

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

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

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

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

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

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

3. Program 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

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

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

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

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

1. UG PROGRAM STRUCTURE

1. Discipline Specific Core Courses (C)							3. Generic Elective Courses (G)						
(20 Courses)							(6 Courses)						
Course Code	Course Title	Hours/ Week				C	Course code	Course Title	Hours/ Week				C
		L	T	P	O				L	T	P	O	
UCM23101J	Accounting for Business - I	3	0	3	2	4	ULT23G01J	Tamil-I					
UCM23102J	Business Management	3	0	3	2	4	ULH23G01J	Hindi-I	2	0	2	2	3
UEY23104J	Managerial Economics	3	0	3	2	4	ULF23G01J	French-I					
UCM23201J	Accounting for Business - II	3	0	3	2	4	ULT23G02J	Tamil-II					
UCM23202J	Banking Law and Practices	3	0	3	2	4	ULH23G02J	Hindi-II	2	0	2	2	3
UEY23204J	Indian Economy	3	0	2	2	4	ULF23G02J	French-II					
UCM23301J	Corporate Accounting - I	3	0	3	2	4	UMS23G05J	Statistics for Business	3	0	2	2	4
UCM23302J	Legal Aspects of Business	3	0	3	2	4	UMS23G06T	Quantitative technique for Business Decision	4	0	0	2	4
UCM23303J	Marketing Management	3	0	2	2	4	UCM23G01J	Advertisement and Sales Management	3	0	2	2	4
UCM23401J	Corporate Accounting - II	3	0	3	2	4	UCM23G02J	Training and Development	3	0	2	2	4
UCM23402J	Audit and Assurance	3	0	3	2	4	UCM23G03J	Service and Relationship Marketing	3	0	2	2	4
UCM23403J	Human Resource Management	3	0	2	2	4	UCM23G04J	Work Life Balance and Employee Relation	3	0	2	2	4
UCM23501J	Basics of Cost Accounting	3	0	3	2	4	UCM23G05J	Logistics Management	3	0	2	2	4
UCM23502J	Income Tax Law and Practice- I	3	0	3	2	4	UCM23G06J	Performance Management	3	0	2	2	4
UCM23503J	GST procedure and practices	3	0	3	2	4	UCM23G07J	Retail Management and Consumer Behaviour	3	0	2	2	4
UCM23601J	Management Accounting	3	0	3	2	4	UCM23G08J	Stress Management	3	0	2	2	4
UCM23602J	Income Tax Law and Practice - II	3	0	3	2	4	UCM23G09J	Digital Marketing	3	0	2	2	4
UCM23603T	Research Methodology for Social Science	4	0	0	2	4	UCM23G10J	Strategic Management	3	0	2	2	4
UCM23701J	Advanced Cost Accounting	3	0	3	2	4		Total Learning Credits					34
UCM23801T	Financial Management	4	0	0	2	4							
	Total Learning Credits					80							

2. Discipline Specific Elective Courses (D)										4. Skill Enhancement Courses(S)									
(10 Courses)										(5 Courses)									
Course Code	Course Title	Hours/ Week				C	Course Code	Course Title	Hours/ Week				C						
		L	T	P	O				L	T	P	O							
UCM23D01J	Business Communication	3	0	2	2	4	UCD23S01L	Quantitative Aptitude and Logical Reasoning	0	0	2	2	1						
UCM23D02J	Business Ethics	3	0	2	2	4	UCD23S02T	Verbal Ability and Skill Development	2	0	0	2	2						
UCM23D03J	E- Business						UCM23S01L	Office Automation	0	0	2	2	1						
UCM23D04J	Financial Markets						UCM23S02J	Search Engine Marketing	1	0	2	2	2						
UCM23D05J	International Marketing	3	0	3	2	4	UCM23S03J	Fundamentals of Stock Market	1	0	1	2	1						
UCM23D06J	Total Quality Management	3	0	2	2	4		Total Learning Credits					7						
UCM23D07J	Intellectual Property Rights																		
UCM23D08J	Research and Publication Ethics																		
UCM23D09T	Business Environment	4	0	0	2	4	5. Ability Enhancement Courses (AE)												
UCM23D10T	Entrepreneurship Management	4	0	0	2	4	(4 Courses)												
	Total Learning Credits										20	Course Code	Course Title	Hours/ Week				C	
									L	T	P	O							
							ULE23AE1T	English	4	0	0	2	4						
							ULT23AE1J	Applied Tamil- I	1	0	2	2	2						
							ULH23AE1J	Applied Hindi - I	1	0	2	2	2						
							ULF23AE1J	French for Specific Purpose – I											
							ULT23AE2J	Applied Tamil- I											
							ULH23AE2J	Applied Hindi - I											
							ULF23AE2J	French for Specific Purpose – II											
							UES23AE1T	Environmental Studies	3	0	0	2	3						
								Total Learning Credits					11						
							8.Mandatory Courses(M)												
							(2 Courses)												
							Course Code	Course Title	Hours/ Week				C						
									L	T	P	O							
							UNS23M01L	NSS											
							UNC23M01L	NCC											
							UNO23M01L	NSO											
							UYG23M01L	YOGA	0	0	0	0	0						
							UMI23M01L	My India Project	0	0	0	0	0						
								Total Learning Credits					0						
TOTAL LEARNING CREDITS FOR THE COURSE: 176																			

7. Internship/Apprenticeship / Project/Community Outreach (IAPC)									
(6 Courses)									
Course Code	Course Title	Hours/ Week				C			
		L	T	P	O				
UCM23P01L	nternship – I	0	0	0	0	1			
UCM23P02L	nternship – II	0	0	0	0	1			
UCM23P03L	Mini Project	0	0	4	2	2			
UCM23P04L	nternship – III	0	0	0	0	2			
UCM23P05L	Project Phase-I	0	0	8	2	4			
UCM23P06L	Project Phase-II	0	0	12	2	6			
	Total Learning Credits					16			

2. IMPLEMENTATION PLAN

Semester - I						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
ULT23G01J	Tamil-I	2	0	2	2	3
ULH23G01J	Hindi-I					
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 Credits		17	0	13	14	22
Total number of hours/Week						30

Semester – II						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
ULT23G02J	Tamil-II	2	0	2	2	3
ULH23G02J	Hindi-II					
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/ UNO23M01L/ UYG23M01L	NSS/ NCC/ NSO/ YOGA	-	-	-	-	-
Total Learning Credits		16	0	14	16	22
Total number of hours/Week						30

Semester - III						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
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	1	0	2	2	2
ULH23AE1J	Applied Hindi I					
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 Credits		15	0	14	14	22
Total number of hours/Week						29

Semester - IV						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
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	1	0	2	2	2
ULH23AE2J	Applied Hindi II					
ULF23AE2J	French for Specific Purpose - II					
UMS23G06T	Quantitative Technique for Business Decision	4	0	0	2	4
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 Credits		17	0	12	14	22
Total number of hours/Week						29

Semester - V						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
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					
UCM23G01J	Advertisement and Sales Management	3	0	2	2	4
UCM23G02J	Training and Development					
UCM23S03L	Fundamentals of Stock Market	1	0	1	2	1
UCM23P02L	Internship – II	0	0	0	0	1
Total Learning Credits		16	0	14	12	22
Total number of hours/Week						30

Semester - VI						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
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					
UCM23G03J	Service and Relationship Marketing	3	0	2	2	4
UCM23G04J	Work life balance and Employee Relation					
UCM23P03L	Mini Project	0	0	4	2	2
Total Learning Credits		16	0	14	12	22
Total number of hours/Week						30

TOTAL LEARNING CREDITS FOR THE COURSE: 132

Semester – VII						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
UCM23701J	Advanced Cost Accounting	3	0	3	2	4
UCM23D05J	International Marketing	3	0	3	2	4
UCM23D06J	Total Quality Management					
UCM23G05J	Logistics Management	3	0	2	2	4
UCM23G06J	Performance Management					
UCM23G07J	Retail Management and Consumer Behaviour	3	0	2	2	4
UCM23G08J	Stress Management					
UCM23P04L	Internship – III	0	0	0	0	2
UCM23P05L	Project Phase - I	0	0	8	2	4
Total Learning Credits		12	0	18	10	22
Total number of hours/Week						30

Semester - VIII						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
UCM23801T	Financial Management	4	0	0	2	4
UCM23D07J	Intellectual Property Rights	3	0	2	2	4
UCM23D08J	Research and Publication Ethics					
UCM23D09T	Business Environment	4	0	0	2	4
UCM23D10T	Entrepreneurship Management					
UCM23G09J	Digital Marketing	3	0	2	2	4
UCM23G10J	Strategic Management					
UCM23P06L	Project Phase – II	0	0	12	2	6
Total Learning Credits		14	0	16	10	22
Total number of hours/Week						30

