 : Enlighted knowledge about income from other sources 3 75 65 H M - M M H - L L - H CLO-3 : Comprehensive knowledge in set-off and carry forward losses and Clubbing offincome. CLO-4 Solid in computation of deduction viz chapter VI CLO-5 Conversant in computation of income of Individual and Firm Duration (hour) Learning Unit / Module 1 Learning Unit / Module 2 Learning Unit / Module 3 S1 SLO-1 Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Assets; Types of Capital Assets; SLO-2 Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, Provisions to comp	H - M M H - M M H - M M H L M M
CLO-2 : Enlighted knowledge about income from other sources CLO-3 : Comprehensive knowledge in set-off and carry forward losses and Clubbing offincome. CLO-4 Solid in computation of deduction viz chapter VI 3 75 65 H M - M M H - L L - H CLO-5 Conversant in computation of income of Individual and Firm 3 75 65 H M - M M H - L L - H Duration (hour) Learning Unit / Module 1 Learning Unit / Module 1 Learning Unit / Module 2 Learning Unit / Module 3 Learning Unit / Module 4 Learning Unit / Module 5 Learning Unit / Module 6 Learning Unit / Module 7 Learning Unit / Module 8 Learning Unit / Module 9 Learning Unit / Modu	H - M M H - M M H L M M H - M L - M
CLO-4 Solid in computation of deduction viz chapter VI CLO-5 Conversant in computation of income of Individual and Firm 18	H L M M H - M L - M
CLO-5 Conversant in computation of income of Individual and Firm Duration (hour) Learning Unit / Module 1 S1 SLO-1 Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Assets, Which is not included in a word of Capital Assets, Types of Capital Assets; Types of Capital Assets; Types of Capital Assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, Provisions Term Capital Gain, Provis	H - M L - M
Duration (hour) Learning Unit / Module 1 18 S1 SLO-1 Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Asset; Which is not included in a word of Capital Assets, Types of Capital Assets; SLO-2 Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, S2 SLO-1 Transfer, Transaction is not treated as transfer, Transaction is not treated as transfer, Transaction is not treated as transfer, Content of Capital Assets and the Content of Capital Capit	
S1 SLO-1 Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Asset; Which is not included in a word of Capital Assets, Types of Capital Assets; Types of Capital Assets; Unicome from othersources, Specified Income u/s 51, SLO-2 Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, Provisions Term Capital Gain, Transfer, Transaction is not treated as transfer, Cast of acquisition Continuation. S2 SLO-1 Transfer, Transaction is not treated as transfer, Cast of acquisition Continuation.	
S1 SLO-1 Capital Gain: Basic charge, Conditions to be satisfied; Meaning of Capital Asset; Which is not included in a word of Capital Assets, Types of Capital Assets; Unicome from OtherSources, Specified Income income without transferring asseteither by way of Capital Assets, Types of Capital Assets; Unicome from othersources, Specified Income income without transferring asseteither by way of Capital Assets; Unicome from OtherSources: Definition, The income without transferring asseteither by way of Capital Assets; Unicome from othersources, Specified Income income without transferring asseteither by way of Capital Assets; Unicome from OtherSources: Definition, The income without transferring asseteither by way of Capital Assets; Unicome from OtherSources: Definition, The income without transferring asseteither by way of Capital Assets; Unicome arising or accruing to your winder child where child includes both step childand adopted child. The clubbing provisions apply even to minor married daughter. S2 SLO-1 Transfer, Transaction is not treated as transferring asset on the condition that it can be revoked, Any income arising or accruing to your minor child where child includes both step childand adopted child. The clubbing provisions apply even to minor married daughter.	rning Urlit / Module 5 18
Conditions to be satisfied; Meaning of Capital Asset; Which is not included in a word of Capital Assets, Types of Capital Assets; SLO-2 Provision to classify capital Gain, Provisions to compute Short Term Capital Gain, Capit	sessment of
Asset; Which is not included in a word of Capital Assets, Types of Capital Assets; Us52, General Income u/s 51, SLO-2 Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, Long Term Capital Gain, SLO-1 Transfer, Transaction is not treated as transfer, Capital Gain, Capital	ividual: Computation of
Capital Assets, Types of Capital Assets; u/s52, General Income u/s 51, SLO-2 Provision to classify capital assets into long / Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain / Long Term Capital Gain, S2 SLO-1 Transfer, Transaction is not treated as transfer, Cost of acquisition Capital Liabili Transferring asset on the condition that it can be revoked, Any income arising or accruing to your minor child where child includes both step childand adopted child. The clubbing provisions apply even to minor married daughter. Problems related to Deductionu/s 80C Individual adopted child. The clubbing provisions apply even to minor married daughter.	al Income and Tax
Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain, Long Term Capital Gain, S2 SLO-1 Transfer, Transaction is not treated as Transfer, Cost of acquisition Capital S2 SLO-1 Transfer, Cost of acquisition Capital S3 SLO-1 Transfer, Cost of acquisition Capital S5 SLO-1 Transfer, Cost of acquisition Capital	pility in Case of Individual
Short term, Types of Capital Gain, Provisions to compute Short Term Capital Gain / Long Term Capital Gain, S2 SLO-1 Transfer, Transaction is not treated as Short term, Types of Capital Gain / Long games / Crossword etc Dividends, Winnings from Lotteries / Card games / Crossword etc S2 SLO-1 Transfer, Transaction is not treated as Transfer, Cost of acquisition Capital	
to compute Short Term Capital Gain / Long Term Capital Gain, games / Crossword etc childand adopted child. The clubbing provisions apply even to minor married daughter. 80C Individual Section Se	nputation of Total Income of
Term Capital Gain, S2 SLO-1 Transfer, Transaction is not treated as transfer, Cost of against transfer Cost of	ividual
S2 SLO-1 Transfer, Transaction is not treated as	
transfer Cost of acquisition Conital	
	nputation of Total Income of
Acquisition of Capital Assets / Cost of Capita	ividual
Improvement/ Indexed Cost and rules to determineIndexed Cost / Improvement.	
SLO 2 Examption qualled from Copital Cain y/a E4. Income from letting of plant machinery or Transfer of coasts transferred directly or	
54B 54D 54EC 54EE 54E 54C 54CA Ifurniture Income from letting of plant lindirectly to your daughter in-law by you for peduction ws successful.	nputation of Total Income of
54GB Individual Consideration Individual Con	ividual
S3 SLO-1 Transferring any assets directly or directly for an	
	nputation of Total Income of
	ividual
sLO-2 Examples availed from Capital Cain v/a 54. Computation of Income under the head of Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation of totalclubbing Income with Deduction u/s 80CCD(1B) and their Computation u/s 80CCD(1B) and thei	
	anutation of Total Income of
	nputation of Total Income of
u/s54EC, Income fromother Sources'.	nputation of Total Income of ividual Income of Total Income of

	SLO-2		Computation of Income under the head of 'Income fromother Sources'.	Computation oftotal clubbing Income with provision	Deduction u/s 80CCD (2) andtheir relevant Problem	Computation of Total Income of Individual
S07	SLO-1		Computation of Income under the head of 'Income fromother Sources'.	Computation of totalclubbing Income with provision	Deduction u/s 80D and theirrelevant Problem	Computation of Total Income of Individual
	SLO-2		Computation of Income under the head of 'Income fromother Sources'.	Computation of totalclubbing Income with provision	Deduction u/s 80DD, 80U andtheir relevant Problem	Computation of Total Income of Individual
S08	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Set-off and CarryforwardLosses: Set off of losses, Intra-headSet off, Inter- head Set Off,	Deduction u/s 80DDBand their relevant Problem	Computation of Total Income of Individual
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Exception rule of intra and inter Set Off losses, Procedure to Carry forward losses,	Deduction u/s 80E and theirrelevant Problem	Computation of Total Income of Individual
S09	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80EE and theirrelevant Problem	Assessment of Firm: Conditions To Be Fulfilled By A Firm To Be Assessed As Such (PFAS):
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80G and theirrelevant Problem	Claiming Deduction of Remuneration Paid To Partners; Claiming Deduction of Interest Paid/Payable To Partners
S10 - S12	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80G and theirrelevant Problem	Provisions to Compute Book Profit
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80G and the irrelevant Problem	Provisions to Compute Book Profit
S13	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income underthe head of 'Income from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80G and theirrelevant Problem	Provisions to Compute Book Profit
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80G and theirrelevant Problem	Provisions to Compute Book Profit
S14	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80GGA, andtheir relevant Problem	Provisions to Compute Book Profit
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80GGC and their Relevant Problem 80GGB,	Computation of firm's total Income
S15	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80QQB andtheir relevant Problem	Computation of firm's total Income
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income underthe head of Income from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80RRB andtheir relevant Problem	Computation of firm's total Income
S16 - S18	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80TTA, 80TTBand their relevant Problem	Computation of firm's total Income
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income fromother Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80TTA, 80TTBand their relevant Problem	Computation of firm's total Income
Learning Reference		es/ 1. V.P. Gaur and D.B. Narang, 2. Vinod K. Singhania, Students	'Income fromother Sources'. Income tax law and practice, Kalyani Publicati s Guide to Income Tax, Taxman. Publication, I aw and Accounts, Sahitya Bhavan Publication	ons, New Delhi 4. Bhagavathi Pasad New Delhi 5. M.Jeevarathinam a	Income Tax Law and Account – Vishwind C. Vijay Vishnu Kumar,Income tax I	va Prakasan, New Delhi

						Assessment				
	Bloom's Level of				Continuous Lea	rning Assessment (50% weightage)	***			Final Examin
	Thinking	CLA - 1 (10%)		CLA - 2 (10%)	A 1 1	CLA – 3 (20%)	CLA - 4 (10%):	‡		weightage)
		Theory	Practice	Theory	Practice	Theory	Practice T	heory	Practice	Theor
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	309
	Understand									
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	409
	Analyze									
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	309
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	Total	100 %		1	00 %	100 %	N YA	100 %	•	100 9

	Course Designers	
Experts from Industry	Experts from Higher Technical Institutions	Internal Expert
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College,	Nandanam 1. Dr. M. JEEVARATHINAM
7.0	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College,	Chennai 2. Ms.A.N Amrin Fathima

Cours	e Code	UCM23603T	Course Name	RESEARC	H METHODOLOGY	Y FOR SO	CIAL SCIENCE			Course		С		D	iscipli	ne Spe	cific	Core (Cours)		4	T T	P () C 2 4
Pre-req	uisite	Nil	Co-req	uisite Courses		N				Progressi	ive Cou	urses							N	il		ll.			
Cours											4		*****												
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				learning th <mark>is course</mark>		2		Le	arni	ng	1	11			Р	rogram									
				ypes, p <mark>roce</mark> ss and e	thics			1	2	3	1	2	3	4	5	6	7	8	9	10	11 1	2	13	14	15
			problem and sample					144	1	(%)		Communication skills	ing				L .	_	_				>		
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				ssing and statistical	toois - SPSS			Level of Thinking	Expected	Proficiency Expected Attainment (Disciplinary	ᇍ	Critical thinking	Problem	Analytical reasoning	Research related skills	Reflective	Self-directed learning	Leadership	Life-long	Tiolessional akilla Experiential	earning	Employability options	Decision making skills	Skills
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CLO-4	: SPSS a	and its basic under	standing and data	processing				3		35 85	H		T	Ė	L	М	М	М	L	M		H	Н	М	M
CLO-5	: Analysi	s of data and rese	arch report writi <mark>ng o</mark>	concepts		7.798	1,000	3	8	85 85	М	H	L	Н	H	Н	L	Н	Н	Н	Н	H	М	Н	М
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			ng and importan <mark>ce</mark>	Research Design			Data-Meaning	and im	porta	nce	- 1	SPS	SS – In	troduc	tion, m	neaning	and i	mporta	ance L	Inivariat	e anal	ysis			
S-1	SLU-Z	Characteristics and esearch		Research Design (No. of	T.	Source of data			FIX.	E.	Obj	ective		9				Е	ivariate	analy	sis			
		Research Methodol Science–Meaning &		Identification of res	earch topic	100	Primary source of data colle and importance			ection me	aning	Data	a view	and va	ariable	view			Е	ivariate	analy	sis co	ontinua	ation	
S-2	L	Definition		1 6				1//						A											
				Selection of broad a	area		Methods of prin						a proce		7					esearc					
		Qualities of research		Focus on problem			Interview – imp		e and	methods		_	ing of a	_	meani	ng				ifferent					
S-3	3LU-2	Criteria for Good R		Changing approach			Survey method	- 3				Тур	es of e	diting					r	recaution Port					arch
S-4		Types of Research		Problem identificati		TA	Questionnaire -				es		ling of (ayout o					
07		Types of Research		Formulation and sta	tement of the prob	olem	Secondary sou				H		ortance							ayout o					
	SLO-1	Types of Research	(Continuation)	Research methods			Methods of sec					Clas	ssificati	on of o	data	4				leed of					
S-5		Research Approach		Importance and fra			Methods of sec	·			1	Imp	ortano	е					iı	hapteri nporta	nce			nd	
S-6		Research Approaci		Choosing and cons	tructing Variables –	-Types	Pilot study – m						hods o			n				ontent					
3-3		nductive approach		Framing of Models			Hypothesis: Me		and I	mportance	e's		ulation							ontent		oter			
S-7		Deductive approact		Research questions		onnaire	Types of Hypor					I.	ortance		bulatio	n				ppena					
<u> </u>		Review of Literature		Types of Questions			Procedure for t		Нур	othesis			a diagra							ibliogr					
	SLO-2/	mportance and Ne	ed of Reviews	Population Vs samp			Testing of hypo						phical _I							resenta					
S-8	r	Procedure to be fol reviewof literature	llowing in writing	Sampling: Meaning	– Definition		Errors and its t						lysis –						<i>F</i>	ootnote	and e	nd no	ote		
S-9		Research Process		Types of Sampling			Type I and Ass						rpretati							Referen					
J-9	SLO-2	Research Process	(Continuation)	Importance of samp	oling		Type II and As	sumptio	ons		-	Obj	ective o	of inter	rpretati	ion			F	inal pro	of				

S-10	SLO-1	Identification of Research Gap Development of Research Gap		Types III and Assumptions	Techniques of interpretation	Publishing research article
3-10	SLO-2	Development of Research Gap	Sampling Errors & Standard Errors	Type IV and Assumptions	Precautions of interpretation	Importance of publishing
0 11		Research ethics		Tools used for analysis- meaningand importance	Importance of Analyze	Ways to publish data
	SLO-2	Importance of research ethics	Controlling error		Importance of Parametric Test and Nonparametric test	Ethical issues related to publishing data
S-12	SLO-1	Plagiarism meaning and types Ways to prevent plagiarism	9		Types of parametric and non parametrictest	Mendeley
3-12	SLO-2	Ways to prevent plagiarism	Significance Value – Assumptions	Significance of ethical Conduct in Research	Parametric Vs Non Parametric Test	Importance for social science research
Learnin	g Resour	ces/Reference books	CR Kothari Gaurav Garg, Research Method Techniques Ravilochanan P ,Research Methodology, M	Publication	Raju&V.Krishnapriya, Research Methodology i n, Chennai	n Business Management, Vijay Nicole

	Bloom's Level of		Continuous Learning Assessme	nt (50% weightage)		Final Examination (50% weightage)
	Thinking	CLA – 1 (10%)	CLA – 2 (10%)	CLA - 3 (20%)	CLA – 4 (10%)#	, , ,
		Theory	Theory	Theory	Theory	Theory
Level 1	Remember	30%	30%	30%	30%	30%
	Understand					
Level 2	Apply	40%	40%	40%	40%	40%
	Analyze		ME 99 N. (22.2) 1 (1) W. F.			
Level 3	Evaluate	30%	30%	30%	30%	30%
	Create		The second second			
	Total	100 %	100 %	100 %	100 %	100 %

^{*}CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

CourseDesigners		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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	Dr. Rajarajen Vanjiko, Associate Professor & Head, Departmentof Commerce, Pachaiyappa's College, Chennai	2. Dr. J Srinivasan

Co.		UCM23D03J	Course Name	E-BUSINES	s		Cour	se Cate	egory	D		Disci	pline S	ecific E	lective	Cours	е	L	T 0	P 2	0 C 2 4	;
Pre-re Cours	quisite es	Nil	Co-requ	isite Courses	Nil	M		Progre	ssive (Course	S		1			N	il					
Course	Offering	Department	Co.	mmerce Data Book/Codes	s/Standards				4.7	72				1	lil							
Cours	Learnin	g Rationale (CLR	t): The purpose of	learning this course is to:		Lea	rning			///			Pro	gram Le	arning	Outco	mes (PL	.0)				
			ncepts Of Work Life			1	2	3	1	2	3	4	5	6 7	8	9	10 1	1 12	2 1	3 1	4 15	<u>, </u>
			and Impact Of Work	From Home	ر مالت .	17.	(%)	(%)		ioi	ing								>			
		w About The Qual			7,000	4.5.1	о Э	g t	Jary	icat	į	D).	= 0 4	e 🖺	sted	qių	le de	tial	l≣	_	. ∭ .	
			pts & Approacnes to Regulations for em	employee relations		Level of Thinking	Expected Proficiency	Expected Attainment	Disciplinary knowledge	Communication skills	Critical thinking	Problem	Analytical reasoning	related skills Reflective	Self-directed	Leadership	Life-long Lographia Professional	Experiential	earning Employability	options Decision	making skills ICT Skills	
				s course, learners will be able to:		evel- Thinki	xpe	xpe ttair	isc	Comm	i <u>i</u>	robl	nal)	efe	elf-(еас	ife-l	xpe	mpl	ptic	makii ICT 8	
			asic concept to Elec			3	<u>ш с</u> 75	ш <u>∢</u> 65	H	: O 0	M	<u>а</u> ,	1	H L	S W	+		. Т И	<u> </u>		<u> </u>	1
		ation of E-Commer		The same of the same of	_	75	65	Н	H	L	М	М	Н -	М	M		M L		<u> </u>	M L	_	
		nformation Techno				3	75	65	Н	Н	М	Н	- /	H L	М	М	L	M L	-	-	- L	-
		ness on recent trer			CARLES OF LESS !		75	65	Н	Н	М	Н	М	Н -	М	М		ИΙΛ			M M	
CLO-5	: Knowin	ig the various E-G	Governance Tech <mark>niq</mark>	les	148 - 35 LU	3	75	65	Н	H	М	H	М	M L	М	М	L	M A	1	-	L M	1
Duration	n (hour)	Learning l	Unit /Module 1	Learning Unit /Modu	ıle 3		Lea	arning		odule	4			L	.earnin	g Unit	Modul	e 5				
			15	15	15		4.4			15					et 1:1		15					
S-1		Introduction to e-C		Internet Marketing and e-Tailing	Definition of E-Procuremen			aning of						ning & D			tartups					
S-2	0104	Introduction to e-E		Business-to-Consumer (B2C)	Processes of E-Procureme	Pent Features of E – Payment System Nature of E – Startups Acceptability, Convertibility, Flexibility, Page 15 – Startupe													_			
5-2		Define the e-Com	merce and e-Bus <mark>ine</mark>	ss Business-to-Business (B2B)	E-sourcing, E-Tendering	11.6		eptabili iciency		vertibilit	у, гіех	ibility,		fits of E		'						
		Features of E-Cor	mmerce	Consumer-to-Consumer (C2C)	E- Auctioning, E-Ordering		Pay	Paymei /ment S			Traditio	onal	with	s Cut Do Your Cu Advertis	stomers	, Easy					unicate Marketing	g
S-3		Pervasiveness		Benefits of Consumer-to-Consumer (C2C)	Uses and benefits of E-auc the current scenario	tioning	Adv	Advantages of E - Payment System					ased Bu			Increas	ed Rev	enue (Genera	ation		
		Accessibility		Consumer-to-Business (C2B)	CADAL Y			advanta				System		<mark>enie</mark> nce								
S-4	SLO-1	Inter-activity, Dete	ermination of Place	E-Bu <mark>siness</mark>	Methods of E-Procurement	H	Тур	es of E	- Paym	ent Sys	tems		Chai	<mark>eng</mark> es o	FE – St	artups						
S-5		Benefits of E-Com		Differences between E-Commerce and E- Business	Benefits of E-Procurement			oit card,				4		e Compe								
S-6		Uses of E-Comme	erce	Differences; Operation	Time savings, Increased E		y Sma	art Card	d, E-wa	llet				g Suitabl								
		E-Commerce vs		ce Resources, Business models	Improved communication a collaboration	nd	Net	bankin	g, Mobi	ile payn	nents			ncial Mar tomers	nageme	nt, Cyb	er Secu	rity, W	inning	Trust	of	
S-7		Need for E-Comm		Coverage	Reduced risk, Increased co with legal requirement	omplian	ce Elec	ctronic (Clearing	g Service	es		Step	s of Laur	nching (Online I	Busines	3				
	SLO-2	objectives of E-Co	ommerce	Define e-Marketplace	E-Governments & its implementation		Cre	dit and	Debit (Card Pa	yments	3	fami	lop your liar with	your c	ompeti	itors	•				
S8-		Nature of E-Busin		Functions of e-market place	E-Government Services		Con	ntactless	s Cards	, Rupa	y Card	S	plan		•			etermin	e a sc	alable	business	S
		Scope of E-Busine		Matching of buyers and sellers,	Meaning of E-Security		UP	-						blish you								
S-9-	SLO-1	E-Business Model	ls	Facilitation of transactions	Dimensions of E-Security		RT	GS					Loca	te poteni	ial vend	lors an	d suppli	ers,				