TOTAL LEARNING CREDITS FOR THE COURSE: 176

Courses for earning Additional Credits:

Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
Semester – II						
UCD23P01L	Internship Report– I	0	0	8	0	4
UCD23P02L	Project Work – I					
UCD23P03L	Apprenticeship – I					
Semester – IV						
UCD23P04L	Internship Report– II	0	0	8	0	4
UCD23P05L	Project Work – II					
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

Course Code	Course Name	Programme Learning Outcomes														
		Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qualitie	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
UCM23101J	Accounting for Business I	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23102J	Business Management	H	H	M	L	M	H	H	M	H	M	H	M	M	H	L
UEY23104J	Managerial Economics	H	L	M	L	M	M	M	L	L	M	M	M	M	L	L
UCM23201J	Accounting for Business II	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23202J	Banking Law and Practices	H	M	M	L	L	L	M	M	L	H	M	L	M	M	L
UEY23204J	Indian Economy	H	L	M	L	M	M	M	L	L	M	M	M	M	L	L
UCM23301J	Corporate Accounting - I	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23302J	Legal Aspects of Business	H	L	M	L	L	M	M	L	M	H	H	M	H	M	M
UCM23303J	Marketing Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23401J	Corporate Accounting II	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23402J	Audit and Assurance	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23403J	Human Resource Management	H	L	M	L	L	M	L	M	L	M	H	M	H	H	M
UCM23501J	Basics of Cost Accounting	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23502J	Income Tax Law and Practice I	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23503J	GST procedure and practices	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23601J	Management Accounting	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23602J	Income Tax Law and Practice II	H	L	M	H	L	L	M	M	L	H	H	M	H	H	L
UCM23603T	Research Methodology for Social Science	H	M	M	M	H	H	M	M	H	H	H	M	M	M	M
UCM23701J	Advanced Cost Accounting	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23801T	Financial Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23D01J	Business Communication	H	M	M	L	L	M	M	H	H	H	M	H	H	M	M
UCM23D02J	Business Ethics	H	L	M	L	L	M	L	M	L	M	H	M	H	H	M
UCM23D03J	E- Business	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23D04J	Financial Markets	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23D05J	International Marketing	H	M	M	L	L	L	M	M	L	H	M	L	M	M	L
UCM23D06J	Total Quality Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23D07J	Intellectual Property Rights	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23D08J	Research and Publication Ethics	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23D09T	Business Environment	H	L	M	L	L	M	M	L	M	H	H	M	H	M	M
UCM23D10T	Entrepreneurship Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCD23S01L	Quantitative Aptitude and Logical Reasoning	M	L	H	H	H	H	M	L	L	M	H	M	M	M	L

UCD23S02T	Verbal Ability and Skill Development	M	H	M	L	M	M	M	M	M	M	H	H	M	M	H
UCM23S01L	Office Automation	M	M	L	M	L	M	L	L	L	M	M	M	M	L	H
UCM23S02J	Search Engine Marketing	M	M	L	M	L	M	L	L	L	M	M	M	M	L	H
UCM23S03J	Fundamentals of Stock Market	H	L	M	L	L	M	M	L	M	H	H	M	H	M	M
ULT23G01J	Tamil-I	M	-	-	-	-	L	-	-	-	M	-	-	-	L	L
ULH23G01J	Hindi-I	M	-	-	-	-	L	-	-	-	M	-	-	-	L	L
ULF23G01J	French-I	M	-	-	-	-	L	-	-	-	M	-	-	-	L	L
ULT23G02J	Tamil-II	M	-	-	-	-	L	-	-	-	M	-	-	-	L	L
ULH23G02J	Hindi-II	M	-	-	-	-	L	-	-	-	M	-	-	-	L	L
ULF23G02J	French-II	M	-	-	-	-	L	-	-	-	M	-	-	-	L	L
UMS23G05J	Statistics for Business	M	L	H	H	H	H	M	L	L	M	H	M	M	M	L
UMS23G06T	Quantitative technique for Business Decision	M	L	H	H	H	H	M	L	L	M	H	M	M	M	L
UCM23G01J	Advertisement and sales Management	H	M	M	L	L	L	M	M	L	H	M	L	M	M	L
UCM23G02J	Training and Development	M	L	M	L	L	L	M	L	M	H	M	M	H	M	L
UCM23G03J	Service and Relationship Marketing	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23G04J	Work Life Balance and Employee Relation	H	L	M	L	L	M	M	L	M	H	H	M	H	M	M
UCM23G05J	Logistic Management	H	L	M	L	M	H	M	M	H	H	H	H	H	M	L
UCM23G06J	Performance Management	H	M	M	L	L	L	M	M	L	H	M	L	M	M	L
UCM23G07J	Retail Management and Consumer Behaviour	M	L	M	L	L	L	M	L	M	H	M	M	H	M	L
UCM23G08J	Stress Management	M	L	H	H	H	H	M	L	L	M	H	M	M	M	L
UCM23G09J	Digital Marketing	H	M	M	L	L	L	M	M	L	H	M	L	M	M	L
UCM23G10J	Strategic Management	M	L	M	L	L	L	M	L	M	H	M	M	H	M	L
UCM23P01L	Internship – I	M	M	H	L	M	H	M	H	H	H	H	H	H	M	L
UCM23P02L	Internship – II	M	M	H	L	M	H	M	H	H	H	H	H	H	M	L

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

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

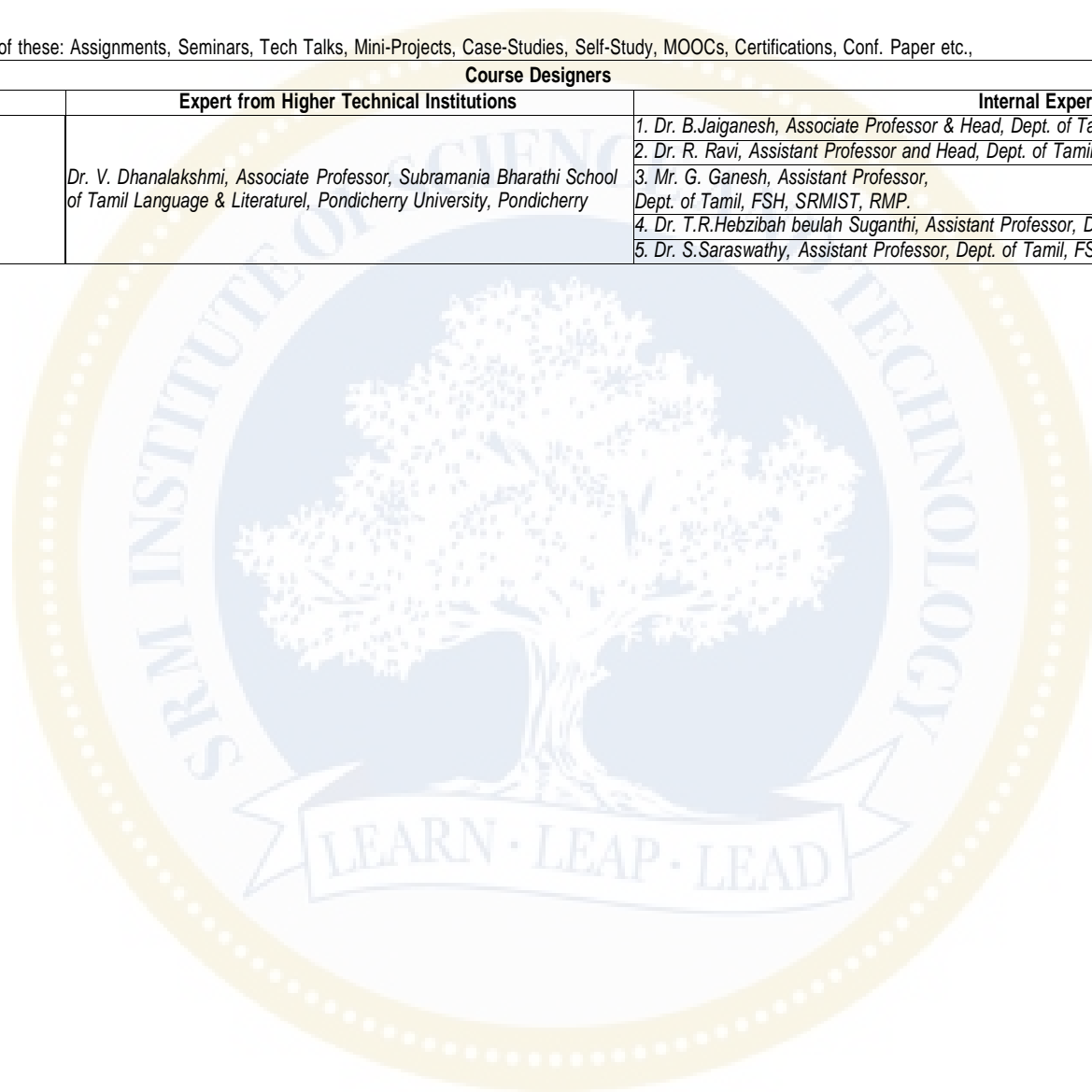
SEMESTER I

Course Code	ULT23G01J	Course Name	TAMIL – I			Course Category	G	Generic Elective Course		L	T	P	O	C											
										2	0	2	2	3											
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil															
Course Offering Department		Tamil			Data Book / Codes/Standards		Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning		Program Learning Outcomes (PLO)																	
CLR-1:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.							Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3			
CLR-3:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.							H	L	H	M	H	H	L	M	H	M	L	H	-	-	-			
CLR-4:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.							H	M	H	L	M	H	L	H	M	L	H	H	-	-	-			
CLR-5:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.							H	L	H	M	H	H	M	H	L	H	M	H	-	-	-			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				2	75	60	H	M	H	L	M	H	M	L	H	H	-	-	-				
CLO-1:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.				2	80	70	H	M	H	L	M	H	M	L	H	H	-	-	-					
CLO-2:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.				2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-			
CLO-3:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.				2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-			
CLO-4:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.				2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-			
CLO-5:	மரபுப்பாடல் மீதான அறிவு வளர்ச்சிக்குரியதாகும். இவ்வாறு அறிவு வளர்ச்சி பெறும் மூலம், மாண்புமிகு கல்வித் துறைக்குரிய அனைத்து கல்வித் துறைகளிலும் பயன்படுத்தப்படும்.				2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-			
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5															
		12		12		12		12		12															
S-1	SLO-1	மைமிழ் இலக்கியத்தின் வரைச்சி ின் வொளக்ககுகை		நவீன கவிதை வைாற்றம்		மைமிழரின் வீரமரபு		சிறுநிலக்கியை வைாற்றம்		மைமிழ் உதரநதட மரபில் உ.வவ.சா.															
	SLO-2	இலக்கிய தைத்திகை		நவீன கவிதை வரலாறு		வொர் விழுமியங்கை		சிறுநிலக்கிய வதகதம		ராஜ தவைத்தியம்															
S-2	SLO-1	மைமிழ்க் கவிதை மரபு		நவீன கவிதை பசல்பநறிகை		ெரணி அறிமுகம்		சிறுநிலக்கியங்கை		தவண்தியரக் ணின் சிறெப்பு															

Duration (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
	SLO-2 காலந்வாவும் கவிதையின்கரு	பசல்பநறிகிகில் வகாட்ொடுகைெரணி இலக்கியங்கை	முன் தமச் சிறிலக்கியங்கை –	கழனியூரன் – அறிமுகம்	
S-3	SLO-1 காலந்வாவும் கவிதையின்கட்டதெம்பு	கவிதை பமாழி	கலிங்கைFெெ்ரணி 477,490	பிண் தண்ை்மை மிழ் -உலா - டுF	சிறுபைய் வ வழிொடு
	SLO-2 ைற்கால இலக்கியம்	நவீன கவி ஆளுதமகை	தைலவனின் வீரம்	புக்கவிதையில் சமுகம்	பொன் காண்ை் ஐயனார்
S-4	SLO-1 புFக்கவிதை உருவாக்கம்	பெண் ைண் கவிஞரக்	மைமிழ் இலக்கிய மரபில் டுF	புக்கவிதையும் இழுகளும்	விருந்F – கைர் பசயல்கை
	SLO-2 புFக்கவிதை வரைச் சி பநறிகண்	கவிதையில் நாட்டென்புற வடிவம்	டுF இலக்கியங்கை	மணிக்பகாடி இழ்	பிதழ நீக்கி எழுFைல்
S-5	SLO-1 ொரதியார் – புக்கவிதையின் அதடயாண்ம்	இழம்பிதற – அம்மா	மைமிழ் விடு டுF (184 – 186)	எழுண்F இழ்	எழுண்Fென் பிதழ
	SLO-2 ொரதியார் ைன் முக ஆளுதமைத்திறன்	பெண் கண்ின் கல் வி நிதல	மைமிழின் பெருதம	வானம்ொடி இழ்	பண்ாட தழ ரபி
S-6	SLO-1 ொரை வைசம்	பெண் அடகக்ுமுதற	பசய்யுண் மரபில் கலம்கெம்	சிறுகதை வைாற்றம்	உயரதிதண, அஃறிதண
	SLO-2 ொரைவைசத்தின் வைம்	ெ. கல்ெனா – கீறல் விழுந்மாதலக் காலங்கை	கலம்கெ இலக்கியங் கண்	சிறுகதை வரைச் சி	பிறபமாழிச் பசாற்கை வரலாறு
S-7	SLO-1 பவ்வண்ென் ைனிமதலயின் மீலவுவவாம்...	ஆண் பெண் சமண்Fவம்	நந்திகக் கலம்கெம் - வாFறு மதிதய (110)	சிறுகதை – வரலாறு	பிறபமாழிச் பசாற்கதை நீக்கி எழுFைல்
	SLO-2 20 ஆம் நூற்றாண் டுக் கவிதை மரபில் ொரதிண்ாசன்	விண்ிம்புநிதல வாழ்வியல்	தகயறுநிதல	சிறுகதை ஆசிரியரக் ண்	ஷ, ஜ, ஸ, ஹ மாற்பறாலிகை
S-8	SLO-1 ொரதிண்ாசன் - அழகின் சிரிெெ்பு	திருநந்தக குணவதி - சமுககெெ்ொரத் வ	குறவஞ்சி அறிமுகம்	இழுகளும் சிறுகதையு ம்	மைமிழ் இலக்கண நுட்ெங்கை
	SLO-2 ஆல் - ஆயிரம் கிதைகைபகாண் ட அடிமரம்	திருநரக் ளும் சாத்தனகளும்	குறவஞ்சி இலக்கியங்கை	புதினம் வைாற்றம்	இலக்கணமும் ையன் ொடும்
	SLO-1 இயந்தகயின் அழகியல்	புலம்பெயர் வாழ்வியல்	குற்றாலக் குறவஞ்சி – ஆடுமர வீFமணி (3)	பைாடக்கக்காடெ் புதினங்கை	மைமிழில் பசால் வதககை

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR.
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.



Course Code	ULH23G01J	Course Name	HINDI-I			Course Category	G	Generic Elective Course										L	T	P	O	C				
																			2	0	2	2	3			
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil																		
Course Offering Department		HINDI			Data Book / Codes/Standards		Nil																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)																
CLR-1 : To Communicate in Hindi without any inhibition							Level of Thinking	1	2	3	Fundamental	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 : To appreciate the Hindi Language in its various forms																										
CLR-3 : To analyze the different writing styles																										
CLR-4 : To display moral and social values in the field of social Responsibility and Integrity																										
CLR-5 : To be willing listeners and Translators-where need be																										
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:					Level of Thinking	1	2	3	Fundamental	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 : To Understand the Philosophy of life and living through Stories																										
CLO-2 : To Examine Travelogue writing and Sketch																										
CLO-3 : To Identify Irony and essay based writing																										
CLO-4 : Evaluate the various social issues depicted in the prose																										
CLO-5 : To Understand the basic and fundamental principal of Translation																										
Duration (hour)	12		12		12		12		12		12															
S-1	SLO-1	KAHANI	REKHACHITRA & YATRAVITRANT		NIBANDH		NATAK		ANUVAD& PARIBHASHIK SHABDAVALI																	
	SLO-2	AVDHARNA	VDHARNA		IBANDH KI AVDHARNA		AVDHARNA		RTH																	
S-2	SLO-1	SWARUP	WAROOP		WARUP		NATAK KA SWARUP		ARIBHASHA																	
	SLO-2	PARIBHASHA	HUMIKA		ARIBHASHA		ARIBHASHA		WARUP																	
S-3	SLO-1	KAHANI KE TATVA	AHATVA		AHATVA		ATWA		RAKAR																	
	SLO-2	KAHANI KA MAHATVA	DDESHYA		DDESHYA		RAKAR		AHATVA																	
S-4	SLO-1	PARIKSHA- PREMCHAND	ISHA- EKHACHITRA		UTAJ- NIBANDH AJARI PRASHAD Divedi		UDDESHYA		DDESHYA																	
	SLO-2	KAHANI KA PARICHAY	EKHIKA PARICHAY		EKHIKA PARICHAY		RANGMANCH KA PARICHAY		NUVAD KA PRAYOJAN																	
S-5	SLO-1	VISLESHAN	ATH KA VISHLESHAN		ATH KA MAHATVA		NATAK KA MAHATVA		NUVAD KA PRAYOG																	
	SLO-2	EMANDARI KA MAHATVA	URU SHISHYA KA AMBANDH		IPRIT PARISHTHITIYON ME JEEVAN KI ASH		PRAYOJAN		HROT BHASHA KA GYAN																	
S-6	SLO-1	HONHARI KA PARICHAY	GURU KE PRATI SMARPAN BHAVANA		MANAV KI AKANKSHAYEN		ANDHER NAGRI-(NATAK) BHARTENDU HARISHCHAND		LAKSHYA BHASHA KA GYAN																	
	SLO-2	UDDESHYA	PATH KA MAHATVA		SHANGHARSHIL JEEVAN		LEKHAK PARICHAY		ANUVAD KA DAYITVA																	
S-7	SLO-1	MALBE KA MALIK- MOHAN RAKESH	HELE PAR HIMALAY (YATRAVITRANT)		SANGHARSH KA PARINAM		NATAK KA VISLESHAN		ANUVAD KA ABHYASH																	
	SLO-2	LEKHAK PARICHAY	LEKHAK PARICHAY		BHOLARAM KA JEEV-(VYANGYA)HARISHANKAR PARSHAI		NATAK ABHINAY		ANGREJI SE HINDI																	
	SLO-1	BATWARE KA YATHARTH	YATRAVITRANT KA		VYANGYA KI AVADHARNA		LALCH KA DUSHPARINAM		HINDI SE ANGREJI																	
S-8		VARNAN	MAHATVA																							
	SLO-2	TATKALIN PARISHTHITI KA VARNAN	YATRA KA YATHARTH CHITRAN		MAHATVA		SHISHYA KI AGYANTA		ANUVAD PRIYOJNA KARYA																	