10	SLO-2	Brokerage model	Institutional Infrastructure	Integrity, Non repupdiation,	NEF	Create your business website, Choose an Ecommerce platform
S- 11		Aggregator Model	E-Market Places	Authenticity, Confidentiality	IMPS	Understand the requirements for startingan online business from different perspectives
	SLO-2	Infomediary Model	Types of E-market places	Privacy, Availability,	E-Payment	The Impact of E-Business on Different Fields and Industries
S-12	SLO-1	Community Model	Product online marketplace, online service marketplace,	Risk management, Application security,	AePS, E-Money	E-Tourism · Employment and Job Market
	SLO-2	Value Chain Model	onlin <mark>e rental mar</mark> ketplace, Hybrid mo <mark>del Hyperl</mark> ocal marketplace	Physical security, Network security, compliance, Authorization	Benefits of E – Payment System- Reduced Transaction Costs, Secure ePayment Transactions	Online Real Estate
S-13	SLO-1	Manufacturer Model	e-Marketplace - applications	Scope of E – Security	Saved Time and Resources, Speed of ePayments	Online Publishing and e-Books
	SLO-2	Advertising Model, Subscription Model	Features of e-market place	E-Commerce Security Environment	Complete Visibility into Electronic Payment Process	Bank <mark>ing and P</mark> ersonal Finance Online
S-14 S-15	SLO-1	Advantages of E-Business	Auctions & Its types	Threats in Computer Systems: Virus, Hacking	Limitations of E – Payment System	On-Demand Delivery Systems and E- Grocers
	SLO-2	Disadvantage of E-Business	Benefits & Limitations of auctions	Sniffing, Cyber – Vandalism	Technical difficulties, Threats to passwords, Cost of fraud, Security concerns, Lack of technology literacy	Online Delivery of Digital Products
Learn Resou	rces	Electronic Business and Electronic Co 2006 Electronic Commerce: A Managerial I	77.5	4. K		gi - E Commerce for Entrepreneurs-1steditionBPB Publications utting Edge of BusinessII, Tata McGraw-Hill, 1st Edition, 200

Learning	Assessment									
	Bloom's Level of			Contin	uous Learning Ass	essment(50%weight	tage)			Final Examination(50%weightage)
	Thinking	CLA-	<mark>1(10%</mark>)	CLA-2(10%)	7117	CLA-3(20%)		CLA-4(10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level1	Remember	15%	15%	15%	15%	%	15%	15%	15%	30%
	Understand					TAKE A		1 1		
Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze			/ /		F 1 2 2		_ (
Level3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create			/ 11	HAKN	 I F A D 	TTAT	3 /		
	Total	10	00%	1/12	100%	CHAIL II	100%		100%	100%

	Course Designers	
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services,	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	1. Mr. I. Enock, Assistant Professor
Chennai.	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	2. Dr.Lenin S

Cou		UCM23D04J Course Name	FINANCIAL MARKETS		Cour	se Cat	tegory	D		Disci	pline S	pecific	: Elect	ive Cou	rse		L T	P 2	0 C 2 4
Pre-rec Cours	es		site Courses	Nil	Į.	Progre	essive C	ourses		٠. [Vil				
Course	Offering	g Department Con	nmerce Data Book/Codes/Standar	ds									Nil						
Course	Learnii	ng Rationale (CLR): The purpose of	of learning this course is to:		Le	arnin	g					Progr	am Le	earning (Outcom	es (PL	.0)		
		rstand the basics of financial markets to	make informed investment decisions.		1	2	3	1	2	(3 4	5	6	7 8	9	10 1	12	13	14 1:
CLR-2			AYA	the Yile			(((uc	p	ng								
		se market trends and identifying potentia		F 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		(%)	(%) 	_	knowledge Sommunication	skills Critical thinking	Problem solving		<u>s</u>	eq	. <u>e</u> .	Lite-long Professional	tial	€	S ⊞
		financial instruments and strategies to		2-319	j c	Expected Proficiency	Expected Attainment	Disciplinary	g ij	=	8	Analytical Research	related skill	Self-directed	eadership	Lite-long Profession	Experiential	employability options	Decision making skills ICT Skills
			cial markets and adjusting investment strategies		Level of Thinking	Dec firit		je	<u> </u>	Skills	ple	seg	lec	Self-direct	age .	운 [율	ber	Employa options	Si king
			erivatives markets and to device suitable strateg	gies	Lev Thi			Dis	1	SK:	Pro			Sel Sel	Le	Pr F	Ж	op!	mak ICT
		to analyse and interpret financial data t			3		30 70			M = N	1 M			M M	-	L -	Н	М	M H
			ies to manage risk and maximize returns.	2/ 1/8/2 Her S	3					M = N	1 M		M	L L	N	M N	l M	М	M H
			the broader economy and their impact on societ	ty.	3		75 70			H N	1 M			M H	N	L N	1 M	Н	M H
			ability to ensure compliance with exchange.	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	3		35 80			M N	1 -		Н	L M	N	М -	М	Н	M N
CLO-5	: Critica	Il thinking skills to evaluate market trend	s and adjust investment strategies accordingly.	- 1881 Tel. 1	3	8	35 75	H		H N	1 M	Н	M	M H	Н	H N	1 M	Н	M H
		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module	3		L	earning	Unit /	Modu	le 4			Learnii	ng Unit	/ Mod	ule 5		
	n (hour)		15	15	44			- 4		1:							15		
		Introduction to Financial system	Overview of Indian Banking System	Introduction to Indian Ca				oreign E						Introdu					
		Financial system in India	Importance of Banking	Classifications of Capital	Marke	f		istory of						Definition				ket	
S-3		Financial Market – Meaning	Functions of Banks	Primary Markets				nderstar					arket	Types			Market		
S-4		Importance of Financial market	Brick and Mortar Banking Model	Participants in Primary M	arket		Т	ypes of	Foreig	n Exch	ange N	larket		Forward	d & Futi	ıres			
S-5		Role of financial market in economic development	Online Banking system in India	Trading System in Prima	ry Marl	ket		unctions						Option					
S-6		Classification of financial market	Roles of Banking in economic development	Secondary Market				dvantag						Types	of Optio	ns			
S-7		Financial market system in India	NBFCs - Nonbank Financial Companies	Importance of Secondary		et	N	isadvant Iarket	. (Swaps					
S-8		Financial Institutions-meaning	Role & Functions of NBFCs	Stock Exchanges in India			lr	npact of	Excha	nge ra	tes in f	oreign [·]	trade	Trading	Mecha	nism			
S-9		Functions of Financial Institutions in financial Markets	Omb <mark>udsman </mark>	BSE & Role of BSE			PE	xchange	rate 1	Theorie	s			Types	of OTC	Securit	ies		
S-11		Financial Instruments	Financial Technology – Meaning Advantages of fintech	Capital indices			F	actors in	fluenci	ing Ex	change	rates		Types	of Trade	ers			
S-12		Types of Financial Instruments	Disadvantages of fintech	Sensex				orex Lev						Types					
		Financial Services-Meaning	Role of Fintech in Financial markets	NIFTY				ools for			e varia	tions		Risks a					larket
		Types of Financial Services	Regulations of Fintech in India	Global Indices				pot Fore					-	Advanta					
S-15	SLO-1	Finncial service sectors in India	Case Study on Fintech Companies	SEBI functions on marke				orward f						Disadva		of Der	ivatives	s Mark	et
Learni Resour	-	Delhi. 2. Gorden and Natarajan, Financial Reference Books	aul, "Management of Banking and FinancialSen Markets and Services, Himalaya PublishingHou ata McGraw – Hill Publishing Company Limited,	vices", Pearson, 5. se, New Delhi.	Gorde	n and		an, Finar	ncial M	larkets				blication: laya Pub		House,	New D	elhi.	

					Learning Assessm	nent				
	Bloom's				Continuous Learning	Assessment (50% w	eightage)			Final Examination
	Level of Thinking	CLA – 1 (10%)		CLA – 2 (10%)	CIEN	CLA – 3 (20%)		CLA – 4 (10%)#	<u> </u>	(50% weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
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				A STORY STATE		Y 2			
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create				A 2. 2. 27 27	14.				
	Total		100 %	/ alles	100 %		100 %		100 %	100 %

CourseDesigners		1,00g, 3
ExpertsfromIn dustry	ExpertsfromHigherTechnicalInstitutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Mr K Murugan, Assistant Professor (Selection Grade), Department of Commerce, College of Science and Humanities, SRM IST, Ramapuram Campus
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr.J. Kumar, Assistant Professor, Department of Commerce, College of Science and Humanities, SRM IST, Ramapuram Campus

Co	urse Code	UCM	M23G03J Cours	se Name	SERVICE	AND RELATIONSHIP M	ARKETING		Course Category	G	Gene	ric Elective Co	ourses	3 (F P O C
Pre-requ	isite Cour	ses	Nil	Co-requ	isite Courses	Nil	Progressive C	ourses			L	Nil			
Course C	ffering Dep	artment		COMMER	CE	Data Book / Codes/Sta	andards	4	7 8			Nil			
Course L	earning Ra	tionale (CLR):	The purpo	se of learning	g this course is to:	W.		Learning		Program Lea	rning Outcomes	(PLO)			
CLR-1			the concept of Se	ervice and R	elationshipMarketing.			1	2 3	1 2	B 4 5 6	7 8	9 10	11 12 1	3 14 15
CLR-2					<mark>ımerbe</mark> haviour in ser	vice context.			(0)	5	D D		<u>a</u>		
CLR-3	Learners	will familiarize	with the basic factor	ors of service	quality.				/ (%) r (%)	atic	olvi –	<u>s</u> 6 9	i a Š	nal tial	<u>``</u>
CLR-4				and manage the c <mark>ustomerre</mark> lationship.					Expected Proficiency (%) Expected Attainment (%)	Disciplinary knowledge Communication skills	Critical thinking Problem solving Analytical Research	related skills Reflective Self-directed learning	Leadership Readiness/Qual Life-long	Professional Experiential	eniployability options Decision making skills
CLR-5	Ū				nce andPerformance		- Sept. 198	Level of Thinking (Bloom)	pec pec pec ainn	scip owl lls	aly sea	Reflective Self-direct	adir ade	ofes per	
		tcomes (CLO):			se, learners will be a	ble to:	2000 1000	Le Thi		S S S S	Re An Pro	Sel Sel	Re Le	F T	
CLO-1			out the Service and				2368 L	3	75% 65%	H M		H L M	LLL	M L	
CLO-2		<u> </u>	sumer behaviour in	service con	text		the same	3	75% 65%	M H		H L M	M L	M L	L M L
CLO-3 CLO-4			t of service quality nd manage the cus	tomor roles	nohin		- TO 18 L	3	75% 65% 75% 65%	H H		M L M H L M	M L	M L	L L L
CLO-4 CLO-5			nd manage the cus			The state of the s	THE PARTY	3	75% 65%	H M		M L M	M L		L M A
	1			and Fenom		1177 1 Miles 1			75% 05%			IVI L IVI			
Duration	(hour)	Learning Unit			Learning Unit / M		earning Unit /		CIPA.	Learning Un	it / Module 4		earning U		ule 5
	L.		15			15		15		1	15		L	15	
S-1		Marketing	Service and Relat		service contexts	r and decision- making in		11/40/0			types and stage		culture	·	d organizationa
S-2	SLO-1		characteristics ofse		service quality	tions and perceptionsof	Service customiz	zation and p	ersonalization	Relationship marketing strategies and tactics			Service star netrics	ndards an	d performance
S-3	SLO-1	Relationship m	narketing concepts	and goals	Customer complair strategies	nts and servicerecovery	Service innovation development	on and new	service	Customer loy	alty and retention	n	ervice recovery and service juarantees		
S 4- S5	SLO-1	Enumerate the	e various service se	ectors	Analysis the Role of media in Service S	of technologyand social ector.	Assess the hype Zomato	erlocal delive	ry model of	Key marketing and CLV	g metric to mea	sure the CRM	I ist the tools to measure the Servi		
	SLO-2		pros and cons of reween Hotel and To		Develop the strategretention	gies for Customer	nalysis the cus relecommunic		ience of	Calculate the hotel industry	customer life tir	ne value of	Enumerate t echniques f neasurem	for Service	
S 6	SLO-1	Customer valu	ie and customersS	atisfaction	Service differentiat	ion and positioning	nternational and nanagement	d cross-cultu	ral service	Ethics and so inrelationship	ocial responsibili marketing	ty	Employee e ehavior	ngagemei	nt and service
S-7	SLO-1	Service quality	and its dimension	S	Role of word-of-mo	outh in servicemarketing	Service quality g	gaps and me	asurement tools	Customer sa loyaltymeas			Continuous andinnovat		provement
S-8	SLO-1	Managing cust	tomer expectations	i	Customer segment	tation and targeting	Service recovery	y and service	e guarantees.	Role of custo marketing	omer service in r	elationship	Managing se andlingneg	ervice cris	es and lback
S-9 -S 10			failures inthe Servi		Case study	n service marketing –	evaluate the approvement in	service indus	stry	closed loop f	eedback method	ck of Amazon by using ormalize the process should be rechmarking in the HealthService		ne processing in the I	s of National
	SLO-2	Develop the st service failure	trategies to overcor	me the	Analyses the comr	nunicationmix of Ola	Analysis the gap expectationand			Evaluate the complaints	process for han	dling customer	er Bestpractices for developing the ourism sector		
S-11	SLO -1	Types of servi	ces		Service pricing stra	ategies	Service excellen	nce and its in	nportance	Personalizati relationship r	on and customiz narketing	ation in	Service aud	it and eva	luation

S-12	SLO - 1	Role of service in the e	economy	Service distribu	ution channels	Service logistics management	and supply chain	Building cust	omer trust and rapport	Service perfor analysis	mance and financial	
S-13		Marketing mix for servi marketing	cesand 7Ps of ser	vice Service commu	unication and promotion	Service sustaina	ability concept	Managing se alliances	rvice partnershipsand	Service quality accreditation	y certification and	
S – 14-S – 15		Built SWOT Analysis o sector	f any one service	Understanding branding of Air	the basis of Service Lines	Identify the dime	ensions of CSR in TCS		the Customer export of McDonalds	perience Evaluation of Frameworks f	quality improvement or Health care	
	SLO -2	Identify recent trends in	n service marketing		ne Customer relationshi ensions of Zara – case		ng control as practice	: Case stud <mark>y i</mark> i	n Service innovation	Service innova approach	ation - Business model	
	Resource cebooks	Parasuraman,and	Dwayne D. G <mark>reml</mark> e		. A. Zeithaml, A. Perspective by S.Rame	Them Fo	rever by Evert Gumi	messon		to Win theCustomers . Kumarand WernerRe		
						Learning Assessm		34.				
		Bloom's Level of Thinking	CLA - 1 (10%)		CLA – 2 (10%)	Continuous Learning	Assessment (50% w CLA – 3 (20%)	eightage)	CLA – 4 (10%)#		Final Examinatio (50%	
		Tilliking		D		District Street	BLE STEEL	D		lne.	weightage)	
l accal d		Remember	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	
Level 1		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 %	
Cauraa D	\!	# CLA -	- 4 can be trom an	y combination of the	se: Assignments, Semi	nars, Lech Lalks, Mini-	Projects, Case-Studie	s, Self-Study, MOOC	s, Certifications, Conf.	Paper etc.,		
Course D	esigners	Experts from Inc	duotni	Evnor	ts from Higher Technica	al Institutions				Internal Evport		
Mrs. Abira	ami Manoj,	General Manager, Mac		es, Chennai. 1. Dr.	A. Saraswathy, Association Nandanam		Commerce, Govt. Arts	College for		Internal Expert Dr. C. Sahila		
					Rajarajen Vanjiko, Asso anam	ociate Professor & Hea	d, Commerce, Pacha	iyappa's College,	3'/	Dr. P. Maheswari		