Duration (hour)		12		12		12		12			
S-9	SLO-1	APNI MITTI SE LAGAV	PATH KA VISLESHAN	LEKHAK PARICHAY	GURU SHISHYA SAMBANDH	PUNRIKSHAN					
	SLO-2	RAJNITIK VIDWESH KA PARINAM	HIMALAY KA VARNANA	PATH KA VIHLESHAN	HASHYA VYANGY SE AVAGAT KARANA	VIVIDH PRAYOG					
S-10	SLO-1	PROPKAR KI BHAVANA	HIMALAY KA LOK JEEVAN	MADHYAVARGI PARIVAR KI STHITI	DURDRISHTIHIN	PARIBHASHIK SHABDAVALI					
	SLO-2	KAHANI PATH	LOK SAMASYA	SARKARI TANTRA KA KHOKHLA RUP	MAHATTAKANKSHI KA DUSHPARINAM	ATI MAHTVAPURN SHABD					
S-11	SLO-1	KAHANI KA VISHLESHAN	UDDESHYA	PAURANIK KATHA KA CHITRAN	GURU KI AVAGYA KA DUSHPARINAM	TAKANIKI SHABDAVALI KA MHATVA					
	SLO-2	PRASHO KI CHARCHA	PRASHNA ABHYASH	SANVEDANSHIL BHAVANA	TATKALIN SAMAJIK VYAVASTHA KI CHARCHA	HINDI SE ANGREZI SHABD					
S-12	SLO-1	PRASHN ABHYASH	PATH PRICHARCHA	PARICHARCHA	PARICHARCHA	ANGREZI SE HINDI SHABD					
	SLO-2	KAHANI KA UDDESHYA	MAHATVAPURN BIBDUON KI CHARCHA	PRASHANA ABHYASH	PRASHNABHYASH	SHABDAVALI KI AVSHYAKTA					
Learning Resources		Edited Book: ""SAMANYA HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.									
Learning Assessment											
	Bloom'sLevel of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,											
Course Designers											
Experts from Industry				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			
								4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST			

Course Code		ULF23G01J	Course Name	FRENCH-I			Course Category	G	Generic Elective Course					L	T	P	O	C				
														2	0	2	2	3				
Pre-requisite Courses		Nil	Co-requisite Courses	Nil			Progressive Courses			Nil												
Course Offering Department		French			Data Book / Codes/Standards			Accounting data Sheet														
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Extend and expand their savoir-faire through the acquisition of current scenario			1	2		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French			Level of Thinking (Bloom)	Expected Proficiency	Expected Attainment (%)	Disciplinary	Communication Skills	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3	
CLR-3 :	Make them learn the basic rules of French Grammar.																					
CLR-4 :	Develop strategies of comprehension of texts of different origin																					
CLR-5 :	Strengthen the language of the students both in oral and written																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			2	75	60	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-1 :	To acquire knowledge about French language			2	75	60	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-	
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French			2	80	70	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-	
CLO-3 :	To develop content using the features in French language			2	70	65	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-	
CLO-4 :	To interpret the French language into other language			2	70	70	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-	
CLO-5 :	To improve the communication, intercultural elements in French language			2	80	70																
Duration (hour)		12			12			12			12			12			12			12		
S-1	SLO-1	Contacts	Les verbes du premier groupe			Qu'est-ce qu'ils font ?			Les verbes du deuxième groupe –													
	SLO-2	Emma la championne	Les exemples			Les exemples			Les exemples													
S-2	SLO-1	Les nombres à partir de 31	La liaison –			Où est mon sac			Les pronoms personnels toniques													
	SLO-2	Les activités	Les activités			Les exemples			Les exemples													
S-3	SLO-1	Les pays	Entrer en contact			Quelques objets			Les verbes faire et lire													
	SLO-2	les nationalités	Les activités			Les exemples			Les exemples													
S-4	SLO-1	Les jours de la semaine	Présenter et se présenter			Les professions			Les Sons													
	SLO-2	Les jours	Les activités			La fiche d'identité			Les exemples													
S-5	SLO-1	Les mois de l'année	Demander et dire la date –			La formation du féminin (2)			Décrire l'aspect physique													
	SLO-2	Les activités	Les activités			La phrase interrogative partielle –			Décrire le caractère													
S-6	SLO-1	Les animaux domestiques	une rencontre.			Qu'est-ce que c'est ?			Demander et dire l'heure													
	SLO-2	Les activités	Les activités			Qui est-ce ?			Les exemples													
S-7	SLO-1	La famille (1)	Contacts			C'est / Il est (1)			Elle est comment ?													
	SLO-2	Les activités	Les activités			Les exemples			Les exemples													
S-8	SLO-1	La formation du féminin (1)	Emma la Championne			La phrase négative (1)			Portraits													
	SLO-2	Les activités	Les activités			Les exemples			Les exemples													
S-9	SLO-1	Les adjectifs possessifs	Mots et expressions			Les verbes aller et venir			Mots et Expressions													
	SLO-2	Les exemples	Les activités			L'élision			Les activités													
S-10	SLO-1	La phrase interrogative	Grammaire -			Les formules de politesse			Grammaire.													
	SLO-2	Les exemples	Les exemples			Demander des informations personnelles			Les exemples													
S-11	SLO-1	Les activités	Communication			C'est qui ?			Les activités													
	SLO-2	Les nombres	Les activités			Qu'est-ce qu'ils font ?			Communication													
S-12	SLO-1	intonation et est-ce que	Les verbes du ER –groupe			Mots et Expressions			Les activités													
	SLO-2	Les exemples	Les exemples			Grammaire – Communication			Les exemples													

Learning Resources

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (5%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total		100 %		100 %		100 %		100 %		100 %
Experts from Industry		Expert from Higher Technical Institutions						Internal Experts			
1. 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			

Course Code		ULE23AE1T	Course Name	ENGLISH	Course Category	AE		Ability Enhancement course																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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Course Offering Department			Department of English, FSH, SRMIST			Data Book / Codes/Standards			Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Course Learning Rationale (CLR):			The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
CLR-1 :			Develop an understanding and sensibility of human consciousness through gender inclusive curriculum			1			2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
CLR-2 :			Enhance the abilities of deeper understanding to stay with integrity with the fellow human beings			Level of Thinking (Bloom)			Expected Proficiency (%)			Expected Attainment (%)			Fundamental Knowledge												Application of Concepts												Link with Related Disciplines												Procedural Knowledge												Skills in Specialization												Ability to Utilize Knowledge												Skills in Modeling												Analyze, Interpret Data												Investigative Skills												Problem Solving Skills												Communication Skills												Analytical Skills												PSO -1												PSO -2												PSO-3																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
CLR-3 :			Develop the overall language competency of the learner																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
CLR-4 :			Develop proficient language skills																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
CLR-5 :			Learn to express the thoughts clearly, develop logical arguments and enhance the overall communication skills.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
CLO-1 :			Analyze different literary texts to identify the representation of issues related to gender, and class			2			75	60	H	M	M	L	-	M	-	M	H	L	H	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		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	Practice blog writing	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 – S-8	SLO-1	Analysis and Critical interpretation of the poem- Purdah 2	Introduction to C.S Lakshmi alsoknown as Ambai.	Incorporate the elements of story in storywriting.	Class discussion	Drafting , editing and revising thescript of conversation and enacting the conversation with the team members
	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 all the students in the classroom.	Enactment -proper rehearsal -final performance - conversation-whole performance should be recorded.
S-9	SLO-1	Reading and reciting the poem- Home	Discussion and Analysis of In aForest, A 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-Fil 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 andPhallus I cut	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	Revision- Endangered Species: Case47401	Practice the improvement of writing skill.	The art of conversation and theability to build a discourse	1. Assignment on any piece of creative writing (OR) 2. Presentation- Mastering the art of Public Speaking. (OR) 3. Project on compiling the real life influential events 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 skills-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.
Learning Resources/ Reference books		Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020 English Grammar in Use by Raymond Murphy Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007			R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition, 2016 http://www.apitudetests.org/verbal-reasoning-test https://www.assessmentday.co.uk/apitudetests_verbal.htm	