Cours		CM23G04J Course Name	WORK LIFE BALANCE AND EMPLOYI	EE RELATION		Cour	se Cat	egory	G			Gene	eric Ele	ective	e Cours	se			L 3	Г Р) 2	0	C 4
Prerequi Courses	3		site Courses	Nil	M	0	Progre	ssive	Course	es						N	il	1	,	1		
		Department Commerce	Data Book/Codes/Stand	ards			4 /		AL.					N	il							
Course	Learning	Rationale (CLR): The purpose of I	earning th <mark>is course is</mark> to:		Lea	arning		1	17.5			P	rogran	ı Lea	rning (
CLR-1:	Understa	nd The Key Concepts Of Work Life E	alance		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		te The Effects And Impact Of Work F	rom Home				(%)		atio				S		g	d			_	. <u>≥</u> .	<u>s</u>	
		About The Quality of Work life	omplovoo rolations		Level of Thinking	ed ocy	Expected Attainment	Disciplinary	knowledge Communicatio			ng g	Research related skills	e ke	ecte g	-eadership	g	Professional	Experiential	abil s	Decision making skills	<u>s</u>
CLR-4:	CLR-4: To understand the concepts & Approaches to employee relations CLR-5: Summarize the Statutory Regulations for employee relations						ect	<u>.</u>	We sel	Sal S	le i	lytic oni	eal	ecti	ni dir	der	lon	ess		olo Suo	isic ing	Skills
Course	Course Learning Outcomes (CLO): At the end of this course, learners will be able to:						xp	Oisc		Critical	Problem	Analytical reasoning	Reselat	Refl	Self-direct learning	-ea	Life-long	<u>ا</u> ا	ear	Employal options)ec nak	CT
	CLO-1 : Explain the basic concept of work life balances						70	L	Ľ H	M	H	H	H	L	M	L	L	М	ī	L	M	M
		ze the impact of work life balances or		THE PERSON NAMED IN	- 3	85	75		И Н		М	М	Н	L	М	Μ	L	М	L	L	М	L
CLO-3:	Construc	t workplace counseling among em <mark>plo</mark>	yees		3	75	70	N			Н	Μ	Н	L	М	М	L	М	L	L	L	L
		the employee relations in workplace	management	-1	3	85	80		И Н		H	H	H		M	M	L	M M	M	L	M	M
		ployees act in the organizations		2 1 22	3	85	75	Н	Н Н	М	П		П	L	М	М	L	IVI	М	L	L	IVI
	n (hour)	15	15	8	15		-31					15				_			15			
S - 1	SLO-1	work life balance : Meaning & Defini		Quality of work life			1.30		, ,					Introd	ntroduction Employee relations environ							
S - 2	SLO-1	Concepts of Worklife balance	nature & problems	work life and Work	k Ethics			Overview of Employee Relations Develop Moveme														
S – 3	SLO-1	gender issues on work life	signs of imbalance in life and effects	employee services & creating setting			work life	9	Importar	nce of I	Emplo	yee Re	elations				ploym tection		quality	Act &	Matern	ity
S – 4 -S · 5	SLO-1	Group Discussions on Worklife bala	nce Debate the problems of worklife imbalance	Role play - Work E	Ethics				Demons	trate th	ie scoj	pe of E	mploye	ee rel	ations	Cas	se stu	dy - Fι	ınctior	s of T	rade Ui	nion
	SLO-2	Relate the Components of Work life balance	Seminar on Factors affecting worklife	Analyze effective v	Analyze effective work life setting				Role play on Employer - Employee Relations					Debate the Trade disputes among employees								
S – 6	SLO-1	Industrial revolution - work and socie	stress management	Workplace counse	eling				Employe	ee Rela	tions	Manag	ement			Sat		ealth a	and W	elfare	in the	
S - 7	SLO-1	individual and cultural identities	Need and purpose	Models & training	of Work	place (counsel	ing	Tools of	Emplo	yee R	elation	s Mana	geme	ent	Lab	our re	elations	s comi	missioi	1	
S - 8	SLO-1	core values & institutional roles	measures to overcome from stress	Unethical behavior	r in work	kplace			Core Iss	sues of	Emplo	yee R	elation	Mar	nageme	ent Lak	our c	ourt				
S-9-S 10	SLO-1	Group Discussions on industrial Revolution	Role play on Stress management measures	Students play on V	Workplac	ce cou	nseling		Relate e Manage			loyee F	Relation	ship			e play nmiss	' - Labi sions	our rei	ations		
	SLO-2	students play on institutional roles	Demonstrate the causes of stress	Enumerate the une		ehavio	our of		Group D Manage		on on	Emplo	yee Re	elation	nship						Health orkplac	
S – 11	SLO-1	Purpose of work - dimensions	time management - Need and purpose	Employee problem	•	eling			Strategio		oyee F	Relation	ns Man	agem	nent	Em		е арре			Joint l	
S – 12	SLO-1	physical dimensions	effective time management techniques	Employee absente	eeism - F	Problei	ns of		Nature &			rategic	Emplo	yee F	Relation	ns Equ	uality	officers	s - Rig	hts co	mmissid	oners
S – 13	SLO-1	spiritual dimensions	Creating a balance at work	Employee Turnover					Different Strategy	t Strate	gy Le				ntion -	Minimum notice and Terms of Employment						
S – 14 - S -15	SLO-1	Discuss the purpose of worklife bala	nce Outline a flow chart for the Needof Time management	Group Discussion Absenteeism	on Emp	loyee			Identify Manage	Effectiv	re Stra				elations		e play unal	on Er	nploye	ее арр	ellate	

SLO-2 Debate the spiritual dimensions	Group Discussion on Time management techniques	Debate on Employee problem Counseling	Relate various Employee Relation Strategies	Case study - Terms of Employment
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Learning	1.	A HAND BOOK ON WORK-LIFE BALAN <mark>CE by <u>Dr. C. Swarnalatha</u> · 2017</mark>
Resources	2.	Work Life Balance fundamentals by CB Rao Chand Publication 2018

	Bloom's Level of		Final Examination(50%weightage)									
	Thinking	CLA-	1(10%)	CLA-2(10%)	CLA-2(10%)		CLA-3(20%)					
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory		
Level1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	30%		
	Understand			W /	15.68		Hill to					
Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%		
	Analyze				58 V 18 W 1							
Level3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	30%		
	Create				4 100	CALL STATE OF STATE O	1.0					
	Total	10	0%		100%	mark for NSS or at	100%	*	100%	100%		

[#]CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		1. R. MOHANA RUBAN
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Departmentof Commerce, Pachaiyappa's College, Chennai	

CourseCode	UCM23P03L	Course Name	MINI PROJECT WORK	Course Category	IAPC	Internship/Apprenticeship / Project/ Community Outreach (IAPC)	0	T 0	P 4	2	2 2
Pre-requisite Courses		Nil	Co-requisite Courses	14/1	Nil	Progressive Courses					
Course Offering Department			Commerce	Data Book / Codes/S	Standards						

Guidelines:

- Students should undergo a detailed mini research project, and should be submitted by the end of Sixth Semester.
- 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 70 pages.
- 4. Paper Size should be A4 and 1.5 line spacing should be used for typing the general text.
- 5. The general text shall be justified and typed in the Font style Times New Roman and Font Size: 12 for text. Subheading shall be typed in the Font style (Font: Times New Roman/ Font Size: 14 for headings)
- 6. The report should contain the details rega<mark>rding Int</mark>roduction, Review of literature, Research Methodology, Analysis and interpretation, Findings, Suggestions and Conclusion.
- The report should be professionally prepared and the candidate should submit the periodical report of the project to the supervisor.
- 8. Two reviews will be conducted before the Viva Voce. Each candidate should submit one hard copy and a soft copy in CD to the Department. After the evaluation, the hard copy will be returned to the candidate.

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

Semester VII

								TOTAL		-												L	T	Р	0	С
Course Code	U	CM23701J	Course Name		ADV	ANCED COST ACC	DUNTING	N	ų.	Cours Catego		С		Disc	ipline	Speci	ific Co	re C	ourse			3	0	3	2	4
Pre-requi	isite		Nil	Co-requis	site Courses		Nil	Proc	aressi	ve Cou	urses)						Nil							
Courses							43.517.6	4 1										-								
Course C	Offering	Department		Comn	nerce	Data Book / Codes	/ Standards	_ 145						71		Ni	1									
Course L	.earning	Rationale (CL	R): The purp	pose of <mark>lear</mark>	ning this course	is to:	17.259	Lear	ning						Pro	gram	Learn	ing (Outcon	es (l	PLO)					
		rstand the basic					THE RESERVE		1 2	3	1	2	3	4	5	6	7		89	10	11	12	13	14	1:	5
		the various cor				<u> </u>	N. S. S. S. S. S. S.		(%	(%)	(0)	lo	ng	solving	1				le le							
		arize with the a rstand the meth			rocess Costing	_	10 pt	By.				icat	jik	solv	<u> </u>	sh Kills	e	elf-directed	hip Ss/C		nal	tial	iji jiji	: ے	₩ W	0
		the various me					Carlotte and	of	ecte	Scte	pling	ja "	<u>#</u>	em	/tica	eard ed s	ecti	direc	ders line	ong .	rofessional	rien	oya		ing sk	É
					ourse, learners w	vill be able to:	All Parks	evel of Thinking	Expected Proficiency	Expected	Disciplinary	Communication skills	Critical thinking	Problem 8	Analytical reasoning	Research related skills	Reflective	self-	Leadership Readiness/Qu	-ife-long	of of its	Experiential	Employability	Decision	making skill	5
		e basic concept				117 77) 1		3	75	65		M	Н	Н	H	H	Н	<u>о) -</u> Н	L	Н	L	M	L	<i>H</i>		Н
CLO-2:	Efficient	implication of c	oncepts and n	neth <mark>ods of c</mark>	operating costing		3 10 7 11 1 2 1	3	75	65		Н	Н	Н	Н	Н	Н	Н	Н	Н	L	Н	L	Н		Н
		accounting trea			g	17,-2	the same of the	3	75			Н	Н	Н	Н	Н	Н	Н	Н	Н	L	Н	L	Н		Н
		the technique						3	75	65		Н	Н	Н	Н	Н	Н	Н	Н	Н	L	Н	L	Н		Н
		e methods and		variance Ai	nalysis			3	75	65	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	L	Н	L	Н	1	Н
Duration	` '		21			21	2							21								21				
S-1	SLO	Meaning of job characteristics	Costing-objec s		<mark>Oper</mark> ating or Ope <mark>neanin</mark> g-operatin		Process costing-mean characteristics	ning and	1		Marginal costing-fe	costing eatures	g: mear of mar	ning ai ginal d	nd deti costing	nition (of mar		Meanir	ıg, ok	ojectiv	es		•		
S S-2		Advantages and costing	d disadvantag		<mark>Operati</mark> ng costing Industries	g in some service	Types of Industries us advantages and disact			osting-	Advantag	ges and	disad	vantag	es of i	margin	al cost		Signific Analys		and a	applica	tions (of Vari	iance	
S-3		Ascertainment of relates to job co			Transport costing	n-advantages of n in transport industrie	Difference between p	rocess	costing	and	Meaning variable		able Co	ost, fix	ed cos	t and	semi-		Differe				nated	costin	ng an	d
S-4		Estimation of jo				re in transport costing	Costing procedure and of process costing	d impor	tant as	spects	Meaning marginal						tween		Various	з Тур	es of	Standa	ards			
S-5	SLO-1	Problems Relat	es to job costi	ing A	Accumulation or	collection of costs	Process losses and it	s treatm	ent		Marginal								Types	of val	riance	analy	sis			_
	SI 0-3	Meaning of Bat batch costing		atures of F	Presentation <mark>and</mark> unit in road trans	computation of cost	Problems on process	costing			Uses of I	BEP Ar	alysis	-Limita	ations (of BEP	Analy		Meanir overhe				t, labo	ur and	d	
	360-1	Objectives of ba industries that u	use batch cost	ting	Problems related	to Transport costing	Problems with treatme	ent of lo	sses		Cost-Volucion Cost- for	ion, Ma mula	rgin of	safety	, fixed	cost,			Direct calcula						la for	
S-8	SLO-2	Ascertainment o	of batch costin	ng F	Problems related	to Transport costing	Problems				Problems	on BE	P and	CVP A	Analysi	is			Problei	ns or	n mate	erial va	riance	ļ .		
S-9		Problems relate		·	Power house or l	boiler house costing	Inter-process profits - accounting method	Transfer	price	and	Problems	on BE	P and	CVP A	Analys	is			proble	ms						
S-10	SLO-2	Contract costing contract costing	g-meaning, fea	atures of	Problems		Problems related to Ir	nter prod	cess pr	rofit	Problems	on BE	P and	CVP A	Analys	is			proble	ms						
S-11		Distinction betw		ng and	Costing for cinem	na theatre	Problems related to Ir	nter prod	cess pi	rofit	Problems	on BE	P and	CVP A	Analys	is			Direct	abou	r varia	ance-fo	ormula	for ca	alcula	tioi

		contract costing				of labour variances
S-12	SLO-2	Recording cost o f a contract	problems	Work in progress and equivalent production-meaning-methods of computation	Problems on BEP and CVP Analysis	Problems on labour variances
S-13		Recording of value and profit on contracts	Costing for lodging houses	Problems related to only closing work in progress without process losses	Marginal costing and managerial decision making	Sales variances-meaning and types
S-14	SLO-2	Profit or loss on contracts	problems	Problems with process losses	Key factor or limiting factor -problems	Formula for calculating various types of sales variances
S-15	SLO-1	Problems related to contract costing	Operation costing-meaning	Problems with opening and closing work in progress without process losses	Make or buy decision - Problems	Problems related to sales variances
S-16	SLO-2	Problems related to contract costing	Special features of operation costing	Problems with process losses	Fixation of selling price - Problems	Problems related to sales variances
S-17	SLO-1	Problems related to contract costing	Some important point to be considered I operating and operation costing	Joint product costing- meaning- accounting treatment (only theory)	Sales mix decision-problems	Problems related to sales variances
S-18	SLO-2	Problems related to contract costing	Problems Problems	By product costing-meaning and accounting treatment (only theory)	Product elimination decision -problems	Problems related to sales variances

Learning	1.	T.S.Reddy&Y.HariPrasadReddy-CostAccounting,MarghamPublications,Chennai.	3.	R.S.N.PillaiandBagavathi-SChand-NewDelhi	
Resources	2.	S.P.JainandNarang <mark>-CostA</mark> ccounting,KalyaniPublishers,NewDelhi.	31372		

	Bloom's Level of			Conti	nuous Learning Ass	essment(50%weight	age)			Final Examination(50%weightage)
	Thinking	CLA-1(1	0%)	CLA-2(10%)	27,1	CLA-3(20%)		CLA-4(10%)#		
		Theory		Theory	Practice	Theory	Practice	Theory	Practice	Theory
evel1	Remember	15%	15%	15%	15%	%	15%	15%	15%	30%
	Understand				N M					
vel2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze					1.00				
vel3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create		1			4 4 1 1 1		1-1		
	Total	100%	Ó		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 et

Course Designers	LEARN' LEAP. I FAD	
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Departmentof Commerce, Government Arts College, Nandanam	Mrs. M.Meerabai.
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr.S.Tamilarasi

Co	urse Code	UCM23D05J	Course Name		INTERNATIONA	L MARKETING	;		(Course	Catego	ory	D		Disc	ipline	Spec	fic El	ective	Cour	se	L 3	T I	O C
Pre-re	quisite Co	ourses Nil	Co-requis	site Courses		Nil	l ro	ogress	sive Co	urses									Nil					
		Department	Commerce		Data Book / Coo	des/Standards	Nil																	
Cour	se Learnin	g Rationale (CLR): The purp	ose of learning th	is course is to:	4.1	7		Lea	arning	4 /					P	rogram	Lear	ning	Outco	mes (PLO)			
CLR-	1 : To prov	ide knowledge on the fundame	ntal concepts of n					1	2	3	1	2	3	4	5	6	7	8	9	10		2	13	14 15
		erstand the entry mode into inte							(%)	(9												3	,	
		knowledge about International		nent	No.					t (%)	_	cat	10			u siii	Φ	Self- directed	-=		<u>.</u> g		Employability Decisio	
CLR-	4 : To have	e an understanding about pricin	g policy		Y /	0.45	117	o u	tec	tec	lina	in	_	24	ical in	arc 1 sk	cţi	lirec	ırsh		Siol	in	2 2	Skills
		erstand the concepts of internat		63.7	<u> </u>			Level of Thinkin	Expected Proficiency	Expected Attainment	Disciplinar v	Communicat	Critical	Proble	Analytical reasonin	Research related skills	Reflective	<u>۴</u>	Leadershi D	фī	Professiona Professiona Fynerientia	learning 	Decisio	
Cour	se Learnin	g Outcomes (CLO): At the end	d of this course, le	earners will be a	ble to:		100	Le\ Thi	Ex	EX Att	Ö >		O E		An	Re				Life-				
		rize with Global marketing proce				111111	M. 53	3	75	65	Н	Н	L	Н	J. L	-	М	Н	М	L	H F		L	H L
		ess about entering into global r				The Asia	77	3	75	65	Н	Н	L	М	L	Н	L	L	М	М	H F		М	H M
		dge about international marketi			147	<u> </u>		3	75	65	Н	Н	М	Н	L	Н	М	L	М	L	M F		H I	. H
		ractical knowledge about modes				100	Pa 1	3	75	65	Н	Н	М	Н	L	Н	L	М	М	M	L F		Н	M L
		al exposure of export and impor	t					3	75	65	Н	Н	М	Н	L	Н	М	Н	М	. M	M F		L	L L
Durat	ion (hour)	Learning Unit / Module 1		Learning Unit		St.	Learni	ng Uni	it / Mod				Lear	ning U	nit / Mo	odule 4				Learn	ing Uni			
		18			18	1800 - OLL				18	gh Si					18						18	-	
S-1		Meaning marketing (IM) of inte		Regulatory bo		Marie Contract				differen	ntiation				issues						Relate			
		Definition marketing (IM) of inte			ng to International				elopme						regula								rtOrde	
S-2		Nature of International Marketin			ng to International					ct lifecy	cie	- 111		-	media								ortOrde	
C 2	SLO 2 SLO 1	Characteristics of international			Market Entry Strate									_	strate								contra	
S-3		Scope of international marketin Significance of internationalma			market entry strat	tegies			tomizati		ماممم				strate		l. ramia	0 ma 0 m t					contra	
0.4		Principles of InternationalMarket		Indirect Expor Merits of indire		107				ting cha	anneis					onal a <mark>c</mark> ational							Costing Costing	
S 4	SLO 1	Need of International marketing			direct exporting		Impor			annels											issues		Cosung	
S-5		need of international marketing		Dements of in	idirect exporting											anager		mear	iirig	Legai	issues	IN IIVI		
5-5	SLO 1	International market-entry oppo	ortunities;	Direct Exporting	ng,		global		austriai	produc	cts ands	services	man	agem	ent						l issue			
	SLO 2	Reasons for entering internation	nalmarkets	Merits <			Meanii	ng of p	oricing					s in int agem		nallogi	stics			Natur Dispu		ernatio	nalBusi	ness
S-6	SLO 1	Problems Faced in Internationa	almarketing	Demerits	7170	ARN	Need f	for pric	cina							stics Fu	ınctio	ns			sed Ac	ion		
	SLO 2	Challenges in internationalmark		Foreign Direct	t investment	11111				onal ma	ırkets.	ZT.				s Fund					ational		e Settle	ment
S 7	SLO 1	International marketing vs.dom	estic marketing	Foreign direct	investment		Pricing	g for in	iternatio	onal ma	rkets.		Dem	and F	orecast	ing					ational	Disput	e Settle	ment
	SLO 2	driving and restraining forces in marketing	nintentional	Joint venture,					related market	to Pricii ts.	ng for		Signi	ficanc	e of In	ternatio	nal Lo	gistic			l Consi	deratio	n inIM	
S-8	SLO 1	The international marketing en meaning	vironment –	Merits of joint	venture		Interna	ational	produc	ct positi	oning,		Mana	aging l	Rising	Logistic	cs Cos	sts		Marke	ting Co	mmun	ications	;
		Political environment		demerits of joi	int venture		Brandi	ing –m	eaning					tic Eff agem		Supply	'Chair	l		Expor	t Marke	ting D	ocume	ıtation
S-9	SLO 1	Political risk environment		Mergers			Interna	ational	Brandi	ng				aging t anizat		jistics o	of a G	obal		Signif	cance	of exp	ort docu	umentation

	SLO 2	Implication of political environment	Strategies for mergers	Essential requirements of International branding	International Logistics Vs. Supply Chain Management	declaration forms
S-10	SLO 1	Legal environment	Merits and demerits ofMergers	Steps in Branding	Problem with International Logistics	disposal of export documentation form
	SLO 2	Legal implications on internationalmarketing	Acquisitions	Steps in Branding	Political and LegalSystem	Export benefits and incentives
S-11	SLO 1	Legal systemsand Laws	Strategies required for acquisitions	International packaging-meaning	Economic Conditions	different types of exportincentive
	SLO 2	Laws pertaining to internationalmarketing	Strategic Alliances	Essential requirements of packaging	Competition	different types of exportincentive
S-12	SLO 1	Technological environment	Techniques involved instrategic alliances	Dumping	Availability of Technology	market development assistance
	SLO 2	Social environment	Merits and demerits ofstrategic alliances	Price Distortion	Geography	market development assistance
s-13	SLO 1	Cultural environment	Franchising	Price Distortion	Financial Issues	export promotion ofcapital goods
	SLO 2	implications of the cultural environment	Steps in franchising	Counter Trade,	Customs Barriers	export
s-14	SLO 1	implications of the cultural environment	Merits of franchising	Inflationary impact	Problem with Trade	Star Export Houses
	SLO 2	Economic environment	Demerits of franchising	Media Selection,	International distributionsystems – meaning	Star Export Houses
s-15	SLO 1	Case study related to Economic environment	Turnkey operations	Personal Selling,	Types of international distribution channel	Agri Export Zones
	SLO 2	Case study related to technologicalenvironment	Strategies for turnkey operations	Public Relations	Types of international distribution channel	Agri Export Zones
s-16	SLO 1	Case study related to social environment	International marketingresearch approaches – meaning	Sales promotion -meaning	Functions	Target Plus Scheme
	SLO 2	methods of payment in international trade	International marketingresearch process	Techniques	Benefits	Target Plus Scheme
s-17	SLO 1	international trade theories	International marketingresearch process	Advantages	Developing marketing strategies program forinternational marketing	Contemporary issues in
	SLO 2	role of MNC's in internationalmarketing,	market surveys	Disadvantages	Foreign trade policy	international marketing
s-18	SLO 1	Case study related to legal environment	marketing information	advertising-meaning	Exim policy	Future prospects in international
	SLO 2	Case study related to political environment	Global product	Strategies for international advertising	Objectives of Eximpolicy	marketing

Learning Resources/	
Resources/	
Reference books	

- 1. Philip R. Cateora, John L. Graham, International Marketing, 11/e, Tata McGraw-Hill Co. Ltd
- 2. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000..