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

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishna RajSutherland Krishna.Raj1@sutherlandglobal.com	Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English Ethiraj College for Women Chennai jmbwilson97@gmail.com	Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST
Ann Mariya Thomson RA2232105010015 II M.A English Literature CSH, SRM IST az1160@srmist.edu.in	Dr. K S Antonyamy Associate Professor and Head, Dept. of English Loyola College Chennai antonyamyks@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

Duration		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5			
					Organisations				
	SLO-2	Importance of Ledger Balance	Capital and Revenue receipts	Causes of Depreciation	Receipts and Payments accounts	Problems in statement of affairs method			
S10 – S12	SLO-1	Preparation of Ledger accounts	Treatment to various adjustments	Methods of Depreciation	Income and Expenditure accounts	Problems in statement of affairs method			
	SLO-2	Preparation of Ledger accounts Analytical level	Closing stock, Accrued Income, Prepaid Expenses, Depreciation and Provision for bad and doubtful debts Etc.,	Problems in Straight Line method	Receipts and Payments accounts & Income and Expenditure with Balancesheet	Problems in statement of affairs method Analytical level			
S13	SLO-1	Meaning of Trial Balance	Incorporating adjustments in financial statements	Problems in Straight Line method	Various terminologies relating to non-trading organisations	Conversion method -Meaning			
	SLO-2	Objectives of Trial Balance	Simple problems in Trading and Profit and loss account	Problems in Written Down value method	Preparation of Receipts and Payments accounts	Steps in Conversion method			
S14	SLO-1	Functions of Trial Balance	Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments	Problems in Written Down value method	Preparation of Receipts and Payments accounts	Preparation of BR account and Total Debtors account			
	SLO-2	Limitations of Trial Balance	Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments	Treatment of Disposal of Asset	Preparation of Income and Expenditure accounts	Preparation of BR account and Total Debtors account			
S15	SLO-1	Preparation of Trial Balance	Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments	Creating provision for Depreciation and Accumulated Depreciation	Preparation of Income and Expenditure accounts	Preparation of BP account and Total Creditors account			
	SLO-2	Preparation of Trial Balance	Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments	Problems with finding loss/profit on sale of asset	Preparation of Receipts and Payments with balance sheet	Preparation of BP account and Total Creditors account			
S16 – S18	SLO-1	Preparation of Journal, Ledger and Trial Balance	Preparation of Trading and Profit and Loss Account and Balance sheet with adjustments	Problems with finding loss/profit on sale of asset	Preparation of Income and Expenditure accounts with Balance sheet	Preparation of Memorandum Trading account and Profit & Loss account			
Learning Resources / Reference books		1. Thotadri and Nafeesa, Financial Accounting, Vijay Nicole Imprints Pvt. Ltd. Chennai. 2. P.C. Tulshiyar Financial Accounting by S Chand Publications, New Delhi 3. R.L. Gupta and V.K. Gupta - Financial Accounting, Sultan Chand & Sons Publishers, New Delhi			4. S.P. Jain and Narang - Financial Accounting, Kalyani Publishers, New Delhi 5. Murugadoss – Financial Accounting, Vijay Nicole Publications 6. T.S. Reddy and Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai				
Learning Assessment									
	Bloom's Level of Thinking			Continuous Learning Assessment (50% weightage)					Final Examination (50% weightage)
		CLA – 1 (10%)		CLA – 2 (10%)	CLA – 3 (20%)		CLA – 4 (10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%
	Understand								
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze								
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%
	Create								
	Total	100 %		100 %		100 %		100 %	
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,									
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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai				1. Dr. A. Thilagaraj 2. K.P. Ezhilmaran	

Course Code	UCM23102J		Course Name	BUSINESS MANAGEMENT			Course Category	C	Discipline Specific Core Course							L	T	P	O	C				
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil										3	0	3	2	4
Course Offering Department		Commerce			Data Book / Codes/Standards			Nil																
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Assess the Concepts of Management					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	Develop Leadership Skills					Level of Thinking (Bloom)	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	Employability options	Decision making skills	CT Skills	
CLR-3 :	Motivate others to complete tasks																							
CLR-4 :	Obtain Interpersonal Relationship																							
CLR-5 :	Know Industrial Relationship																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:					3	75	65	H	H	M	H	M	L	M	L	M	M	L	M	M		
CLO-1 :	Apply the various concepts of business organization					3	75	65	M	H	M	H	M	L	L	L	M	H	M	H	M	L	L	
CLO-2 :	Understand the management principles					3	75	65	M	L	H	M	H	M	L	L	L	H	M	M	L	L	M	
CLO-3 :	Know the process of planning and decision making					3	75	65	H	M	M	M	H	L	M	L	L	H	M	M	M	L	L	
CLO-4 :	Develop leadership and motivation skills					3	75	65	M	M	M	H	M	L	L	L	L	M	H	H	M	L	M	
CLO-5 :	Know the techniques of controlling and co-ordination					3	75	65	M	M	M	H	M	L	L	L	L	M	H	H	M	L	M	
Duration (hour)	Learning Unit / Module 1			Learning Unit / Module 2			Learning Unit / Module 3			Learning Unit / Module 4			Learning Unit / Module 5											
	18			18			18			18			18											
S1	SLO-1	Business – Meaning, Definitions		Meaning and Definition - Management			Introduction to Planning			Concept of Departmentalization			Meaning of Control											
	SLO-2	Nature and Scope of Business		Salient features of Management			Nature of Planning			Importance of Departmentalization			Purpose of Control											
S2	SLO-1	Objectives of Business		Evolution of Management			Objectives of Planning			Types of Departmentalization			Control Process											
	SLO-2	Functions of Business		Management – Art or Science			Importance of Planning			Concept of Decentralization			Budgetary and non-budgetary control Techniques											
S3	SLO-1	Significance of Business		Approaches and importance of Management			Principles of Planning			Advantages of Decentralization			Use of computer and IT in Management Control											
	SLO-2	Current Trends in Business		Functions of Management			Types of Plans			Disadvantages of Decentralization			Productivity and Management Problems											
S4 – S6	SLO-1	Activities on Identifying Business Concerns		Debate on Management – Art or Science			Preparation of Business Plan			Group Discussion on Departmentation			Debate on Application of Technology in Business											
	SLO-2	Activities on taking list of Special Business Concerns		Practising Approaches on Management			Preparation of Budgets			Interview on Decentralisation			Debate on Control Process											
S7	SLO-1	Pros and Cons of Business		Advantages and Disadvantages of Management			Planning Process			Formal and Informal Organization			Control and Performance											
	SLO-2	Challenges of Business		Process of Management			Setting Objectives			Nature and Purpose			Problems in Control											
S8	SLO-1	Essentials of a successful business		Fayol's 14 Principles of Management			Framing Policies, Procedures			Matrix Organization			Ideal Control System											
	SLO-2	Business Environment		Management Thoughts			Strategic Management – Planning Tools			Organization Chart			Feedback of control system											
S9	SLO-1	Internal Factors and External Factors		Scientific Management Concepts			Strategic management – Planning Techniques			Organization Structure			Reporting - Types											
	SLO-2	Emerging opportunities in business		Peter F. Drucker			Decision Making			Organization Types			Reporting Procedures											
S10 – S12	SLO-1	Business talks on Challenges		Talks on School of Management Thoughts			Case Study on Decision Making			Debate on Organization			Group Discussion on Control System											
	SLO-2	Group Discussions on Business Opportunities		Group Discussion on experiments			Case Study on Decision Making			Case study on Organization types			Preparation plan on Internal Control											
S13	SLO-1	E-Commerce		Types of Managers			Nature and Objectives of Decision Making			Meaning of Motivation			Meaning of Co-ordination											
	SLO-2	Introduction to Business Organization		Managerial roles			Importance of Decision Making			Importance of Motivation			Characteristics of Co-ordination											
S14	SLO-1	Forms of Business Organization		Managerial Skills			Process of Decision Making			Theories of Motivation			Importance of Co-ordination											

	SLO-2	National Business	Different types of Business Organizations	Types of Managerial Decision	Motivational Techniques	Problems in Co-ordination
S15	SLO-1	International Business	Current trends and issues in Management	Advantages of Decision Making	Leadership Types	Techniques of Co-ordination
	SLO-2	Distinction Between Internal and External Business	Overcoming the issues of Management	Problems in Decision Making	Leadership Theories	Co-ordination vs. Co-operation
S16 – S18	SLO 1	Talks on Pros and Cons of Internal and External Business	Exposing Skills of Managers	Group Discussion on Budgeting	Playing a role of Leader	Presentation on Coordination
Learning Resources/ Reference books		P.N. Reddy, Principles of Business Organization and Management, S. Chand & Co. Ltd. Chhabra T.N, Essentials of Management, Sun India K. Sundar, Business Management, Vijay Nicole Publications		C.B. Gupta, Business Organization and Management, Sultan Chand & Sons Koontz and Weihrich, Essentials of Management, Pearson Education		

Learning Assessment										
	Bloom's Level of Thinking			Continuous Learning Assessment (50% weightage)						Final Examination (50% weightage)
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand									
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze									
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create									
	Total	100 %		100 %		100 %		100 %		100 %
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,										
Course Designers										
Experts from Industry				Experts from Higher Technical Institutions				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
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.		1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam
		2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai
		Internal Experts
		Dr.S.Tamilarasi
		Mr.J.Prabhuraj

Course Code	UEY23103J	Course Name	MANAGERIAL ECONOMICS				Course Category	C	Discipline Specific Core Courses		L	T	P	C	C									
											3	0	3	2	4									
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil																
Course Offering Department		Commerce			Data Book / Codes/Standards		Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1 :	Understand the concepts of Managerial Economics helps in Optimal Decision Making in Business Environment. .				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	Remember the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods, services and income of the consumer				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Communication	Critical Thinking	Problem Solving	Analytical Reasoning	Research Related Skills	Reflective Thinking	Self-Directed	Leadership Readiness/Qualities	Life-long Learning	Professional Skills	Experiential Learning	Employability	Decision making	PSO1- ICT Skills		
CLR-3 :	Analyze the Supply Situation and Maximize the profits of the Firm.																							
CLR-4 :	Identify the different costs of production and how they affect short and long run decisions.																							
CLR-5 :	Create Market and Fix Price for the goods and services for maximization of Sales																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Apply the economic way of thinking in the Business Decisions and Forward Planning				3	80	75	H	-	-	H	-	-	-	-	-	H	-	-	-	-	-		
CLO-2 :	Develop critical thinking skills and analytical abilities identifying the demand for various goods and Services				3	80	75	H	-	-	H	-	M	-	-	-	H	-	-	-	-	M		
CLO-3 :	Create Techniques for the Production to Minimize the Cost and Maximize the Profit				3	75	70	H	-	-	-	-	M	-	-	-	H	-	M	-	-	M		
CLO-4 :	Analyze the different Costs Concepts used in the Short Run and Long Run Production				3	70	65	H	-	-	H	-	M	-	-	-	H	-	M	-	-	M		
CLO-5 :	Create different Markets for Sale and Pricing Strategies for Maximization of Profits				2	80	75	H	-	-	H	-	M	-	-	-	H	-	H	-	-	M		
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3			Learning Unit / Module 4				Learning Unit / Module 5											
		18		18		18			18				18											
S-1	SLO-1	An Overview of Economics and Managerial Economics		Demand Analysis- Demand - Meaning and Definition		Supply and Production Analysis Supply-Meaning and Definition			Costs Analysis				Market Analysis											
	SLO-2	Economics - Meaning - Definitions		Types of Demand		Determinants of Supply			Concept of Costs				Concept of Market											
S-2	SLO-1	Important Terms in Economics		Determinants of Demand		Law of Supply			Classification of Costs				Classifications of Market Structure											
	SLO-2	Goods and Services – Kinds of Goods		Demand Function		Shifts and Movement in the Supply Curve			Explicit and Implicit of Costs, Actual and Opportunity Costs				Competitive Markets											
S-3	SLO-1	Nature of Economics		The Law of Demand		Elasticity of Supply			Fixed Cost, Variable Cost, and Total Cost				Perfect and Imperfect Market											
	SLO-2	Scope of Economics		Exceptions to Law of Demand		Determinants of Elasticity of Supply			Relation between Fixed Cost, Variable Cost, and Total Cost				Price Determination in the Perfect Market											
S-4 to S-6	SLO-1	Difference between Micro and Macro Economics		Importance of Law of Demand		Production - Meaning and Definition			Average Fixed Cost Curve				Price - Output Determination in the Perfect Market											
	SLO-2	Economic Problems and Economic Systems		Shift and Movement along Demand Curve		Factors of Production , Land and Labour			Average Variable Cost Curve				Imperfect Markets											
S-7	SLO-1	Capitalism		Elasticity of Demand - Meaning and Definition		Capital and Organization			Average Total Cost Curve				Monopoly Market											
	SLO-2	Socialism		Determinants of Elasticity of Demand		Economies of Scale			Marginal Cost				Features -Types of Monopoly											
S-8	SLO-1	Mixed Economy		Price Elasticity of Demand		Internal Economies of Scale			Marginal Cost Analysis				Price - Output Determination in the Monopoly Market											
	SLO-2	Managerial Economics – Meaning and Definition		Income Elasticity of Demand		External Economies of Scale			Relationship Between Average Cost and Marginal Cost				Oligopoly Market											
S-9	SLO-1	Objectives of Managerial Economics		Cross Elasticity of Demand		Dis -Economies of Scale			Cost-Output Relationship				Features and Kinds of Oligopoly											
	SLO-2	Nature of Managerial Economics		Utility - Meaning and Definition		Internal Dis-Economies of Scale			Cost-Output relationship in the Short-Run				Price - Output Determination in the Oligopoly Market											

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 S-12	SLO-1 Scope of Managerial Economics	Kinds of Utility	External Dis-Economies of Scale	Long-Run Costs	Monopolistic Markets
	SLO-2 Significance of Managerial Economics	Cardinal Utility - Theories of Cardinal Utility	Production Function	Cost-Output relationship in the Long -Run	Features of Monopolistic Market
S-13	SLO-1 Usefulness of Managerial Economics	Law of Diminishing Marginal Utility	Total Product, Average Product and Marginal Product	Concept of Revenue	Pricing - Meaning
	SLO-2 Distinction between Economics and Managerial Economics	Law of Equi-Marginal Utility	Production function in the short Run	Meaning and Definition	Pricing Policy and Pricing Methods
S-14	SLO-1 Managerial Economics and its relationship with other disciplines	Ordinal Utility - Theories of Cardinal Utility	Production function in the Long Run	Average Revenue, Marginal Revenue and Total revenue	Objectives of Pricing Policy
	SLO-2 Factors Influencing Managerial Economics	Indifference Curve	Marginal Rate of Technical Substitution	Revenue Curve in the Perfect Market	Importance of Pricing Policy
S-15	SLO-1 Role of Managerial Economist	Properties of Indifference Curve	Production Isoquants	Revenue in the Imperfect Market	Factors affecting Pricing Policy
	SLO-2 Responsibilities of Managerial Economist	Indifference Map	Characteristics of Isoquants	Break -Even Analysis	Pricing Methods
S-16 to S-18	SLO-1 Basic/Fundamental concepts of Managerial Economics	Consumer Equilibrium	Iso-Cost curves	Break Even Point	Pricing Strategies
	SLO-2 Career Options in Managerial Economics	Illustration of Consumer Equilibrium	Producers Equilibrium	Use and Limitations of Break -Even Analysis	Pricing in Public Utilities

Learning Resources:	Textbooks: 1. Managerial Economics, H L Ahuja, S. Chand and sons	2. Managerial Economics, DN. Dwivedi, Vikash Publishing House Pvt. Ltd. 3. Jhingan, M.L and Stephen, J.K(2014), 'Managerial Economics', Second Edition, 2014 Vrinda Publishing (P) Ltd.
	References: 1. Managerial Economics –Concepts and Applications, Christopher R. Thomes & S. Charles Maurice, 8th edition, Tata McGraw Hill 2. Managerial Economics, PL Mehta Sultanchand & Co.	3. Managerial Economics Theory and Applications, DM Mithani Himalaya Publishing House