- 5.
- 3. Philip T. Kotler, Principles of marketing, 17th edition pearson,2017

 Keiefer Lee & Steve Carter, GLOBAL MARKETING MANAGEMENT, OU Press, 2009

 Masaaki & Helsen, GLOBAL MARKETING MANAGEMENT, John Willey & sons Inc, 2004

 MichealR.Czinkota and IlkkaA.Ronkainen,GLOBAL MARKETING, CENGAGE Learning, 2007

	Bloom's Level of			Contir	uous Learning Asses	ssment(50%weighta	ige)			Final Examination(50%weightage)
	Thinking	CLA-1(10%)		CLA-2(10%)	DITTE A	CLA-3(20%)	. I U A I	CLA-4(10%)#		, , ,
		Theory		Theory	Practice	Theory	Practice	Theory	Practice	Theory
_evel1	Remember Understand	15%	15%	15%	15%	%	15%	15%	15%	30%
evel2	Apply Analyze	20%	20%	20%	20%	20%	20%	20%	20%	40%
evel3	Evaluate Create	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Total	100%			100%	1	100%		100%	100%

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Departmentof Commerce, Government Arts College, Nandanam	Dr.A.Kavitha
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	



Course Code	UCN	/123D06J	Course Name	TOTAL QUALITY MANAGEMENT				urse egory	l	D			D	Disciplir	ne Spe	cific E	Elective				L .	ГР	0	С
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			e basic concept of quality and			1	2	3	╁	1	2	3	4	5	6	7	8		100		12	13	14	15
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			and identify the benchmarking	and house of quality	- 3:	of	Expected	Expected Attainment		Disciplinary knowledge	นทเ	_ g	u b	Analytical reasoning	Research related skills	Reflective	irec	ers	ife-long earning	SSi	Experier earning	yat	Decision paking sk	Skills
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			LO): At the end of this course on of customers	, learners will be able to:	372	a É	_ ш_с	ТШК	4	Ä.S.	Ų.	ö≅ H	- S	E A	A D	æ	∯ H	<u>۔</u>	≝ <u>;</u> ä Η	ة H	<u>û,ĕ</u> H	ᄪ	ää	<u>'</u>
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CLO-5 :	Explore the	concept of s	service quality and ISO		P 7	2	_	65			Н	•	Н		Н	-	Н	-	-	Н	-	-	-	-
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	SLO-1	Meaning and	d Definition of Qu <mark>ality</mark>	Cost of Quality Meaning and Definition	Continuo	us Pi	rocess	Improver	me	nt	Def	inition (of Bei	nchma	rking			Total I	Produc	tive 1	Nainte	nance		
S-1	SLO-2	Concept of (Quality	Examples of 'Cost of Quality'	The Jura	n Tril	logy	<u> </u>	-		Lev	els of E	Bench	markir	ng			Meani Maint			nition	of Tot	al Prod	uctive
S-2	SLO-1	Dimensions	of Quality	Designing Organization for Quality and Quality Policy	Deming's	Whe	eel	117	ď		Stra	ategic E	Bench	markin	ıg			Planni	ng for	Total	Prod	uctive	Mainte	nance
3-2	SLO-2	Application / Public / Con	/ Usage of Quality for General sumers	Total Quality Management (TQM) and Senior Management	Problem	Solvi	ing Me	thod			Оре	erationa	al Ber	nchmai	rking	i		Learni	ng the	New	Philo	sophy		
S-3	SLO-1	Manufactur		Quality Management System	Identify th	ne Op	pportu	nity			Тур	es of B	Bench	markin	ıg			Promo	oting th	ie Ph	ilosop	hy		
	SLO-2	Factors affect	cting Quality	Elements of Quality Management System	Analyze t	he C	Current	Process				efits ar				nchma	arking	Traini	ng					
	SLO-1	Quality Man		Quality Policy	Develop t	the C	Optimal	Solution((s)		Rea	asons fo	or Be	nchma	rking			Gap n	nodel					
S-4 -S6	SLO-2	Total Quality Definition	y Management Meaning and	Elements of Quality Management Policy Statement	Implemen	nt Ch	anges	Э. т		PΑ	Pro	cess of	Bend	chmark	king			Need	for IS(900	0			
S-7	SLO-1	Characterist	tics of TQM	Examples of the Quality Policy	Study the	Res	sults				Xer	ox Twe	elve-st	tep Pro	ocess			ISO fa	mily o	f Star	ndards	;		
3-7	SLO-2	Nature of TO	QM	Quality Objectives	Standard	ize th	he Solu	ition			Mot	orola's	Five-	step P	rocess	3		Qualit	y man	agem	ent sy	stem		
S-8	SLO-1	The TQM Pr Multinational	ractices Followed by Il Companies	Quality Manual	Plan for t	he F	uture)				Cos	t of Be	nchm	arking				Steps	in ISC	9000) Cert	ificatio	ns	
3-0	SLO-2		to Total Quality ht: An Introduction	Quality Documentation	Kaizen							ne Issu				ng		Statist	ical P	oces	s Conf	trol		
S-9	SLO-1	The Deming	Management Philosophy	Pillars of Quality Management System	Re-engir	neer	ing				Dep	aning o	ent	•				Benef	its of S	SPC				
3-8	SLO-2	System of P	Profound Knowledge	Eight Principles of Quality Management	Steps to	Re-e	nginee	r the Pro	ces	SS		elopme oloyme		Qualit	y Fund	tion		Statist	ical Q	uality	Contr	ol (SQ	C)	
S -10 -	SLO-1	Deming's 14	4 Points for Management	Generic Model for Implementing Quality	Build the	Re-e	engine	ering Orga	jani	ization	Ben	efits of	QFD)				Advan	tages	of Sta	atistica	al Qua	lity Cor	ntrol

S12			Management Systems			
	SLO-2	The Juran Philosophy	Quality Planning: Understanding Customers and their Needs	Identify BPR Opportunities	Voice of the Customer	Process Capability: A Discerning Measure of Process Performance
S-13	SLO-1	Juran's Quality Trilogy	Principles of Quality Planning	Understand the Existing Process	Organization of Information	Quality Audits
3-13	SLO-2	Juran's 10 Points for Management	Quality Plan	Re-engineer the Process	House of Quality	Meaning of Quality Audits
S-14	SLO-1	The Crosby Philosophy	Quality Plan Components	Blueprint the New Business System	Building House of Quality	Importance of Quality Audits
	SLO-2	Four Absolutes of Quality Management	Uses of Documenting Quality Plan	Perform the Transformation	Development of Quality Function Deployment Process	Audits—Registration
S-15	SLO-1	Crosby's 14 Points for Management	Quality Planning Tools	Meaning and Definition of Six Sigma Methodology	Failure Mode and Effect Analysis Meaning and definition	Environmental Management System: Introduction
	SLO-2	The Kaoru Ishikawa Philosophy	Affinity Diagram	Concept of Six Sigma Methodology	Relationship of Cause, Failure Mode & Effect	Concepts of ISO 14001
S-16	SLO-1	Framework for Quality and Performance Excellence	TPM- Performance measures	Features of Six SigmaMethodology	FMEA Process	ISO 14000 Series Standards Requirements of ISO 14001
- S18	SLO-2	Just-in-Time (JIT)	Procedure of Design Affinity Diagram	Benefits of Six SigmaMethodology	Risk Priority Numbers in FMEA	Benefits of EMS.

Resources 2. Poornima M. Charantimath., Total Quality Management, Pearson Education, 2019 Subburaj Ramasamy., Total Quality Management, Tata McGraw-Hill, 2019 Subburaj Ramasamy., Total Quality Management, Tata McGraw-Hill, 2019
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	Bloom's Level of Thinking	Continuo	us Learning A	ssessment (50%weightage					Final Examination (50%weightage)
		CLA-1(1		CLA-2(1		CLA-3(20	0%)	CLA-4(1)	0%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level1	Remember	15%	15%	15%	20%	15%	15%	15%	15%	30%
	Understand									
Level2	Apply	20%	20%	20%	15%	20%	20%	20%	20%	40%
	Analyze						7.43			1 1 1
Level3	Evaluate	15%	15%	15%		15%	15%	15%	15%	30%
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	Total		100%	-	100%		100%		100%	100%

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

Course Designers	1111111	
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	2.Dr G.Venkatesh

Cour		ICM23G05J	Course Name		LOGISTICS MANAGEM		Cou	rse Ca	tegory	G			Gene	eric Ele	ctive	Cours	ie			L .	T P	0	C 4	
Pre-requi		Ni	i c	Co-requisite Courses		Nil	N		Progr	essive (Course	S						N	il			II.	W.	
Course	Offering	Department	Comm	erce	Data Book/Codes/Sta	andards		-	4	4						Nil	I							
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CLO-1:	Explain t	he competencie ementprofessio	s and knowle nals	dge of <mark>students</mark> to becom		10 A 48 A	3	80	70		Н	М	Н	Н	Н	L	М	L	L	М	L	L	М	M
CLO-2:	Orient s	tudents in the Ci	ustomer servi	ces in logistics			3		75	М	Н	L	М	М	Н	L	M	М		М	L	L	М	L
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S-1	SLO-1	Logistics: Mear	ning &Definition	on Definition of Cus	tomer Service	Transportation Function Various Modesof Trans	nality a	and Pri	nciples,	Wareh	ouse: Ir	troduct	ion& t	ypes		In	ternatio	onal co	ommer	cial d	ocume	nts		
S - 2	SLO-1	Evolution, Con-	cept	Elements & Phas	ses of Customer Service	Multimodal Transport	1	- 1		Benefit	s of Wa	rehous	ing			In	ternatio	nal co	ontract	'S				
S – 3	SLO-1	Components & Logistic		f Customer Reten	tion	Characteristics & Con Multimodal Transport	ponent	tsof	135	Catego				S		int	ternatio	nal in	surano	ce - te	ermsof	payme	nts	
S-4&	SLO-1			ogistics Debating the role		categorize Multimodal	Transp	ortatio	1	analyse	the fu	nctions	the W	/arehu	sing	en	numera	te the	Conce	epts o	f Interr	nationa	l Contra	acts
S-4 &	SLO-2	Relate the Con	nponents of L	ogistics Experiment the retention	need of customer	Draw the various mod	es of T	ranspo	rtation	Describ	e the v	arious	types	of War	rehou <mark>si</mark> i		xperime ocume		vario	us the	intern	ational	comm	ercial
S-6	SLO-1	Objectives of L Subsectors	ogistic, Logis.	tic Basis for Interna Marketing Chanr	tional Trade,International nel	Legal Classifications of Transport	of Multi	modal		Expres domes			ternati	ionalan	nd	Cı	ustom (clearar	nce					
S-7	SLO-1	The work of Lo Logistics	ogistics, Integr	rated Procurement and	d Outsourcing	International Air Trans	port			Revers	e logist	ics in e	-comn	nerces	ector	bu	ılk load	l handi	ling ar	nd brie	ef on tr	ans-sh	ipment	
S - 8	SLO-1	Barrier to Interi	nal Integratior	n Clear <mark>ing House a</mark> Clearing Agent	and Agents -Role of	International Air Cargo Cargo Tariff Structure	Trans	port - A	ir	Inland Functi	Contain ons	er Dep	ot (ICI	D) : Ro	oles and	l Si	upply C	hain						
S - 9 - S	SLO-1	Draw how logis	sitic works	Demonstrate hou	w clearing houses works.	discuss Tariff structure)			Discuss	the ro	e of IC	D		1	ide	entify tl	he Cus	stom c	clearai	nce pro	ocedure	es in lo	gistics
- 10	SLO-2	Role Play the V	Work of Logis	itic Discussions on I Channel	International Marketing	Analyse the role of Air	Transı	port		Implem	ent Re	verse lo	gistic	S		Pr	redict ir	n brief	about	trans	- shipn	nent		
S - 11	SLO-1	Principles of Lo Strategy	ogistics & Log	istics Logistics Outsou	rcing - Critical Issues	Liquid Logistics - Coastransportation	stal and	d Ocea	1	Export	Clearai	nce at I	CD			Co	old Cha	ain- Lo	gistica	al paci	kaging			
S - 12	SLO-1	Logistics optim	ization	Markets and Cor Issues in Logistic	mpetition - Financial cs Performance	nition ai	nd Obje	ectives	Charter and Ari			Charte	r, Cha	rter Par	ty, Ra	ail Logi	stics							
S - 13	SLO-1	Role of Logistic saving &Production	stics management, cost Integrated Logistics & Need for Rate Fixing for freign ductivity improvement Integration and Practice				- Freig	eight Structure Courier/Express-Meaning & Courier distribution channels- Quality Guidelines,					lity cus	tomer	service									
S – 14 - S -15	ů , i					Debate the need for F	reight (Charges	3	Relate	the Pric	ing in o	courie	r		Sι	ummari	ize the	Vario	ous Di	stributi	on Cha	nnels	

	SLO-2 Outline the Optimize	ne need for Logistic nation	presentation on fina performance	ancial issue <mark>sin logist</mark>	ics Outline the various	s Tariff structures	Define the C	Charter parties	Draw th	ne need for Rail logistics
_earnin Resour	-	nal Marketing by Gupta an	d Varshing, Publishe	er: SultanChand and	Sons.	2. Vinod \	/. Sople (2016) Logi	stic Management (7r	nd Edn.) PearsonLin	nited
earning	Assessment						741/2		1	
	Bloom's Level of			Conti	nuous Learning Asses	sment (50%weigh	itage)			Final Examination (50%weightage)
	Thinking	CLA-	1(10%)	CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
evel1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	30%
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_evel3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	30%
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#CLA-4canbefromanycombinationofthese:Assignment	gnments.Seminars.ShortTalks.Mini-Proi	ects.Case-Studies.Self-Study.MOOC	s.Certifications.Conf.Paperetc

Course Designers								
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	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Mr. R. Mohana Ruban						

Cour		UCM23G06J Course Name PERFORMANCE MANAGEMENT								Co	ourse	Catego	ry	G			Gene	eric Ele	ective	Cour	se			L 3	T P	0 2	C 4				
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Course	Offering	g Department		Commerc	e			Data I	3ook/Co	des/Standa	ards				Nil		7	7%													
Course	Learnir	ng Rationale (CL	R):	The purpos	e of lea	rning thi	s course	is to:		77				Lear	ning			77			Pr	ogram	Lea	rning (Outco	mes (PLO)				
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S-1	SLO-1	Definition importa			ives of	ntroduct	ion to pe	erformar	ice plann	ning	Int	roduction	of perfo	ormai	nce m	onitoring	9	1	Introdu analys		to perfo	ormanc	e dat	а	de	ntifyin	g perf	orman	ce gaps	3	
		Functions of perf management, Pe management vs	rforma perfor	ance mance app	raisal	Setting p Arears (I		nce obje	ectives, K	KeyResult	Me	ethods of	perform	nance	monit	oring			Techni data	iques f	or anal	yzing p	erfor	mance		signing ans(P		orman	ce Imp	rovem	ent
S-3	SLO-1	Performance ma Role of HR in per management			S,	Key perfo	ormance	indicate	ors(KPIs)			e role of anageme		ous fe	eedbad	ck in pe	rformar	nce	Perfor	mance	rating	system	ns						levelopi ements		n
S5		Case Study analymanagement sys	stem o	f a succes	sful	an orgar	nization	4		e planning	ma	oup discu anageme	ent						7 4		erforma		Ţ		ola	ans	•		ance im		
	SLO-2	Group Discussion performancema					p: Desig ment pl		erformar	nce	Ca	ase study:	method	ds of	perfor	mance	manage		Guest perfori			niques	for a	ınalyzir	ng Gro	oup di	scussi	on: pe	rformar	ice ga	ps
S-6	SLO-1	Strategic alignme management ,Pe management and	erform	ance	е	Job desc	ription a	nd role	clarificati	on	Со	aching fo	r perfor	rmand	ce imp	roveme	nt		Perfori cons	mance	norma	lization	n: Pro	sand	Str	ategie	s for p	erform	nance ii	nprove	ement
		Individual vs Tea				Managin	g and ali	gning e	xpectatio	ons	Co	onducting	mid-teri	m rev	views				Creatir	ng per	forman	ce repo	orts					cogniti mporta	on syst ince	ems:	
		Performance mai organizational co	ntext						al apprai		Pro	eparing fo	r annua	al app	oraisal	S			Design	ning pe	erforma	nce da	shbo	ards					eward s		
S-10		Case Study: Stra performance mar	nagen	ent and cu	ılture		•		appraisa			ase Study	·								perforn				n a	an org	aniza	tion	tive rev		•
					Role Play: Designing performance Gashboards Role Play: Designing performance Gashboards Buest Lecture: The role phhancing performance performance consideration in performance consideration co							wards	; in																		
S-11	SLO-1	Performance ma	nagen	nent for ren	note	Construc	ting perf	ormanc	e develo	pment plan	ns Se	elf- assess	ment te	echnic	ques, I	mpact of	of		Ethical	consi	deratio	n in pe	erform	ance	Pei	rforma	nce b	ased c	compen	sation	:Pros

		employees				organizat	ional culture on perf	formance monitoring	reporting		and cons
S-12	SLO-1	Cultural sensitivit management	tyin performance		and coaching in perfo cession planning and		ews and 360- degre cationin performance	ee feedback, Effective e reviews	e Legal consideration management	on in performance	Non- monetary rewards and recognition
S-13	SLO-1	Criticism and char performanceman	•	Employee engage Employee retention	ment and performand nandperformance	ce, Using tec	hnology tools for pe	erformance monitoring			Linking performance management to management and employee well-being
S-14 S-15		Case Study Cultuperformancema	anagement	Group discussion: planning and deve	Challenges in perfor lopment	mance Case stud	dy: 360 degree feed	lback	Role play: Conduction	cting a performance on	Case Study: rewards and recognition
	SLO-2	Group Discussion management for	n:Performance remote employees	Case study: emplo	oyee engagementand	I Group dis performa	scussion: Effective cance	communication in	Case study: Legal performance man		Group discussion: performancebased compensation
Learni	-		022). Performance Ma oby K. R. Cleveland			nance annraisal and	l management SAG	GF Publications			agement: Toward organizational
Resou	rces	PublicationsMurp 2. Hutchinson, S 3. Varma, A., &a essment	022). Performance Ma ohy, K. R., Cleveland, c. (2013). Performance omp; Budhwar, P. (201	J. N., & Hanscom, Ne management: Theo	M. E. (2018). Perform bry and practice. Koga nagement systems: A	an Page Publishers An		2 3	cellence.SAGE Pub Sahu, R. K. (200	licatio <mark>ns India</mark> 19). Pe <mark>rformance</mark> ma	nagement system. Excel Books India. ement. Pearson Education India.
Resou	ng Asse	PublicationsMurp 2. Hutchinson, S 3. Varma, A., &a essment om's Level of	ohy, K. R., Cleveland, C. (2013). Performance Imp; Budhwar, P. (201	J. N., & Hanscom, N. management: Theo 19). Performance ma	M. E. (2018). Perform ory and practice. Koga inagement systems: A Contin	an Page Publishers An	s. sessment(50%weigh	2 3	cellence.SAGE Pub Sahu, R. K. (200 Aguinis. (2007).	lications India 19). Performance ma Performance manag	nagement system. Excel Books India.
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#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	Dr. A Saraswathy. Associate Professor & Head, Departmentof Commerce, Government Arts College, Nandanam	Dr. S. Vijayalakshmi
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Course	Code	UCM23G07J	Course Name	RETAIL MANAGEMENT & CONSUMER BEHAV	IOUR Course	Catego	ory	G		Ge	eneric E	Elective	e Course			L 3	. T	P 2	0 C
Pre-requi	site Cou	rses /	Vil Co-requisite	e Courses Nil	P	rogress	ive Co	urses			-			Nil					
		Department	Comme				Ψ.	4		· •		Ν	lil						
Course L	earning	Rationale (CLR):	The purpose of le	earning this course is to:		Le	arning	1	H.			Pro	gram Lea	rning O	utcome	s (PL	O)		
			he basic fundamental			1	2	3	1	2	3 4	5	6 7	8		0 11		13	14 1
			developing a sound re				(%)	(%)		Communication skills	<u>ور</u>								
			ail stores and its opera		and on William		0)	(%)	≥ 0	cati	ınkir		ر ≝ د	<u>8</u>	iς	Dua	tial		SIIIS
				ying concepts and issues in Consumer behaviour in	n marketing.	g of	Expected Proficiency	Expected Attainment	Disciplinary knowledge	Ē	Critical thinking Problem	Analytical reasoning	Research related skills	Self-directed learning	Leadership Life-lond	Professional	Experiential	employability options	Decision making skills ICT Skills
				d what their customers wants and needs.	4 310	Level of Thinking	pec	pec	scip	ills	itica	alyt	atec	arni ar	ade	ofe	- bei	Employal options	scis akin T.S.
		Outcomes (CLO)		course, learners will be able to:	S. Str. 3 (20)		<u> й</u> й	¥ E	\$ 5	<u>8</u>			S le d	8 <u>8</u>	# <u>F</u>		щi	ᇦ	<u>교 및 단</u>
			history and its fu <mark>nction history and targe</mark>		7309 2 2	3		65 65	H	M M	H M	M M	M L	. H		H	L	L	M N
				nsumer research process in detail.		3	75	65	H	M	M H	M	H	. <u>п</u>		т г. Н Н	I	- 1	M
			ing consumer behavio		1.70	3		65	H	M	M H	M	H	. ''		H	I	-	M A
				sonality on the buying behaviour.	T. VS	3	75	65	H	H	M M	М	H	. H		H H	Ī	M	H
Duratio			15	15	Walter French	15	-		100		15			1			15		<u> </u>
		Definition and Mea	• •	Meaning and Definition of Merchandise	The Retail Strateg		- 100	4	Factors i	influenc			Behavio	ır Tvpe	s of co	nsume		ions	
S-2		Scope of retailing		Managing Merchandise Assortments,	Financial Strategy			7 13	External				20.14.10		sumer D				ocess
S-3	SLO-1	Functions of Reta Retailing	iling, Significance of	Merchandise Planning Systems	Retail Locations	113	7	130	Culture,	Sub Cu	ulture				els of C conom			naviou	· =
0.4.05	SLU-1	Mind Mapping on		Role Play on Buying Merchandise	Students Play on	Direct m	arketin	g	Classific Groups	ation or & Famil	n Socia ly.	l Class,	, Reference	e Pres	entatior	on Ps	sychoa	nalytic	al Model.
S-4 - S-5	SI O 2	Assessment on Pl India	rospects of retailingin	Preparation of National brands or Private labels.	Chart work on Mic	romarke	eting in	retailing	Poster P				al Influend		entatior			vard S	heth Mode
S-6	SLO- 1	Retail Formats an	d their evolution	Retail Pricing	Micromarketing & response	efficient	consu	mer	Needs &	Motiva	ations	/:		Natu	re of O	rganiza	itional	Buyin	9
S-7	SLU-1		lability of store format	Store Planning	advertising in reta	iling			Persona	lity, Life	estyle		7		ences o aviour	n Orga	ınizatio	nal B	uying
S-8	SLO-1	Retail Mix		Store Planning	Definition and Nat Behaviour	ure of C	onsum	er	Values,	Learnin	ıg, Mem	nory		Orga	nizatior	nal Buy	ring De	ecision	
S-9 – S-	SLU- I	Briefing about The RetailDevelopm	ent.	Determining the Store Layout and Design	Mind Mapping of t Behaviour	he Scop	e of Co	onsumer	Project E Attitude		_earning	g - Belie	efs &		sumer E eting S			ysis a	nd
10	SLO-2	Assessment on cr Retail Life Cycle.	reation on preparation	of Poster Making on Retailing image Mix.	Constructive Appr Behaviour's Applic				Inquiry E	Based L er Beha	earning avior Re	g- Appro esearch	oaches to	Prob	lem Re	cogniti	on		
S-11		Concept of retaile		the space Mix	Consumer research	h proce	SS		Relevan			g Rese	arch with	Infor	mation	Search			
S-12		Functions perform		Visual Merchandising	Defining Research				Market S						native E				
S-13		Emerging trends i		Visual Merchandising	Collecting & Evalu			ry Data,	Basis for						hase Se				
S-14 – S- 15	SLO-1	Case Study: Ident opportunitiesin ret	tailing	Demonstrate: Customer Service	Project Based Lea Research Design Data	&Collect	ting Pri	•	segmen	ntation			vailable fo	Eval	uation		Ü		urchase
10	SLO- 2	Demonstration on	Types Of Retailers	Role Play: Service Quality Gaps and Service recovery	Project Based Lea Report Preparatio		nalyzin	g Data &	Mind Ma Product			sumer			er Prese digital e		n: Buy	ing pa	tternin the

Learning	1) 2019 Retail Management & Effective Management strategy for Manager by Prabu TL	4)	Consumer Behaviour – Satish K Batra, S H HKazmi
Resources	K.SundarandA.KumaraRaj,EssentialsofBusinessCommunication,VijayNicole,Chennai	5)	Consumer Behaviour in Indian Context – K KSrivastava, SujataKhandai
	2) Retail Mnaagement Text & Cases 2020 by Giri, Arunangshu, Paul Pradip, Chatterjee, Satakshi	6)	Consumer Behaviour, SchiffmanKanuk and S. Ramesh Kumar, Pearson.
	3) Essentials of Consumer Behavior, An Applied Approach,2 nd Edition,By <u>Debra L. Stephen</u> s,2023.		

Learnin	g Assessment						_ ~ //			
	Bloom's Level of			Contir	nuous Learning Ass	essment(50%weight	tage)	/		Final Examination(50%weightage)
	Thinking	CLA-	1(10%)	CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		, , , , ,
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
20%	20%	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand			W /	- F-1	12751				
20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze				10 12 12 12		45.5			
10%	10%	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create				1 P. 18 C. W.	Charles and the second	14.6			
	Total	10	00%		100%	- N. V. V.S 1	100%	71 38 4	100%	100%

 $^{{}^{*}\}text{CLA-4} can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc., and the second self-study of the self-study of the second self-study of the self-study$

	Course Designers	-
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	 Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 	Ms. A.N. AMRIN FATHIMA
also also	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Co	ourse Cod	e UCM23G08J	Course N	ame STRESS MANAGE	MENT	Course	Catego	ory	G		G	eneric	Electi	re Cou	rses (G)	L 3	T 0	P 2	0 C 2 4
Pre-regi	isite Cou	rses Nil	Co-requi	site Courses Nil		-	Progres	ssive C	ours	es	Nil									
			mmerce	Data Book/Codes/Stand	dards		Nil													
Course	Learning	Rationale (CLR): The	purpose of I	earning this course is to:		Learning	1.4						Progra	m Lea	rning O	utcome	(PLO)		
		vill understand meaning and pr				1	2	3	1		2 3	4	5 6	7	8	9	10 1°	1 12	13	14 15
		vill analyze sources of and cop					(9)	(0	, T		uc	ng				Leadership Readiness/Qual				
		ill Understand the employee c					(%) A	t (%)	1 ;	e <	Sommunication skills	Problem solving		<u>∞</u>	eq	ēĞ	Life-long Professional	tial	Employability options	Decision making skills
CLR-4:		vill know about the meaning of			and a little	ع قر	stec enc	tec	2	inar ədg	iun	m s	arc a	is is	rect ng	ersh	ng isi	ien	yab IS	no As le
CLR-5:		vill identify the factors determin			100 100 100	Level of Thinking (Bloom)	Expected Proficiency (Proficiency (Expected Attainment (Disciplinary knowledge	Comm skills	rica oble	Analytical Research	related skills Reflective	Self-directed learning	ade	Life-long Profession	Experiential	iplo	Decision making ski
				s course, learners will be able to:	E'L Est	e F E	퓠	A E E	<u> </u>) 0,		Re A	Re Re	Sel	Re Le	الم الم	Щŭ		
CLO-1:		he fundamental terminology ar			17. 12.585 (1971)	3	75	65	IJ L	Н	Н	M H		H N	I H	L	ΗΙ	ИΜ	М	H
CLO-2:		e and evaluate the various cop			1.48.003	3	75	65	┚┖	Н	Н	L H		H L	. M	М	HI	И L	L	M
CLO-3:		and implement job related str				3	75	65	4	Η:		HH		H	H	M	ΗΙ	VI L	L	H
CLO-4		dge about strategies needed f			7 1. NO. 16.	3	75	65	11	- T	Н	M H		H L	. M	M	HI	VI M	L	M N
CLO-5	unders	tand skills, abilities and tools r	needed to de		and the same that is	3	75	65	H	Н	Н	H_H	Н	H L	. M	М	Н	ИΜ	L	H
Durati	on(hour)	15		15	47. 14.1	15						15						15		
S-1	SLO-1	Stress – meaning, definition, o	concept	Individual stressors – meaning, definition, concept	organizational stress concept,causes,		,	1		oyee nselin	counselir g	ng;defin	ition, n	eeds fo	Origii	n, mear	ning, E	motion	allntel	igence
S2	SLO-1	Stress – meaning, definition, o	concept	Individual stressors – meaning, definition, concept	organizational stress concept,causes,	sors meani	ng, defir	nition,	type	of cou	unseling				Origi	n, mear	ning, E	motion	allntel	igence
S 3	SLO-1	distress Vs eustress		Individual stressors – meaning, definition, concept	extra organizational definition, concept,		meaning	g,	type	of cou	unseling	7				n, mear ional In			conce	pt,
0.405	SLO-1	Case Study related to Stress I -Indian Context	Man <mark>agement</mark>	Case Study related tocauses of individual stressors	Group Discussions Organizational Stres		use of		Blend	ded L	earning-	types o	fcouns	eling	value	of emo	otional	intellig	ence l	motional
S-4 S5	SLO2	Case Study related to Stress I -IndianContext	Mana <mark>gement</mark>	Poster PresentationIndividual Stressor	Soft Skill Training -p	ractice				shop nselir	on related	d to No	n direc	ing	Gues	t Lectu	re Emo	otionall	ntellig	ence
S6	SLO-1	Fight Vs flight situation		causes of individual stressors,	coping strategies				non -	- dire	ctive- cou	ınseling			emot	ional in	telligen	ce and	lcomp	etence
S7	SLO-1	Principles of Stress		causes of individual stressors,	coping strategies.				non -	- dire	ctive- cou	inseling			meas	uremer	nt of in	elligen	ce	
S8	SLO-1	Principles of Stress		causes of individual stressors,	Job stress-Meaning	1.00			non -	– dire	ctiveco	unselin	g		IQ te	st and o	others.			
S-9	SLO-1	Case Study -Causesof Stress		Blended Learning- causesof group stressors	case Study related	to JobStres	s	EΑ	Role	playii	ng: co <mark>nd</mark> u	ıctingc	unselli	ng		er Prese igence		n- mea	surem	ent of
S10	SLO2	Group DiscussionCauses of S	tress	Flipped Instruction - copingstrategies for Group Stressors	Chat Preparation ar stress	nd Presenta	tion Job			ed Ins nselin	struction	particip	ative-		Role	playing	IQ tes	t ando	thers.	
S11	SLO-1	Causes of Stress		coping strategies -GroupStressor	Job stress-Meaning				partic	cipativ	e- couns	eling			Effec	ts of St	ress			
S12	SLO-1	Sources of stress		coping strategies-GroupStressor	Job stress and heal employee Performa		fstress	on	100		e- couns				Stres	s level	Vs Per	formar	ice	
S-13	SLO-1	Sources of stress		group stressors, meaning,definition, concept	Preventing Job Stre	SS			partio	cipativ	e- couns	eling			Makii	ng orga	nizatio	n healt	hy	
S-14-	3LU-1	Chat Preparation and Present Living- StressManagement		Case study -causes of individual stressors- groupstressors and Coping strategies	healthy industrialrela	ations		1	Effec	ts of	Counselir	ng.				•				n healthy.
S15		Group Discussion related to so of Stress	ources	Poster Presentation	Case Study related Preventive measure		s and		Role	playir	ng -the m	anager	counse	ling ro		study r egiesin				onal

Learning	Organisational Behaviour – L.M. Prasad - Sultan Chand – 2016	.Organizational Behaiour – John New Strom, Keith David, Tata
Resources	2HumanResource Management-Uday Kumar Halder&Jothika	McGraw Hill edition 3 —
	Sarkar S Chand & Sons.	Human Resource Management- Uday Kumar Halder&JothikaSarkar S
		Chand &Sons.P

	Bloom's	Continuous Learning	Assessment(50%weight)	ghtage)						Final Examina	tion(50%weightage)
	Level of Thinking	CLA-1(10%)		CLA-2(10%	CLA-2(10%)			CLA-4(10%)#		, ,
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	30%	-
	Understand				9,674	4 1 1 1 1					
Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze				27.2	N. 11 " 186	A				-
Level3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	30%	-
	Create				626 2 2 30	100	42°F	L (4)			
	Total	100%		100%	4 - 7 - 3	100%		100%		100%	"

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Departmentof Commerce,	Dr. K. PUNITHA, Assistant Professor,
	Government Arts College, Nandanam	

Course Code	UCM23P04L	Course Name	INTE	ERNSHIP - III	Course Category	IAPC	Internship/Apprenticeship / Project/Community Outreach (IAPC)	L T P O C 0 0 0 0 2
Pre-requisite Courses	Nil Co-req	uisite Courses	Nil	ACTION	Progressive Courses		Nil	
Course Offering Departr	nent Comn	nerce	Data Book /	Codes/Standards	Nil			

Guidelines for Summer Internship:

- Students must undergo industrial training at the end of the Sixth semester for 30 Days in any industry and submit the report in the Seventh Semester Examination.
- Industries can be Micro. Small. Medium or Large Scale
- Students can be engaged in Administration, HRM, Marketing, Sales, and Finance Departments.
- Students should submit a acceptance letter from the industry for his/her Internship
- Students must submit a Training Report along with training certificate. Issued by the industry
- Report should have the following if Industrial training
 - Industry Profile
 - Company Profile
 - Job Profile
 - Internship Training Details
 - Feedback of the Training
- 7. Reporting Format Minimum of 50 Pages and Maximum of 75 Pages Times New Roman Font Font Size Heading 14 and Content 12 Line Spacing 1.5
- Report will be evaluated by the Faculty in charge and Viva will be conducted at the end of the Semester

 Report Submission One Hardcopy and One Soft Copy in CD to be submitted. Hardcopy will be returned to the student after completion of Semester Examination
- 10. Marks Will be awarded as follows Internal Viva 50 Marks and End Semester Viva 50 Marks
- 11. If the Student has Failure to undergo the training or submit the report will be treated as a failure in that course and the student has to redo it in the forthcoming semesters

Learning Assessment		Mark			
	Continuous Learning Assessment(50% we	ightage)	- Fir	n <mark>al Evalua</mark> tion (50% weig	ghtage)
	Review – 1	Review – 2		Report	Viva-Voce
Project Work / Internship	20%	30 %	7 7 7	30 %	20 %

Course Code	UCM23P05L	Course Name	PROJECT PHASE - I	Course Category	P	Project / Higher Technical Institution	L 0	T 0	P 8	0	C 4
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	77	Progressive Courses		Nil				
Course Offering Departr	nent	Commerce	Data Book / Codes/Standa	rds		Nil					

Guidelines:

- Project is the compulsory component of the syllabus to bridge the gap between theory and practice.
- During the Phase I of Project Students should undergo a detail research project on Human Resources, Marketing, Finance and related commerce and management-based topics.
- The project work should be neatly presented in not less than 50 pages and not more than pages.
- Paper Size should be A4 and 1.5 line spacing should be used for typing the general text.
- The general text shall be justified and typed in the Font style Times New Roman and Font Size: 12 for text. Subheading shall be typed in the Font style (Font: Times New Roman/ Font Size: 14 forheadings)
- The report should contain the details regarding Introduction, Review of the literature, Conceptual framework, Research methodology and Analysis for Pilot Study,
- The report should be professionally prepared and the candidate should submit periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce. Each candidate should submit one hardcopy and a soft copy in CD to the Department.
- Project Evaluation and viva voce Internal Examination 50 Marks Project Evaluation and viva voce External Examination 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 eighth semester i.e even semester.
- Project Viva-Voce Examination will be conducted in Seventh Semester.
- After the Evaluation of the project report the hard copy will be returned to the candidate.
- Student should present research paper in National/International Conference conducted by college/university other than SRM IST.