Bloom's Level of Thinking											
Bloom's Level of Thinking Level 1		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 2	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	-
Level 3	Understand										
Level 4	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
Level 5	Analyze										
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
Mr. Naveen Prakash, Director, Global Logistics Solutions India Pvt., Ltd., Nungambakkam, Chennai	1. Dr. P.G. Babu, Director, Madras Institute of Development Studies, 79, II Main Road, Gandhi Nagar, Adyar, Chennai. Dr. Merlin Juliet Arulthangam, Associate Professor, Department of Economics, Madras Christian College, East Tambaram, Chennai	1. Dr. K. Selvasundaram, Professor and Head, Dept. of CS and AF, SRMIST, KTR. 2. Ms. J. Ramadevi, Assistant professor, Dept. of CS and AF, FSH, SRMIST, Kattankulatur, 3. Dr. N. Venkatesan, Assistant Professor, Dept. of Commerce, CSH, SRMIST, Trichy Campus 4. Dr. Kamalakkannan Adhisekar, Assistant Professor, Dept. of CS & AF FSH, SRM IST, Kattankulatur

Course Code	UCD23S01L	Course Name	QUANTITATIVE APTITUDE AND LOGICAL REASONING	Course Category	S	Skill Enhancement Course										L	T	P	O	C			
						0	0	2	2	1													
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil															
Course Offering Department		Career Guidance Cell		Data Book / Codes/Standards																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1 :		Demonstrate various principles involved in solving mathematical concepts				Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :		Critically evaluate basic mathematical concepts related to profit, loss, interest calculations, average and interpret data							Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership	Readiness/Qualification	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
CLR-3 :		Enable students to understand reasoning skills							M	-	M	H	H	-	M	M	-	M	-	M	M	-	M
CLR-4 :		Use the basic mechanics of Grammar							M	-	M	H	H	-	M	M	-	M	-	M	M	-	M
CLR-5 :		Acquire time management skills and expose students to the requirements of the job market							-	H	-	M	-	-	M	M	M	H	H	M	H	M	M
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				M	-	M	H	H	-	-	M	-	M	-	M	-	M	M	-	M	
CLO-1 :		Understand the concepts of LCM, HCF, ratio and proportions, percentages and approach questions in a simpler and innovative method				3	80	70	M	-	M	H	H	-	M	M	-	M	-	M	M	-	M
CLO-2 :		Develop, solve, analyze, and use simple mathematical models that are relevant to daily life.				3	80	75	M	-	M	H	H	-	M	M	-	M	-	M	M	-	M
CLO-3 :		Solve problems on reasoning				3	85	70	-	H	-	M	-	-	M	M	M	H	H	M	H	M	M
CLO-4 :		Understand the different parts of speech and use them in sentences appropriately				3	85	80	M	-	M	H	H	-	-	M	-	M	-	M	M	-	M
CLO-5 :		Instill confidence in students and develop skills necessary to face the audience				3	85	75	M	-	M	-	H	L	M	M	-	M	-	M	M	-	M
Duration (hour)		6		6		6		6		6		6		6		6		6		6		6	
S-1	SLO-1	Speed Maths and Simplification	Profit and Loss-Introduction	Number Series	Most Logical Choice				Self-Introduction - Introduction														
	SLO-2	Simplification Techniques and Tricks	Profit and Loss- Basic Problems	Number Series – Solving Problems	Most Logical Choice – solving problems				Self-Introduction - Session 1														
S-2	SLO-1	Divisibility	Simple Interest-Introduction, Formulas & Problems	Word Series	Logical Order				Self-Introduction - Session 2														
	SLO-2	Power cycle, Reminder cycle	Compound Interest-Introduction, Formulas & Problems	Word Series – Solving Problems	Logical Order – tips and tricks				Self-Introduction - Session 3														
S-3	SLO-1	Problems On H.C.F and L.C.M	Averages-Introduction& Basics	Odd man out	Synonyms				Self-Introduction - Session 4														
	SLO-2	Problems On H.C.F and L.C.M Solving problems	Averages-Tricky Problems	Missing number and wrong number	Antonyms				Self-Introduction - Session 5														
S-4	SLO-1	Linear and Simultaneous Equation	Algebra –Introduction	Image Based Problems- Introduction	Essential Part				Self-Introduction - Session 6														
	SLO-2	Linear and Simultaneous Equation – solving problems	Algebraic Expressions Concepts	Image Based Solving Problems	Parts of Speech - Worksheets				Self-Introduction - Session 7														
S-5	SLO-1	Ratio and Proportions-Introduction	Data Interpretation – Bar chart, Pie Chart	Inequalities	Spotting Error				Basics of Written Communication														
	SLO-2	Ratio and Proportions-Basics Problems	Data Interpretation – Table, Line Graph	Inequalities - methods	Spotting Error –Concord, Prepositional usage, Usage of Articles				Basics of Written Communication Methods														
S-6	SLO-1	Percentage -Introduction	Quadratic Equations	Coding – Decoding-Introduction	Sentence Correction – Vocabularybased				Time Management Skills														
	SLO-2	Percentage- Basic problems	Quadratic Equations – Formulas andMethods	Coding – Decoding-Different types	Sentence Correction – Grammar Based				Time Management Skills - Activity														
Learning Resources		1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition 2. Dr. Agarwal R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition 3. Archana Ram, Place Mentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018				4. Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition 5. Singh O.P., Art of Effective Communication in Group Discussion and Interview, S Chand & Company,2014 6. Bhatnagar R P, English for Competitive Examinations, Trinity Press, 2016																	

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

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc. # CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

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

Course Code	UCD23V01T	Course Name	UNIVERSAL HUMAN VALUES	Course Category	V	Value Addition Course																					
						L	T	P	O	C																	
						2	0	0	2	2																	
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil																			
Course Offering Department		Career Guidance Cell		Data Book / Codes/Standards		-																					
Course Learning Rationale (CLR):						The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)															
CLR-1 :	Help the students to understand need of value education, appreciate the essential complementarity between 'values' and 'skills' and to ensure sustained happiness and prosperity which are the core aspirations of all human beings,					1	2	3																			
CLR-2 :	Help students initiate a process of dialog within themselves to know what they really want to be' in their life and profession.					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)																			
CLR-3 :	Help students to understand the meaning of happiness and prosperity for a human being. understanding holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way.																										
CLR-4 :	Help students on right understanding of the Human reality and the rest of existence, harmony at all the levels of human living, and live accordingly.																										
CLR-5 :	Highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.																										
Course Learning Outcomes (CLO):									At the end of this course, learners will be able to:																		
CLO-1 :	Evaluate the significance of value inputs in formal education and start applying them in their life and profession					3	80	70	L	M	M	-	M	L	H	M	-	H	-	H	-	M	-	-	-	-	-
CLO-2 :	Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.					3	80	75	-	M	M	-	M	-	H	M	M	H	-	H	-	M	-	-	-	-	
CLO-3 :	Analyze the value of harmonious relationship based on trust and respect in their life and profession					3	85	70	-	M	M	H	M	-	H	M	-	H	M	H	-	-	M	-	-	-	
CLO-4 :	Examine the role of a human being in ensuring harmony in society and nature.					3	85	80	-	M	M	-	M	-	H	M	-	H	-	H	-	M	-	-	-	-	
CLO-5 :	Apply the understanding of ethical conduct to formulate the strategy for ethical life and profession.					3	85	75	-	M	M	-	M	-	H	M	-	H	-	H	L	-	-	-	-	-	
Duration (hour)		6		6		6		6		6																	
S-1	SLO	Right Understanding, Relationship and Physical Facility	Understanding Human being as the Co-existence of the Self and the Body	Harmony in the Family – the Basic Unit of Human Interaction	Understanding Harmony in the Nature	Natural Acceptance of Human Values																					
S-2	SLO	Understanding Value Education	Distinguishing between the Needs of the Self and the Body	Trust – the Foundational Value in Relationship	Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature	Definitiveness of (Ethical) Human Conduct																					
S-3	SLO	Self-exploration as the Process for Value Education	The Body as an Instrument of the Self	Respect – as the Right Evaluation	Exploring the Four Orders of Nature	A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order																					
S-4	SLO	Continuous Happiness and Prosperity – the Basic Human Aspirations	Understanding Harmony in the Self	Other Feelings, Justice in Human-to-Human Relationship	Realizing Existence as Co-existence at All Levels	Competence in Professional Ethics																					
S-5	SLO	Happiness and Prosperity – Current Scenario	Harmony of the Self with the Body	Understanding Harmony in the Society	The Holistic Perception of Harmony in Existence	Holistic Technologies, Production Systems and Management Models-Typical Case Studies																					
S-6	SLO	Method to Fulfill the Basic Human Aspirations	Programme to ensure self-regulation and Health	Vision for the Universal Human Order	Exploring Co-existence in Existence	Strategies for Transition towards Value-based Life and Profession																					
Learning Resources		1. Gaur R.R., Sangal R., Bagaria G.P., 2019 (2nd Revised Edition), A Foundation Course in Human Values and Professional Ethics, Excel Books, New Delhi. 2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.				3.		A Nagraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantak. 4. A N Tripathy, 2003, Human Values, New Age International Publishers.																			