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

SEMESTER - VIII

	urse Code	UCM23801T	CourseNam		FINANCIAL MANAGE		M	Ca	ourse ategory	С		D	scipline	Specific	Core Co		-	L 4	T 0	P O 0 2	C 4
	uisiteCourses			uisite Cou <mark>rses</mark>		Nil		P	rogress	ive Co	urses					N	il				
	Offering Departr		Commerce		Data Book / Codes / S	tandards			7.0		. A.			ne Value							
Course	Learning Ration	nale (CLR): The p	ourpose of learnin	g this course is to:			Le	arning		7						Outcome					
				cial managemen	t		1	2	3	1	2		1 5	6	7 8	9	10 11	12	13	14	15
		out various source		ces of financial	managamant		4.	(%)	(%)		tio	king		(O			_	_		S	
		techniques of w			папауеттеті		D	be So	b ti	ar	ie Sie	듩	ے ھ	5 🖁 ,	l l	shij	one	ntial	abili	SK ∭	<u>s</u>
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				e, learners will be a		7.25857	Level of Thinking	Expected Proficiency (Expected Attainment	Disciplinar V	Communication skills	Critical thinking Proble	Analytical reasonin	Research related skills	Self- directed	Leadership life-	Professional	Experiential Jearning	Employability options	Decision making skills	CT
CLO-1:		nancial conditions				APPLICATION OF	3	95	90	H	M	M	M L	L	M H	L	LL	M	L	<u> — </u>	H
		al source of finance			4771		3	95	90	М	М	М	н м		М Н	L	L L	М	L	М	М
CLO-3:		is tools of financial				7 1 1 1 1	3	95	90	М	Н	М	МН	М	M M	М	H L	М	L	M	М
		tion of working capi					3	95	85	Н	M	L	M L	L	L H	M	H L	М	L	H	M M
		on the financial pr	ospecis		12		3 12	95	85	П	IVI	IVI	H H	IVI	M M	М	IVI L	12	, L	L	IVI
Duratio S-1	CIO 1	·-		Introduction to fine	ncial forecasting and	590 H	12	-		-		-	12					14	-		
3-1	Introdu	ction to finance		Problems in finance		Introduction to	Capita	l Budge	eting	Intr	roduction	to Worl	ing capi	tal manag	ement	Introduc	tion – De	efinition	of leve	erages	
		Approach of Finan	ice	Indian capital mark		Principles of Ca								l Manag <mark>e</mark>			eristics o		ages		
S-2	SLO – 1 Nature			Indian Stock marke	et	Techniques of (Capita	l Budge	eting	Ne	ed for W	orking C	apital Ma	anagem <mark>e</mark> i	nt		Leveraç				
	SLO – 2 functio	ns of Finance		Types of shares		Nature of capita	al budo	geting		Na	ture and	scope o	f Workin	g capital		leverag				·	
S-3		ction to Financial N	Managem <mark>ent</mark>	Debentures & its F	eatures	Identifying relev	ant ca	sh flow	'S	Ob	jectives	of workir	g capita	1/3		leverag		·			
	SLO – 2	ance of Financial M	lanagement	Types of Debentur	es	Payback period	meth	od		Тур	oes of W	orking C	apital			Levera		•			
S-4	SLO - 1 objective	ves of Financial Ma	nagement,	Merits & Demerits	of debentures	Accounting rate	of ret	urn	<u> </u>	De	terminar	nts of Wo	rking Ca	pital Man	agement		ns and C ng Lever		ation of	f Degre	e of
		and Demerits of Fir gement	nancial	Difference Between Debentures	n Shares and	Net present val	ue	AP	· T		nificanc rking ca		intages (of adequa	te	Comput	ation of l	everag	es		
S-5		aches in Financial N Maximization	Management -	International Finan	-	Internal rate of index			- 1		advanta pital	ge of ex	ess or i	nadequat	working	Introduc	tion to di	videnc	policy		
	SLO - 2 Wealth			Introduction to Cap		Comparison of			ies					anagemei		Factors	determin	ing div	ridend p	oolicy	
S-6	SLO - 1 Financ	ial Management – S	Science or Art	Different methods		Concept of cost	t of ca	pital		Ob	jectives	of receiv	able mar	nagement		Issues i	n dividen	d deci	sion		
		ons of financial mar		Factors that influer Decision	nces Capital Structure	Determination of	of cost	of capi	tal	Co	st of ma	intaining	receivab	les		Importa	nce and	Types	of divid	end po	olicies
		f a financial manage	er	Determinants of Ca	apital structure	Computation of	Speci	fic cost	of capita		ctors infl ceivable		he size	of investn	ent in	Approac	hes of D	ividen	d policy	,	
	SLO - 2 Allocat			Computation of de EPS Analysis (Sim	bt equity mix on EBIT & ple problems only)	Computation of	Debe	ntures		Co	mputatio	on of rece	ivable m	nanageme	nt	Types o	f Dividen	d			
S-8	SLO - 1 Raising	g of Funds		Computation of de EPS Analysis (Sim	bt equity mix on EBIT & ple problems only)	Computation of	Debe	ntures		Aco	counts F	ayable N	1anagem	nent		Differen final divi	ce betwe dend	en inte	erim div	ridend a	and

		Profit planning		Capital Structure theories			n of preference sh	nare capital	Importance of accounts pa	yable management	Theories of Dividend	policy
S-9		Emerging Challe Manager	nges faced by the Finan	ce Provisions and Computation Approach		Computatio			The process of accounts p		SEBI guidelines for i shares	ssue of preferential
		Sources of Long-		Provisions and Computation Approach					Determinants of trade cred	it	Relevance & Irreleva Walter's Model,	
S-10		loan its features,	nture capital, Lease, Teri	Operating Income Approach		Computatio – Market va	n of dividend price llue	e approach	Advantages of payable ma	nag <mark>ement</mark>	Computation of Walt dividend policy	
		advantages and and short term fu	limitations of long term inds	Provisions and Computation Operating Income Approach	of Net	Computatio	n of Earning price	approach	Introduction to inventory m types	anagement & its	Computation of Walt dividend policy	er's approach in
		requirements	ning Long- Term Financi	al Provisions and computation approach	of MM	Cost of reta	ined earnings,		Need for monitoring and co	ontrol of inventories	Computation of MM policy	approach in dividend
	SLO - 2	Financial plannin	g & its Objectives	Provisions and computation approach	of MM	Computatio	n of Composite co	ost	Techniques of inventory m	anag <mark>emen</mark> t	Computation of MM policy	approach in dividend
S-12	SLO - 1	Importance of fir	ancial planning	Provisions and computation approach	of Traditional	Weighted a	verage cost		Introduction to ABC analys	is	Computation of God dividend policy	ern's approach in
	SLO - 2	& limitations of F	inancial planning	Provisions and computation approach	of Traditional	Weighted a	verage cost	1.75	procedure for implementing	g ABC an <mark>alysis</mark>	Computation of Gode dividend policy	ern's approach in
Learnin Resourc	es	2 Maheshv Sons, New Del	/ari S.N. (2003) Ele <mark>ment</mark>	nagement; Vikas Publishing Ho s of Financial Management Sul		1 4 D	r. Murthy. A (2014	4) Financial	Financial Management, Te Management, Margham Pi nagement, Vijay Nicole Pu	ıblications	ata McGraw Hill, New	Delhi
Learning	Assessr Bloom's				Continuous L	oorning Acco	essment (50% wei	ightaga)			Final Evamination	n (50% weightage)
	Thinkin		CLA – 1 (10%)	CLA – 2 (10%			CLA – 3 (20%)	igiliage)	*CLA – 4 (10%)		Filiai Examination	i (50% weightage)
		9	\ /	actice Theory	Practice		Theory	Practice	()	Practice	Theory	Practice
Level 1	Remen Unders		30%	- 30%		-	30%		- 30%	/:-	30%	-
Level 2	Apply Analyze	9	40%	- 40%		-	40%		- 40%		40%	-
Level 3	Evalua Create	te	30%	- 30%			30%		- 30%	497	30%	-
	Total		100 %	7	100 %	RV.	LUAT	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
		Dr. U.Priya, Ass. Prof., FSH, SRM IST, KTR
	1. 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Course	ourse Code UCM23D07J Course Name INTELLECTUAL PROPERTY RIGHTS						-	ourse tegory		D	٠.		Di	Discipling Specific Flective							L 3	T 1	P C) C	
Pre- Re	quisite Courses		<u> </u>	Nil	Co-Requisite Cor	urses			1	Pro	gress	sive C	ourse	S								Vil			
Course	Offering Departmen		С	ommerce	Date Book / Codes / S	Standa	rds											NiL							
			The purpos	se of learning this coul				arnin	q		7				Pr	ogran	n Lear	ning C	Outcom	es (P	LO)				
CLR-1:	Enlightening and un	derstand	ing the bas	ic concepts Intellectua	Property Rights		1	2	•	1		2	3	4	5	6	7	8				2	13	14	15
	: Manage the Intelle						of Thinking m)					on		g		ed				ng				β	
			e Intellectua	ellectual Property Rights					(%)			gati	kin	lvi		elat	-	ō	۵ã	aru		.	<u>-</u>	aķi	
	Aware the IPR Proc		,						ed is	Jary	dge .	Ĕ	thi	SC	رة م	5	e .	g	shi	<u>9</u>	E	5	<u> </u>	E	<u> </u>
CLN-3	Enlighten the structu	ie oi irr	1		- X - X - X - X - X - X - X - X - X - X	-	l of	ect.	xpected	ig	<u>k</u>	S S	g	lem	S JE	earc	ecti.		die de	lo	ess	iel	ons Suc	sior S	Skills
Course	Learning Outcomes	(CLO):	At the end	of this course, learner	s will be able to:		evel	Expected	Expected Attainment	Disciplinary	knowledge	Skills	Critical thinking	Problem solving	Analytical reasoning	Research related	Reflective	self-directed earning	Leadership Readiness/Qu	ife-long learning	Professional Experiential	learning	employability	Decision making skills	M M
CLO-1	Apply the basic cond	epts of u	ınderstandir	ng th <mark>e Intellect</mark> ual Prop			3	80	70		L	H	М	Ħ	L	М	Ħ	H		1	M	H	L	_Н	M
	Efficient managemer			perty Rights			3	85	75	7	М	Н	L	М	L	М	М	Н	М	L	М	Н	М	Н	М
	Known influence fac						3	85	70		М	Н	М	Н	L	М	Н	L	М	L	М	Н	М	L	М
	Ascertain the Intelled						3	75	80		M	Н	М	Н	L	M	M	L	M			Н	М	L	M
	Know the structure of	f Intellec		ty Rights			3	85	75	1	Н	Н	М	Н	L	М	Н	L	М	L	М	Н	L	L	М
Duration			15		15		717	1			- 14				15							15			
S-1	SLO - 1 Introduction	to IPR - I	Meaning		Patents – Definition				inition – I	Mean								Cyber					1		
	SLO - 2 Need of IPR				Patents features	Rights of Trademarks				Copyrights meaning and definitions						Evolution of Cyber law issues									
S-2	SLO - 1 Types of IPF	}			Kind of Patent	Requi	Requirement of Trademarks Evolution of					tion of	on of Copyrights					Role of IPR in India -							
	SLO - 2 Its Pros and	Cons			Different forms of inventions protected by patent	Chara	Characteristics of Trademarks Case study of copyrights evolution Liabilities of IF						PR in	India											
S-3	SLO - 1 Industrial Pr	perty			Patentable	Kind o	Kind of signs used in Trademarks						ection?)	Criminal laws										
	SLO - 2 Need of IPR				Non-patentable Invention	Case trade		tudy of different signs			Protection of copyrights					Data safety									
S-4	SLO - 1 Artistic prop	erty			Process Patent	Types	of Tr	adema	rks			Law o	f Copy	rights					Online	privac	у				
	SLO - 2 Literary prop	erty			Product patent	Discus			s and its	,		Amen	dment	of co	pyright	t laws			Geogra Meani		Indica	ation o	of good	ds -	
	SLO - 1 Difference b		PR property		Legal requirement for patent	Pros a	and co	ns of S	Such type	es		Impler	mentat	ion of	laws i	in copy	yrights		Evolution good	on of (Geogr	aphica	l indic	ation	of
	SLO -2 Challenges	or IPR		\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Case study for process of patent	Group			of pros a	and co	ons	Challe	enges o	of cop	yrights	s law			Case s	tudy r	elated	to GI			
S-6	SLO - 1 Sui-Generis	Systems	1		Granting of Patent	Purpo	se of	Trader	nark			Funda	menta	of co	pyrigh	hts			Types	of Geo	ograph	ical in	dicatio	on of c	sboog
	SLO - 2 Requirement of IPR Case study and group discussion				Discus		drive (of tradem	nark i	in	Discus	ssion c	of copy	yrights	funda	amenta	al	Pros ar	nd cor	ns of e	ach ty	pes			
	G-7 SLO – 1 Rationale for Protection of IPR Rights of Patent				Functi	ions o	f Trade	emark			Rights	of rec	oroduc	ction				Why G	l is ne	ed				$\overline{}$	
	SLO - 2 Basis for protection of IPR Exclusive patent discussion						demarl				Implica				tion			Require							
S-8	SLO - 1 Fundamenta			PR	Patent –application Process of Patent	Trademark p						Rights					blicity		How G						$\neg \neg$
					Case study of trademark			emark pi									$\neg \neg$								
S-9	ů –							GI and its elements			$\overline{}$														
	SLO - 2 Case study on IPR Impact Drafting of Patent						Registra		Discussion of awnorship issues in																

			perty rights in India		Filing of Patent		Acquisition of tra	ademark rights	Obtaining the	copyright registration	Traditional kno	wledge – Indigenous –
	SLO - 2	Practical implic	ation of IPR in India		Filing of patent in detail		Case study of tr acquisition	rademark rights	Need for cop	yright registration	Medical – Bio	Prospecting
S-11	SLO -1	Factors influence	ce on the developmen	t of IPR	Requirement of Patent P	rocess	Procurement rec	quirement for	Registration	process of copy rights	Need for Prote	ction Industrial design
	SLO -2	Development o	f IPR in India - Discus	sion	Practical case study of parequirement	atent process	Discussion of tra procurementcas		Stages of co	pyrights	Case study dis Industrialdesi	cuss related to gn
S-12	SLO - 1	Genesis and de	evelopment		Types of Patent application	on	Trademark prote	ectable process	Notice of Co	oy rights	Protection requ	uirement-
		development	on of case study abou	t Genesis and	Different patent its application	ation –	Challenges of tr protectablepro		International	Copy right law	Institutional Ca	pacity
S-13	SLO – 1 IPR on aboard				Patent documentation	. 633	Selecting the tra	ademark	Infringement Rights Act	of Copy rights under Cop	IP policy – Leg	islation
	SLO - 2	Important elem	ents of IPR		Discussion of patent documentationchalleng	ges	Evaluating the to	rademark	Related right	S	Amendment re	lated to legislation
S-14	SLO - 1	1 International or	ganization agencies		Management of IP Asset	S	Trademark Law		Celebrity righ	nts	Implementing ¹	TRIPS
	SLO - 2	IPR agencies a	and its functions	. 5	IP Asset - Portfolio	188 / 18	Trade secret	1 3		etween copy rights, s, and celebrity rights	Case study to	TRIPS
			rnational Organisation	agencies	Licensing - Meaning - Ne	eed	Interstate use of	f trademarks		tegrity or plagiarism:	IP in Bilateral a	and Regional Agreement
	SLO - 2	Case study – d	iscussion about IPR		Infringement – meaning -	nood	Trademark gove	AOT	Intellectual th	oft	Case study of	ID
Learniı		Organisationa Intellectual F	Property Rights- Khush	deep Dharni and		need	4. Practical	Approach to in	tellectual Property	Rights- Rachna S <mark>ingh P</mark>	·	
		Intellectual F Copyrighting	Property Rights- Khush Culture- Ronald V. B	ettig		Edward Elgar	4. Practical I.K. Internat 5. Intellectu	Approach to in tional Publishin	tellectual Property g House Pvt. Ltd		uri, Arvind Viswanath	
Learniı	2. 3.	Intellectual F Copyrighting Intellectual F	Property Rights- Khush Culture- Ronald V. B	ettig	Neeraj Pandey	Edward Elgar	4. Practical I.K. Internat 5. Intellectu	Approach to in tional Publishin ual property righ	tellectual Property g House Pvt. Ltd t, Deborah, E. BoD	Rights- Rachna Singh P	uri, Arvind Viswanath	nan- published by
Learniı	2. 3. Bloc	Intellectual F Copyrighting Intellectual F	Property Rights- Khush Culture- Ronald V. Bo Property Enforcement-	ettig	Neeraj Pandey Maria Correa- published by	Edward Elgar	4. Practical I.K. Internat 5. Intellectu Assessment Learning Assessn	Approach to in tional Publishing all property right ment (50% weigh	tellectual Property g House Pvt. Ltd t, Deborah, E. BoD	Rights- Rachna Singh P	uri, Arvind Viswanath	ran- published by Final Examination (50%)
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Learniı	Bloc Thir	Intellectual F Copyrighting Intellectual F	Property Rights- Khush Culture- Ronald V. Bo Property Enforcement-	ettig	Neeraj Pandey Maria Correa- published by CLA – 2 (10%) Theory	Edward Elgar Learning A Continuous	4. Practical I.K. Internat 5. Intellectu Assessment Learning Assessn CLA - 3 Theory	Approach to in tional Publishin ual property righ ment (50% weig 3 (20%)	tellectual Property g House Pvt. Ltd t, Deborah, E. BoD	Rights- Rachna Singh P	uri, Arvind Viswanath	Final Examination (50% weightage)
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Learnii Resourd Level 1 Level 2 Level 3	Bloc Thir Rer Unc App Ana Eva Cre	Intellectual F Copyrighting Intellectual F om's Level of nking member derstand oly alyze aluate eate al	Croperty Rights- Khush Culture- Ronald V. Beroperty Enforcement- CLA – 1 (10%) Theory 15% 20%	Practice 15% 20%	Neeraj Pandey Maria Correa- published by CLA – 2 (10%) Theory 15% 20%	Edward Elgar Learning A Continuous Practice 15	4. Practical I.K. Internat 5. Intellectu Assessment Learning Assessn CLA - : Theory 7%	Approach to intional Publishin all property right ment (50% weig 3 (20%) y 15% 20%	tellectual Property g House Pvt. Ltd t, Deborah, E. BoD ghtage) Practice 15% 20%	Rights- Rachna Singh P Cboux, Cengage leam'n CLA – 4 (10%)# Theory 15% 20%	Practice 15% 20%	Final Examination (50% weightage) Theory 30% 40%
Level 1 Level 2 Level 3 Course	Bloc Thir Rer Unc App Ana Eva Cre Tota Designe	Intellectual F Copyrighting Intellectual F om's Level of nking member derstand oly alyze aluate eate al	Property Rights- Khush Culture- Ronald V. Br Property Enforcement- CLA – 1 (10%) Theory 15% 20%	Practice 15% 20% 100%	Neeraj Pandey Maria Correa- published by CLA – 2 (10%) Theory 15% 20% 15%	Edward Elgar Learning A Continuous Practice 15 20 15 100% chnical Institution	4. Practical I.K. Internat 5. Intellectu Assessment Learning Assessn CLA - : Theory 3%	Approach to in tional Publishin al property right ment (50% weig 3 (20%) y 15% 20% 15% 10	tellectual Property g House Pvt. Ltd t, Deborah, E. BoD ghtage) Practice 15% 20% 15%	Rights- Rachna Singh P loboux, Cengage leam'n CLA - 4 (10%)# Theory 15% 20%	Practice 15% 20% 15%	Final Examination (50% weightage) Theory 30% 40% 30% 100 %
Level 1 Level 2 Level 3 Course	Bloc Thir Rer Unc App Ana Eva Cre Tota Designe	Intellectual F Copyrighting Intellectual F om's Level of nking member derstand oly alyze aluate eate al	Property Rights- Khush Culture- Ronald V. Br Property Enforcement- CLA – 1 (10%) Theory 15% 20%	Practice 15% 20% 100%	Neeraj Pandey Maria Correa- published by CLA – 2 (10%) Theory 15% 20%	Edward Elgar Learning A Continuous Practice 15 20 15 100% chnical Institutionsociate Profes	4. Practical I.K. Internat 5. Intellectu Assessment Learning Assessn CLA - : Theory 3% 3% 5% 5% 5% 5% Theory 5% 5%	Approach to in tional Publishin al property right ment (50% weig 3 (20%) y 15% 20% 15% 10 ment of Communication of Communicat	tellectual Property g House Pvt. Ltd t, Deborah, E. BoD ghtage) Practice 15% 20% 15% 0%	Rights- Rachna Singh P Cboux, Cengage leam'n CLA – 4 (10%)# Theory 15% 20% 15% Arts College, Nandanar	Practice 15% 20% 15% 00%	Final Examination (50% weightage) Theory 30% 40% 30%

Co	urse Cod	e UCM23D08J	Course Na	ame RESEARCH	PUBLICATIO	ON ETHICS			Cours	se Ca	ategor	у	D			Disc	ipline	e Spec	cific E	lective			L T 3 0	P C	C 2 4
Pre-red	uisite Co	urses	Nil	Co-requisite Courses	-	Progres	sive (Course	S						V	Vil						ļ	ļ	1 1	
Course	Offering I	Department Co	ommerce	Data Book / Codes/Standards	Nil		N.		W	7															
		g Rationale (CLR): The					Le	arning			λ.				Pr	ogram									
		erstand the basic concepts		lications			1	2	3	_1		2	3	4	5	6	7	8		10			13	14	15
		tice the preparation of jount about the publication eth			_			(%)			. to					S		ted	್ತಾ		<u>a</u>	3		<u>s</u>	ł l
			publication ethics and its practice				_ gc	nc de	ted	nan	ggi	3	2	_	ing ca	rch	tive	reci	rshi ess/		SIOI	9	yap	Ski	<u>s</u>
CLR-5	: To prac	tice the publication withou	t plagiarism .				evel of Thinking	Expected Proficiency	inm	lië	knowledge	skills	sal	Problem	Sor	Research related skills	Reflective	Self-directed earning	Leadership Readiness/Qu	ife-long earning	Professional skills Experiential	earning	old	sisic	S S
Cours	e Learnin	g Outcomes (CLO): At the	ne end of this <mark>cour</mark>	se, learners will be able to:			Thi			Disc		S C	Critical thinking	Pro	Analytical reasoning	Res	Ref	Sel	Lea Rea	Life ear	뜮퓛냚	eal	Employability options	Decision making skills	CT
		gnize the basic concepts of		ations	Aug. 27	3	75	75		Н	M	M	Н	L	Н	L	М	L	-	-	-	L	1	М	
		the preparation of journal					3	70 75	70 75			H M	Н	H	H	H	H	M	M		M	M H	H	-	M
			bout the publication ethics need of publication ethics and its practice				3	85	85			H	H		++	M	M	M	IVI	М	-	H	H	M	M
CLO-5	: To prep	aration for the publication	without plagiarism		E - 7	7500	-	85	85			Н	Ē	Н	H	Н	L	Н	H		H		М	1	М
	on (hour)		1 0	15	7.X		100	15			10					15			1			1:	5		
S-1	SLO-1	Introduction to Philosophy	r: Definition	Publication Ethics: Introduction	迷.	Open acces Introductio		lications	sand init	tiative	es –		PUBLI Introd			SCON	DUCT	-		DATABASES AND RESEARCH METRICS					
3-1		Nature of philosophy		Definition of publication ethics		Meaning -	Open /	Access	Initiative	е	n.		Different forms of Publication Misconduc							Vietrics					arch
S-2		Scope, Concept		Publication Ethics its need		Open Access Initiatives in India - Group Discussion – FFP importance						rtance		ndexing - meaning											
	SLO - 2	Branches		Importance of Publication ethics								Databases - Meaning Citation databases: - Introduction –													
S-3		Ethics: Definition		Best Practices/ Standard Setting In Guidelines: COPE	itiatives and	Indian Academy of Sciences (IAS) - Group Discussion - FFP and authorship						snip –	meanir	ng				1 -							
	SLO - 2	Moral Philosophy		COPE understanding		IndianJourn							re Scope towards Conflicts of interest - FFP s - Group Discussion - Conflictsof interest						P Evolution of Citation database			oases			
S-4	SLO-1	Nature of Moral Judgeme	nts	Best Practices/ Standard Setting In Guidelines: WAVE	itiatives and	Software to meaning	ol to ic	dentify p	predator	ry pul	blicatio		scope	and it	ts imp	lication	าร		est	Citation databases: Web of Scient			nce,		
3-4	SLO - 2	Reactions		WAVE understanding		Detail under	rstandi	ing of s	oftware	tools	S		Assigr resea		of con	oflict of	intere	est in		Discuss	sion of	WoS			
	SLO-1	Ethics with respect to scient	ence	Conflicts of Interest - meaning	- 4 TV	How to ider	itify pr	edatory	publica	ations	6					– public				Citation	datab	ases:	Scopu	JS	
S-5	SLO - 2	Discussion towards ethics	s towards science	Types of conflicts of interest	CAK	Factors	£	AP	· T	F	A		implic	ations	S	ds publ				Discuss	sion to	wards	Scopi	JS	
S-6	SLO-1	1 Ethics with respect to Research Publication Misconduct: Definition				Journal finger / journal suggestion tools viz.					ls: exa	amples	nduct - s and fr				and Practical: Citation related concept		ot						
	SLO - 2	Discussion towards ethics research	on towards ethics with respect to h Publication misconduct - Concept			Journal fing Elsevier Jou				n too	ols viz.			•	•	lication				Practica concep	ot '				
S-7	SLO-1	LO-1 Intellectual Honesty Problems that lead to unethical behaviour vice-versa			naviour and	Elsevier Journal - Finder, Journal finger / journal suggestion tools viz. Springer, Journal Suggester,				Publication misconduct - Complaints and appeals: examples and fraud from Indiaand abroad															
3-1	SLO - 2 Why and for what intellectual honesty required Case study about unethical behaviour			our	Journal suggestion tools - discussion Case study Research Metrics - Journal as per Journ Report, SJR,							of													

S-8	SLO-1	Research Integrity	Types of publication misconduct	SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies	Software tools - Use of plagiarism software like Turnitin,	Impact Factor of Journal as per Journal Citation Report,IPP,
3-0		Discussion about Research Integrity	Discussion about the publication misconduct with example and case study	Case study	Assignment – group discussion	Impact Factor of Journal as per Journal Citation Report, Cite Score
S-9	SLO-1	Scientific Misconducts: Falsification, Fabrication & Plagiarism	Violation of Dublication office Viithorchin	SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies	Urkund and other open source software tools.	Metrics: h-index, g index,i10 index, altmetrics
3-9	SLO - 2	Case study about Falsification	Violation of Publication ethics, Contributorship	Case study	Assignment – group discussion	Metrics: h-index, g index,i10 index, altmetrics
S-10	SLO-1	Scientific Misconducts: Falsification, Fabrication & Plagiarism		Practical – assignment for report writing with conceptual paper	Practical – for Turnitin usage and itsimplication	Metrics: h-index, g index,i10 index, altmetrics
	SLO - 2	Case study about Fabrication	Impact of Violation of Publication ethics, Contributorship	Report writing discussion about the concept	Case study	Metrics: h-index, g index,i10 index, altmetrics
S-11	SLO-1	Redundant Publications: Duplicate	Identification of Publication Misconduct, Complaints and Appeals	Practical – assignment for report writing with conceptual paper	Practical – Urkund usage and itsimplication	Discussion about the metrics
3-11	SLO - 2	Case study	Discussion about appeals with case study	Discussion for the important factors of concept	Case study	Importance of metrics discussion on practical implication
S-12	SLO-1	Redundant Publications: Duplicate Publication	Identification of Publication Misconduct, Complaints and Appeals	Practical – assignment for report writing with conceptual paper	Group discussion for publicationchallenges	Personality, Guidance andthe Learning cognitive process - Introduction
=	SLO - 2	Redundant Publications: Overwriting Publication	Discussions	Discussion of conceptual paper	Group discussion for publication itsimplication	Discussion with case study
S-13		Salami Slicing	Predatory Publishers and Journals – Meaning	Practical – Reporting with case studies and its interpretation	Assignment for factors influence publication challenges and its implication	Integration of Personality -theory of Personality -
3-13	SLO - 2	Salami slicing - importance	Impact of Predatory	Discussion of interpretation paper	Importance for publication and its requirement	Psycho analytical theory of Personality
S-14	SLO-1	Selective Reporting	How to identify predatory publishers – problems and challenges	Practical – Reporting with case studies and its interpretation	Assignment for publication factors	Professionalism in Research
	SLO - 2	Misrepresentation of Data	Discussion with case study	Practical paper understanding the reporting skil	Assignment for publication impact	Discussion on professionalism
S-15		Challenges towards overwritingand misrepresentation of data	Assignment – to find predatory journal	Ethics implication and its requirement	Publication misconduct and examples	Professionalism in Research
	SLO - 2	Discussion	Case study - discussion	Need discussion	Case study	Professionalism in academic research
Learni Resour	·	https://www.niehs.nih.gov/research/reso 2. Predatory publishers are corrupting of	n research & why is it important. National Institute of burces/bioethics/whatis/index.cfrn Beall, J. (2012). pen access. Nature, 489(7415), 179-179. https://doi. ernance (2019), ISBN: 978-81-939482-1-7. http://ww	org/10.1038/489179a o Indian National Science	of Eth	Intyre, Alasdair (1967) A Short History cs. London

	Bloom's Level of			C	ontinuous Learning	Assessment (50% w	reightage)			Final Examination (50% weightage
	Thinking	CLA - 1 (10%)		CLA - 2 (10%)	A.1	CLA - 3 (20%)		*CLA - 4 (10%)		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
evel 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	30%
	Understand						34//			-
evel 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze			400						-
evel 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	30%
	Create					1.745				-
	Total		100 %		100 %	A 100.11	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
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts	Dr. G. Sangeetha, Assistant Professor, Department
	College, Nandanam	ofCommerce, SRMIST, KTR
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's	Dr. D. Bhuvaneshwari, , Assistant Professor,
	College, Chennai	Department of Commerce, SRMIST, KTR

	Course								ONMENT		Cou	rseCa	tegory	,	D		Di	scipli	ine Sp	ecific	Elec	tive C	ourse		4	T 0	P 0	0	C 4
	-	Courses Nil	Cou	equisite Irses		Nil	• //	_ (201	IE	N			rogre	essive ses	9	Ni	ı											
		g Departmen		MMERC	_			D	ata Book /	Codes /	Stand	ards	4		4							Nil							
Cours	e Learni	ng Rationale	(CLR): The purpose	of learni	ing this co	urse is to:					Le	earning									n Lea		Outco		<u> </u>				
			art knowledge on the concept of business environment & its significance with the Economic environment factors and its impact on business								1	2	3	$+$ \perp^1	1	2	3	4	5	6	/	8	+	_) 11		13	14	15
			cial environment actor									(%)			- 0	atio				<u>0</u>		g	nØ/		nal	_	₹	<u>s</u>	
			olitical environment and								L g	ncy ncy	ed	l au	dg.			_	<u> </u>	다. 왕	dive	ect	ess	D _C	Sio	intis	abil «	은 왕	<u>s</u>
			ation of business	IG I DI							Lever or Thinking	Expected	Expected Attainment	Disciplinary	knowledge	Communication skills	Critical	Problem	Analytical reasoning	Research elated skills	Reflective	Self-directed	Readiness/Qu	<u>-</u>	Professional Skills	Experiential Jearning	Employability options	Decision making skills	Skills
Cours	e Learni	ing Outcomes	(CLO): At the end o	f this cou	rse, learne	learners will be able to:					This e	la p	TXP	Disc		Comm n skill	Ę.	Pro	Ana	Reg	Ref	Self	Rea		캶	X E	E to	ag G	드
						business environment					3	95	90	I	Н	L	Н	Н	Η	H	М	Н	L	L		M	TL	Н	Н
	past to	o the present s	vironmental policy to chang <mark>e the stru</mark> cture of the economy and the transition thereof from ent scenario.								3	95	90	+	Н	М	Н	Н	Н	Н	М	Н	L	L	L	L	L	Н	Н
CLO-3	To ap an org	ply various co ganization & e	nstitution provisions & valuate the importance	how gov of CSR	ernment p in an eco	olay differe nomy	nt roles for th	ne smoo	oth functionin	ng of	3	95	90		Н	Н	Н	Н	Н	М		Н	Н	L	L	М	L	Н	Н
			cs of foreign investme							477	3	95	90	ŀ		Н	Н	Н	Н	H		Н	Н	L	L	H	L	H	H
CLO-5		velop the unde zation's function		na tecnno	ological ta		477/2	tant par	rt in an	174	3	95	90	J F	Н	Н	Н	Н	Н	Н	М	Н	Н	L	L	Н	L	Н	Н
Duration (hour))		12			12	1531.	24	130	12 12 12																			
		An Overview Concept and	of Business Environm significance		Economic Economic		ent – History	50		Environment – Concept Political Environment - Functions of state Natural and Technological Environment -						gical 													
	SLO-2	1 ''	ironment – Internal, Ex	kternal,	Market, P	lanned and	d Mixed Econ	nomy	eatures of so conomy	cial stru	cture o	f Indian		Туре	es of I	Politic	al Sys	ems				Natur	al resou	urces	and sustainability				
		Micro Environ			Nature of	economic	environment		ocio – cultura					Risks posed by Political Systems							Renewable resources								
	SLO-2	Macro Enviro	nment		Elements	of econom	nic environme	ent Ele	ements of c	ultural er	nvironn	nent		Politi	tical Ir	nstituti	ons –	Legis	lature			Non-r	enewal	ole re	source	es			
S-3	SLO-1	Competitive s	tructure of industries		Economic environm		nd business	Ch	naracteristics	s of Cultu	ural en	vironme	nt	Polit	tical Ir	nstituti	ons - I	Execu	utive			Enviro Warr		al iss	ues re	lated t	to Busin	ness Gl	obal
	SLO-2	environmenta managemer	l analysis and strategi	С	Economic	factors &	growth strate	gy Na	ature of cultu	ire on bu	usiness	1.70		Polit	tical Ir	nstituti	ons - 、	Judici	ary			Carbo	on credi	ts, Ir	dustrie	es and	Pollution	on.	
S 4-5	SLO-1	Managing div	ersity		basic eco	nomic syst	em,	m	pact of cultu	ire on bu	usiness			Role	e of G	overn	ment i	า bus	iness			Innov	ation in	tech	nologi	cal en	vironme	ent	
	SLO-2	Scope and C	haracteristics of busine	ess	Cultural Flamont						nguage ucatior	, Religion, etc	on,				tween	busir	ness ai	nd		Innovation in technological environment Technology and Competitive Advantage							
S-6	environment policy							culture and globalization,					government economic roles of government					technological leadership and followership											
		Importance of	f business environmer	it	FEMA social responsibili					ibilities o	of busir	ness		Gove	ernme	ent an	d lega	envi	ronme	nt		Sourc	es of te	echno	ologica	l dyna	mics,		
	SLO-1	Approaches of	f Environment Foreca	sting	Economic planning in India social audit								Responsibilities of business towards government impact of technology on glob.				globa	•											
S-7			ration in business - Cause and effects		Economic	onomic Policies and Conditions pusiness ethics							Responsibilities of government towards business transfer of technology, technology				echno	nology adaption											
S-8	SLO-1	Public enterpi characteristi	rises and public utilitie	s & its	Monetary	netary policies corporate governa							The constitutional environment, rationale and extent of state intervention time lags in technology introduction																

	SLO-2	Objectives of public enterprises	fiscal policies	Demographic environment population size	Legal Environment – Introduction	Status of technology in India;
S 9	SLO-1	Arguments in favour of public enterprises & arguments against public enterprises	Consumer Protection Act	migration and ethnic aspects, birth rate, death rate and age structure	Major regulations pertaining to Business in legal environment	Management of technology
		Forms of public enterprises – Department management,	Competition Law	Corporate Social Responsibility - CSR concept	Intellectual Property Rights.	Features of technology
		public corporations, Government company organization	Liberalization, Privatization and Globalization of Indian Economy – Introduction	Need for social responsibility of business	Financial Environment – Introduction	Impact of technology
	SLO-2	Characiensucs of bublic enteronses	Liberalization policies of Indian economy	Social Responsibility of Business towards different groups	Financial System and its components	Digitalisation of Business
		advantages and limitations of forms of public enterprises	Privatization policies of Indian economy	Barriers to social responsibility	Financial Institutions in India and their role	Competitive Structure of Industries
	SLO-2	Problems of bubild enterprises	Globalization policies of Indian economy	Business Ethics	Foreign Investments, Foreign Direct Investments	PESTLE PESTLE
S-12	l l		Liberalization, Privatization and Globalization of Indian Economy	Corporate Governance	Need for FDI in developing countries	<mark>sw</mark> ot
	SLO-2	Forms of public utility undertakings	Trends and Issues	Social Audit	Factors influencing FDI	Porter's Five Forces Model

Learning	
Resources	•
Reference	
books	

- Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
 Dr.S.Sankaran, Business Environment, Margham Publications
- 3. K.Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India
- 4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers Ludhiana
- 5. Nameetha Gopal, Business Environment, Vijay Nicole Publications
- 6. Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi

	Bloom's				Continuous Learnin	g Assessment (50%	6 weightage)			Final Examination	n (50% weightage)
	Levelof	CLA -	1 (10%)	CLA - 2 (10%)		CLA - 3 (20%)	CL	A – 4 (10 <mark>%)#</mark>		
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%		30%	-	30%	-	30%	-	30%	-
	Understand			0.		A PARK		2-1			
Level 2	Apply	40%		40%		40%		40%		40%	-
	Analyze				45 A TO	3.7 T ==		-			
Level 3	Evaluate	30%		30%	I PAN	30%	AD TE	30%		30%	-
	Create				TILL.	4-11-1		AUL			
	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
1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Dr. U.Priya, Ass. Prof., FSH, SRM IST
2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Cou Co		UCM23D10T	Course Name		ENTREP	PRENEURSHIP MA	NAGEMENT		Course ategory	D			Di	sciplir	ie Sp	ecific	Elect	tive C	Course	9		-	_ T 4 0	P 0	2
Pre-rec	uisite C	Courses	Nil	Co-requisiteCo	urses		Nil	Progr	ressive	ourse	es									Ni	1				
Course	Offerin	ng Department		Commerce		DataBook	k/Codes/Standar	ds				4					Nil								
			- · · · · · · · · · · · · · · · · · · ·				V		7-0	_4	2.														
		ing Rationale(CLF		rpose of learning					Learni			Pro	gram	Lear	ning(outco	mes	(PLC		Io I	4.0	44	101 11		
LR-1		know the Concept					24		1	2	3	1	2	3	4	5	6	1	8	9	10	11 '	12 13	3 14	1
LR-2						g and Ownership S			- _	enc	ner	1				3	2	ing			ව :	S		Б	
CLR-3 CLR-4		gain trie knowledge haveanunderstan				ams and financial A	Assistance program	me	-iş	ofici	ain	>	tion	thinking	solving	- Poloto	196	thinking	~		learning	š	<u></u>	making	
CLR-5						eneursDevelopment	tofwomonEntropron	ourchin Durol	- <u>i</u> ë	P.	dAtt	nar	ica	hink	Sol	la la	=	e th	cte	jij.	9	ona :		Ĕ	S
JLN-	- 3	jainbellerunderslan trepreneurship	lulliyabbutrib	ible ilistaceuby wo	men⊑nuepre	eneursDevelopment	.orwornen⊑ntrepren	eursnip Kurai	Pio o	cte	cte	ig	m «	_	lem	lytic	3 6	ctiv	dire	ger	gio i	SSE	erie loya	sion	Skills
Course		ing Outcomes(CL	O): At the	end of this course	e. learners w	ill be able to:	5 14 45 12		LevelofThinking (Bloo	Expected Proficienc v (%	Expected Attainmen (%)	Disciplinary	Communication skills	Critical	Problem	Analytical	skills	Reflective	Self-directed learning	eadership	-ife-long	Professional	Experiential Employability	Options Decision	skills ICT Skills
CLO-1						nt, skills and import	tance, significance	and activities of e -					<u> </u>			,		4	<u> </u>	7		., .			<u>s = 1</u>
	cel		, , ,				K TO LINE		3	80	70	H	1	М	Η	L	М	-	-	L	L	M	H M	L	M
CLO-2		areness about Bus			nership		Callet Barre	J. V. V.S 1	3	85		Μ	Н	L	М	L	М	-	Н	М	L	L	M M	-	Н
CLO-3		ve practical knowle			97	30000	Silling will	C 7 " " S W	- 3	75		-		М	Н	L	-	-	-	М	-	М	H M	L	М
CLO-4		owledge about Eva				117777	267 340	The state	3	85		М	Н	М	Н	L	М		-	М	-	L	H M		
CLO-	: Pra	ctical exposure of	Women, Rura	al <mark>Entrepre</mark> neursh	ip and Indus	trial sickness	100 400 200	200	-3	85	75	Н	-	М	•	-	-		Н	М	L	М	- H	-	M
uratio	n(hour)	12			12			12		7.7		12						12							
S-1	SLO 1	Entrepreneurship	– Meaning,		Business Id	dea Generation		Entrepreneurial De Concept	evelopme	nt Prog	gramme	Pro	ject R	eport -	- Меа	ning		Woi	men E	ntrepr	eneur	ship -	- Mean	ing	
-	SLO 2	Definition and Cha	aracteristics		Sources of	Business Idea	V.E.Y	Functions of Entre	preneuria	al Deve	lopmen	t Imp	oortan	ce of F	Projec	t repo	rt	Woi nee		ntrepr	eneur	ship -	Defini	ion an	d
	SLO 1	Qualities of Entrep	preneurs		Identificatio	ns of Business Idea	э	Phases of Entrepr Programme	eneurial	Develop	oment	Pro	ject L	ife Cyd	le			Gro	wth of	Wom	en Er	ntrepre	eneursh	ip in Ir	ndia
S-2	SLO 2	Theories of Entrep	preneurship		Business p	lan		Institutional financi Entrepreneurs	ial suppo	t to	-		ject Li ases	ife cyc	le - It	Diffe	rent	Pro	blems	of Wo	men	Entre	oreneui	S	
S-3	SLO 1	Types of Entrepre	eneurs		Need for id	lentifying Business p	olan	Central level Instit	ution ove	rview	-	Pro	ject M	lanage	ment				ernme men E				he devi	elopme	nt of
,	SLO 2	Types of Entre[pre	eneurs based	on Danhof	Component	ts of Business Plan		State level Instituti	ion overv	ew		Co.	ntent o	of Proje	ect R	port		MU	DRA y	ojana	schei	me			
S-4	SLO 1	Role of Entreprend Development			Project For	<mark>m</mark> ulation		SIPCOT and its fu	nctions			Pro	ject A	pprais	al -Co	ncept			ratiya						
ļ	SLO 2	Skills and traits re	quired for En	trepreneur	Forms of O	wnership		NSIC - Objectives	and fund	tions		Tec	chniqu	es of l	Projec	tAppr	aisal	Dev	elopin	g wor	nen e	ntrepr	eneurs	In Indi	а
	SI O 1	Factors influencing	a Entropropo	ırohin	Solo Propri	ietorshin – Meaning	•	NIESBUD - Object	tivos and	functio	no	Mo	thodo	of Pro	ioot 1	nnroic	<u>ما</u>	Gov	ernme	ent init	iative	s for t	he dev	elopme	nt of

NIESBUD - Objectives and functions

IDBI - Objectives and functions

MSME - Meaning and Role in India

SIDO - its functions

Small Scale Industries

Financial support to SSI

SISI institutes - Objectives and functions

Methods of Project Appraisal

Preparation of Feasibility Report Make in India- Mission

Feasibility Analysis

Market Feasibility

Technical Feasibility

Financial Feasibility

Sources of Finance

Entrepreneurs in India

Startup India - Mission

Stand up India - Mission

Problems faced by Rural Entrepreneurs

Skill India - Mission

Case study

SLO 1 Factors influencing Entrepreneurship

Difference between Intrapreneurship &

Community Development through Social Value

Social Entreprneurship - Concept

SLO 2 Importance of Entrepreneurship

SLO 1 Intrapreneurship - Concept

Entrepreneurship

SLO 2 Types of Social Entrepreneurship

SLO 1

Sole Proprietorship - Meaning

Partnership - Meaning

Limited Liability

Partnership -Pros & Cons

Sole Proprietorship -Pros & Cons

Joint Stock Company - Concept

Joint Stock Company -, Pros & Cons

	SLO 2	Motivations of Social Entrepreneurs	Partnership and Corporation - Introduction	Incentives for SSI	Case study	Remedies and Opportunities for Rural Entrepreneurship			
	SL0 1	E-Cell – Meaning and Concept	Partnership and Corporation - merits and demerits	Role of Government in Developing SSI	Case study	Government Schemes for Rural Entrepreneurs			
S-9	SLO 2	Significance of E-Cell	Co-operative Societies – Meaning, merits and demerits	Incentives	Project Control	State the reasons for promoting rural entrepreneurs in India.			
0.40	SLO 1	Advantages of joining in E-Cell	Merger and Acquisition of Business- Concept	Concessions	Importance of Project control	Industrial Sickness – Meaning			
S-10		Activities of E-Cell	Pros & Cons of Merger and Acquisition	State Financial Corporation (SFC)	Techniques for Project control	Causes of Industrial Sickness			
S-11	SLO 1	E- Cell Registration	Franchising Concept	State Small Industries Development Corporation (SSIDC)	Evaluation of Projects	Reason and Symptoms of Industrial Sickness			
3- 11	SLO 2	Opportunity assessment through E-Cell	Franchising Pros & Cons	DIC – Objectives and Functions	Prerequisites for successful implementation of projects	Remedial Measures and Government Support for Industrial Sickness			
0.40	SLO 1	Entrepreneurship in the present global scenario	Case study	Case study	Case study	Case study			
S-12	SLO 2	Entrepreneurship in India	Case study	Case study	Case study	Case study			
		Prentice Hall Gifford Pinchot, INTRAPR	f publication:1987 ENEURING, Harper & Row Ram K.Vepa, HOW ame: Harper&row year of publication 1986	TO SUCCEEDIN SMALL 1997		:illustrated, publisher name: wiley, publication:			
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Total 100 % 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
	Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Dr.D.Bhuvaneswari
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr.V.Lavanya

Cou		UCM23G09J Course Name			Cou	rse Cate	egory	G	Generic Elective Course L T 3 0					T I	P 0	C 4				
Pre rec	es		ite Courses Nil		N		Progre	ssive C	ourse	S					Nil			Ü		
Course	Offeri	ng Department Commerce	Data Book/Codes/Standards				47						Nil							
Course	Learn	ning Rationale (CLR): The purpose of le	earning t <mark>his course is</mark> to:		Le	arning						Pro gram	Lear	ning O	utcomes	s (PLO)				
		ain the Role of Digital Marketing in Busine			1	2	3	1	2	3	4 5	6	7	8	9 1	0 11	12	13	14	15
		cribe about virtual reality and mobile marke		-0-1	4	(%)	(%)		on	ηg	ing									
		ch about how SEO are working in a busine	ss	25.75		(° 75 75	() 	ary	cati	iki	Nos	ا ≗	o .	ed	.은	ona	<u>a</u>	ility	cills	l
CLR-4		rate the role of social media marketing			Lever or Thinking	Expected Proficiency	Expected Attainment (Disciplinary	Sommunication skills	Critical thinking	Problem solving Analytical	Research related skills	Reflective	Self-directed earning	Leadership Life-long	learning Professional skills	Experiential learning	Employability options	Decision naking skills	Skills
		te how the website are used for a modern		4000	i de	ofici	tain	Scip	Comr	itics	oble	ate	12.00 E	ar id	ad e-lc	arn efe	Experient earning	Employal options	ecis akin	T S
		ning Outcomes (CLO): At the end of this					<u>\$</u>	Ä	0				چچ ۱	· -			<u>й</u>	필	ľ	⊠ICT
		nderstand the strategy of Digital Market <mark>ing</mark> Inderstand the advantages and limitations		#100 Page 1	3	80	70 75	M	H	M	H H	H	L	M	M L		L	L	M M	M L
		lan and manage digital marketing budget		- 44	3	75	70	M	Н	L M	H M	Н	L	M	M L	- M	L	L	IVI I	L
		nderstand the tools and technology	7.6	1 11 11	3	85	80	M	H	M	H H	H	7	M	M L	M	М	1	М	M
		nderstand the branding techniques	THE STATE OF THE S	47.7	3	85	75	H	Н.	М	H H	Н	L	M	M L	_ M	M	L	L	M
Durati (hour)	on	15	15		4	15						15					1:	5		
		Meaning of Digital Marketing	Digital marketing plan, Benefits & Limitations o Digital marketing.	f Introduction	of sea	arch en	gine opt	imizatio	n <i>Ir</i>	ntroduct	ion of Soc	ial media	mark	eting	Webs	ite				
S-2	SLO-1	Nature & Scope	Functions of Digital Marketing	How search	h engin	e works	S.		F	unction	s of social	media m	arketi	ng	Definir	ng webs	ite obje	ectives		
S-3		Concept of Digital marketing, Evolution of Internet	Digital consumers & Digital communities	Basics of S	EO				T,	ypes of	social me	dia ma <mark>rke</mark>	eting		Types	of webs	sites			
S – 4&5	SLO- 1	Case study: Usage of Hashtags	Case study: Airtel Fashion Shoot	Case study. SEO campa		ays Bus	siness B	Banking	С	ase stu	dy: Make	my trip			Case	study: E	nvelop	es.con)	
	_	Case study: Content marketing	Case study: Fanatics Boosts traffic through content marketing	Case Study organic traff				d boosts	s C	ase stu	dy: HDFC	/ ; *	7		Case	study: C	hevrole	et		
		Evolution of Digital marketing.	Terminology used in digital marketing	Pay per clic	ck	A D					k marketi <mark>r</mark> g tech <mark>niqu</mark>		uTub	е	Web p	age Vs	website	e & We	ebsite \	/sWeb
S-7	SLO-1	Tools required in digital marketing.	Segmenting and customizing messages	SEO Techn	niques	ш	. T	Æ.			n, T <mark>witter</mark> s and ana		edIn n	narketir	esseni	tial step	s in we	bsite c	reation	1
		Digital marketing platform & Strategies	Mobile marketing	On page SE	EO vs (Off pag	e SEO				edia mark				Websi	te Planr	ning & I	Develo	pment	
10	1	Case study: IPL team's Digital marketing strategy by KKR	Case study: Mom's touch by NiveaIndia	Case study.	r: Break	kup cha	ıllenge b	yOLX		ase stu narketii	dy: Renau ng	ılt social r	nedia		Case	study: Ir	ntuit Dig	gital ma	arketin]
		Case study: Wholesaler drives visibility ar conversions with social media marketing	d Case study: Float a boat by Paperboat	Case study.	: Dove	soap					dy: Lenov				Case	study: D	isabled	lGo		
S-11		Role of digital marketer	Advantages and disadvantages of Mobile Marketing	Affiliate mai		, E- ma	il marke	eting, SI	vis m		ges and di arketing, E					s of we		•		
S-12	SLO-1	Responsibilities of digital marketer.	Concept of mobile marketing	E-Comme	erce				S	ocial m	edia optim	ization			Domai doma	in and w ins	vebsite	hostin	д, Туре	sof

S-13	SLO-1	Diff bet Traditional marketing and Digital marketing.	Virtual Reality marketing.	Role of E- Commerce in marketing	Search engine optimization Vs social media optimization, Over view of Social networking	Display advertising, Different types ofad tools
S-14- 15		Case study: Amazon leverages CRM to become E- Commercegiant.	Case study: Design your own bucketby KFC	Case study: GUCCI digital strategy		Case Study: ICICI Bank Building India's Most Social Bank on face book
			Case study: Great Indian freedom saleby Amazon India	Case study: NIKE content marketing	Case study: Beard brand	Case study: Harris Teeter

	Tate That Tenedo I I o campaign optimization I micro	
_		
Learning	1. Fundamentals of Digital Marketing by Pearson Bhatia Puneet	8. Digital Marketing –Kamat and Kamat-Hima <mark>laya</mark>
Resources	2. Social Media Marketing for Dummies Shiv Singh	l. Digital Marketing, V. Ahuja, Oxford Universit <mark>y Press</mark>
		5. Digital Marketing – Charles, Vijay Nicole Publis <mark>hing</mark>

	Bloom's Level of		FinalExamination(100%weightage)									
	Thinking	CLA-	-1(10%)	CLA-2(10%)	100 100 100	CLA-3(20%)		CLA-4(10%)#		` ` ` `		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory		
Level1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	30%		
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Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%		
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Level3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	30%		
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	Total	1(00%		100%	N 100 100 100 100 100 100 100 100 100 10	100%		100%	-		

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Mrs. P. Suganya Priya
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	

Cours		CM23G10J Cours	-	STRATEGIC MANAGEMENT	Г		_	ourse		G			(Generi	c Elec	tive C	ourse	s			L	T 0	P 0	_
Pre- Req	uisite Cou	rses Nil	-	Co-Requisite Courses				1	Prog	gressi	ve Co	urses			Nil									
Course C	Offering De	partment Comm	erce	Date Book / Codes / Star	ndards				Nil						•									
Course I	_earning R	ationale (CLR): The p	urpose of learni	ng this <mark>course is to:</mark>	7	Le	earnir	ng	Ħ	Prog	gram L	.earni	ng Ou	utcome	es (PL	0)								
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				implement strategy in a global market		Lever or Thinking	Expected	Expected Attainment	-	Disciplinar /	ommunication kills	Critical thinking	Problem	Analytical reasoning	Research related skills	Reflective thinking	self-dire earning	eadership	-ife-long	rolessiona (ills	Experiential Iearning	Employability options	Decision making skills	Skills
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		15		15	1 4 4 2 2	1.5	15	23-1		142				15							15			
S-1	SLU-1	Introduction to Strategic Definition, Nature		Introduction and Need for Corporate Restructuring	Approaches to S	Strateg	ic dec	ision mal	king			egy Im ement			n - Issı	ies in		lobal Si	·		٠			
S-2		Scope and Significance Management	of Stra <mark>tegic</mark>	Forms of Corporate Restructuring	Constructing sca	enarios	3				Proje	ct imp	lemer	ntation			m	Global Issues and Challenges instrategic management						כ
S-3	SLO-1	Business Purpose and C)bjectives	Evaluation of Strategic Alternatives	International Pro	oduct L	ife Cy	cle				rol Pro ation	cedur	e and	Resou	rce	St Ma	Strategies for competing in Global Marketsand local market						
S-4 – S5	SLO-1	Business Policy – Nature	e and Scope	Types of Strategic Alternatives	Strategic options	s at Co	orpora	e level			Corpo	orate E	Ethos,	Cultur	re and	Ethics						egies		
S-6		Significance and Elemen BusinessPolicy	nts of	HR and Marketing Strategies	Modernisation, I Corporate-Level			nd Divers	sifica	ation o	^f Mana	igeme	nt of (Change	9	7	Gi	uidance	e for s	ucces	s as a	globa	l comp	ətitor
S-7	SLO-1	Strategic Formulation – \ andMission	Vision	Financial and Operational Strategies	Turn Around, Lie Corporate-Level			l Disinve	estme	entof	Strate	egic E	valuat	ion			Aμ	oplying	Strate	gic M	lanage	ment	Proces	S
S-8	SLO-1	Environmental Scan – InternalEnvironment		Portfolio Techniques and its Techniques	Strategies at va	rious le	evels		-1					ontrol o	of entation	1		rategie articipa						
S-9 - S - 10	SLO-1	External Environment		Profit Impact of Market Strategy (PIMS)	Competitiveness	s – det	ailed s	tudy			Techi	niques	of E	/aluatio	on and	Contr	CSR - Strategies of link						siness	
S-11	SLO-1	SWOT Analysis - Compa	•	Process of Firms' Internationalization	Strategies in hy	per-coi	mpetiti	ve indus	dustries Evaluation – Strategic, operational a Budgetary Control						rategie uditing		nviro	nment	al Acc	ounting	and			
S-12		Formulating Strategic Alt strategic choices		SWOT analysis – Company 2	International ent	try opti	ions								ceAnal	ysis	St	rategic	for gr	owing	greer	Econ	omies	
S-13	SLO-1	Strategic Formulation - In Matching Stages and De	nput stages, ecision Stages	Case studies on Resource planning	Consulting strate	egies f	for glo	balentran	nts	and raking Corrective action economies					•									
S-14 -	S-14 - SLO-1 Cultural Aspects of Strategic Choice Case study Case study										Case	Study	,					ase stu rategie		multi-	nation	al org	anizatio	nal

S-15 SLO-1 Functional Strategies	Case study	Case study	Case Study	Case study on multi-national organizationalstrategies
		STENO		
Learning 1 Hill Charles W.L. and Gareth R. Ion	es Strategic Management: An	Integrated Approach Cengage Learning India 3	Davidson W.H. Global Strategic Man	agement John Wiley New York

					Learning Assessn	nent							
	Bloom's Level of Thinking	CLA – 1 (10%	6)	CLA – 2 (10%)		CLA - 3 (20%)	13	CLA – 4 (10%)					
		Theory	Practice =	Theory	Practice	Theory	Practice	Theory	Practice	weightage) Theory			
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%			
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Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Expert
1. Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	1. Dr. D.Bhuvaneswari, Assistant
		Professor, FSH, SRM IST
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr. P.Sankar, Associate Professor,
		FSH_SRM IST

Course Code	UCM23P06L	Course Name	PROJECT PHASE - II	Course Category P	Project / Higher Technical Institution	L 0	T 0	P 0	C 6
Pre-requisite Courses		Nil	Co-requisite Courses	Nil	Progressive Courses Nil				·
Course Offering Department			Commerce	Data Book / Codes/Standards	Nil				

Guidelines:

- Students should continue the research work which submitted in the Seventh Semester and a detailed research project should be carried over in the Eighth Semester.
- The project work should be neatly presented in not less than 100 pages and not more than 120 pages.
- Paper Size should be A4 and 1.5 line spacing should be used for typing the general text.
- The general text shall be justified and typed in the Font style Times New Roman and Font Size: 12 for text. Subheadings shall be typed in the Font style (Font: Times New Roman/ Font Size: 14 for headings)
- The report should contain the details regarding the Introduction, Review of the literature, Conceptual framework, Research Methodology, Analysis and Interpretation, Findings, Su ggestions and Conclusion.
- The report should be professionally prepared and the candidate should submit the periodical report of the project to the supervisor.
- Two reviews will be conducted before the Viva Voce. Each candidate should submit one hard copy and a soft copy on CD to the Department.
- Project Evaluation and viva voce Internal Examination 50 Marks Project Evaluation and viva voce External Examination 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 semester.
- Project Viva-Voce Examination will be conducted only during semester VIII.
- After the Evaluation of the project report the hard copy will be returned to the candidate.
- Student should publish research article on the topic selected in UGC/Scopus/WOS journals.

Learning Assessment	1 100				
	Continuous Learning Assessment(50% weigh	ntage)	Final Eva <mark>luation (</mark> 50% weightage)		
	Review – 1	Review – 2	Project Report	Viva-Voce	
Project	20%	30 %	30 %	20 %	