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

CLA-1, CLA-2 and CLA-3 can be from any combination of these: MCQ Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc. # CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, etc.,

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

SEMESTER II

Course Code	ULT23G02J	Course Name	TAMIL – II	Course Category	G	Generic Elective Course	L 2	T 0	P 2	O 2	C 3
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Pre-requisite Courses	Tamil – I	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Tamil	Data Book / Codes/Standards			

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

CLR-1:	சங்க இலக்கியங்களை வழிபடும் அக, நற்றிணை ஆகிய நூல்கள் அறியச் செய்யுமாறு	1	2	3
CLR-2:	மழைக்காலம் காலகாலம் அறியுமாறு பாரியச் செய்யுமாறு			
CLR-3:	சங்க இலக்கியங்களை வழிபடும் அக, நற்றிணை ஆகிய நூல்கள் அறியச் செய்யுமாறு			
CLR-4:	காலகாலம் காலகாலம் அறியுமாறு பாரியச் செய்யுமாறு			
CLR-5:	சங்க இலக்கியங்களை வழிபடும் அக, நற்றிணை ஆகிய நூல்கள் அறியச் செய்யுமாறு			

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:			
CLO-1:	காலகாலம் காலகாலம் அறியுமாறு பாரியச் செய்யுமாறு	2	75	60
CLO-2:	மழைக்காலம் காலகாலம் அறியுமாறு பாரியச் செய்யுமாறு	2	80	70
CLO-3:	சங்க இலக்கியங்களை வழிபடும் அக, நற்றிணை ஆகிய நூல்கள் அறியச் செய்யுமாறு	2	70	65
CLO-4:	பாரியச் செய்யுமாறு பாரியச் செய்யுமாறு	2	70	70
CLO-5:	காலகாலம் காலகாலம் அறியுமாறு பாரியச் செய்யுமாறு	2	80	70

Learning **Program Learning Outcomes (PLO)**

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

Duration (hour)		Learning Unit / Module 1 12	Learning Unit / Module 2 12	Learning Unit / Module 3 12	Learning Unit / Module 4 12	Learning Unit / Module 5 12
S-1	SLO-1	காலநவையும் மைமீழ் அகண்திதண மரபு	சங்க மருவிய காலம்	ெல்லவர் காலம்	ெண் தடக்காலை மைமீழகம்	மைமீழ்ச் சிறுகதைெ் வெக்குகை
	SLO-2	அக இலக்கியத்தின் கட்டதெழ்/ எட்டெக்கம்	அறமும் வாழ்வியலும்	ெல்லவர் கால இலக்கியங் கை	சங்ககால மக்கின் வாழ்வியல்	மைமீழ்ச் சிறுகதையும் மைமீழ்ச்சமூக வாழ்வியலும்
S-2	SLO-1	எட்டு எப் ஸாதக நூல்களும் எெுெழ்முதறயும்	உலகெெ்பொஈமதற - திருக்குறை	ெக்தியும் மைமீழும்	மூசச ந்கம் - அறிமூகம்	புஈதமெெ்பிண்ை - ம் சங் குண்வண்வனின் ரைம்
	SLO-2	ஐங்குறுநாறு (375)	திருக்குறையின் கட்டதெழ்	ெக்தி இலக்கியம் வைற்றறிதல	மூசச ந்க வரலாறு	கண்வனின் ம் ரைம்
S-3	SLO-1	உடன் வெக்கும் நற்றாய் புலம்ெலும்	திருக்குறை வான் சிறெழ் (2)	தசவ சமய இலக்கியங் கை	ெண்ஈஈெ ம் ணெ் ஁ொடடு எட்டு பைாதகயும்	ந.பிசச மூரண்்தி - வவெெெமரம்
	SLO-2	ஐங்குறுநாறு (391)	மதழயும் வாழ்வும்	தசவக்குரவர் நால் வர்	சங்க கால மக்கின் வாழ்வியல்	மரபும் நம்பித்தககளும்
S-4	SLO-1	உடன் வெக்கும் மைமீழர் றெதவயியல் அறிவும்	திருக்குறை - புலவிநுணுக்கம்	வைவாரம் - திருஞான சம்ெந்ரை - ஁ொடல் - 2834	எட்டு எப் ஸாதக நூல்களின் வரலாறு	மைமீழர்வி மணியன் - ஁ற்தறச சிறகு
	SLO-2	குறுந்பைாதக (02)	ஊடலின் அழகியல்	வைவாரம் - திருநாவுக்கரசர் - ஁ொடல் - 4262	எட்டு எப் ஸாதக நூல்களின் கட்டதெழ்	உறவின் வமன் தம
S-5	SLO-1	இயற்தகெ புணரச் சி யும் ஁தலவி நலம் ஁ாராட்டலும்	நீதி இலக்கியங் கை	திருவாசகம் அறிமுகம்	ெண்ஈஈெ஁ொடடு நூல்களின் வரலாறு	ஆர. குடாமணி - மூடநம் பித்தக
	SLO-2	குறுந்பைாதக (03)	நாலடியார்	மாணிக்கவாசகர் ஁ொடல் - ஆனந்ெ ரெவசம் - ஁ொடல் 10	ெண்ஈஈெ஁ொடடு ம் மைமீழர் வாழ்வியலும்	சமூககண்தில் மூடநம் பித்தகககண்
S-6	SLO-1	஁தலவனின் வமன் தமை ஁ன் தமயும்இயற்தகயும்	தவகலும் - ஁ொடல் (39)	தவணவ சமயம்	ெதிபனண் கீழ்க்கணக்குநூல்கை	மூடநம் பித்தககைகின்சிக்கல் கை
	SLO-2	அகநாபறு (238)	நிதலயாதமயும் அறமும்	தவணவ சமய வைரச் சி ஁ெ்வ஁ொக்கு	ெதிபனண் கீழ்க்கணக்கும் மைமீழர் அற மரபும்	கிருஷ்ணா ஁ாவின் ஁ி - காலாஅரூவக வாடா

S-7	SLO-1	இயற்கையும் அகவாழ்வுச் சிண்திரிெட்டும்	மைமிழர் மரூை் Fவம்	நாலாயிரை திவ்யெ பி்ரெந்ம்	நீதி இலக்கியங் கை	மனிை வாழ்வில் மரூை் Fவம்
	SLO-2	நை்ியின் பகாதடை்திறம்	நீதி இலக்கியை்தில் மரூந் F நூல் கை	குலவசகராழ்வார் ெடல் - 678	நீதி இலக்கியங் கைின் ென் முகை ைன் தமகை	ொரம் ெரிய மரூை் Fவம்
S-8	SLO-1	கலி ைாதகை ய ெடல் -(11)	சிறுெஞ்சமூலம் (64)	ஆண் டாண் ெடல் - 574.	காெ்பிய இலக்கணம்	பமாழிெய்ற்சி
	SLO-2	அறம் பொருண் ென் ெம்சி்ரெபு	ஈதகயின் சி்ரெபு	திருமழிதச ஆழ்வார் ெடல் - கணிகண் ணை	காெ்பியை்தின் வொக் குகை	பசாற் கதை உரூவாக் குைல்

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

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

TAMIL – II

Generic Elective Course

NiM

Learning

Program Learning Outcomes (PLO)

Duration (hour)		Learning Unit / Module 1 12	Learning Unit / Module 2 12	Learning Unit / Module 3 12	Learning Unit / Module 4 12	Learning Unit / Module 5 12
S-1	SLO-1	காலநவையும் மைமீழ் அகண்திதண மரபு	சங்க மருவிய காலம்	ெல்லவர் காலம்	ெண் தடக்காலை மைமீழகம்	மைமீழ்ச் சிறுகதைெ் வெக்குகை
	SLO-2	அக இலக்கியத்தின் கட்டதெம்பு/ எட்டெக்கம்	அறமும் வாழ்வியலும்	ெல்லவர் கால இலக்கியங் கை	சங்ககால மக்கின் வாழ்வியல்	மைமீழ்ச் சிறுகதையும் மைமீழ்ச்சமூக வாழ்வியலும்
S-2	SLO-1	எட்டு பைப் ஸாதக நூல்களும் எெுெ்புமுதறயும்	உலகெெ்பொFமதற - திருக்குறை	ெக்தியும் மைமீழும்	மூசச் ங்கம் - அறிமூகம்	புFதமெெ்பிண்ை - ம் சங் குண்வண்வனின் ரைம்
	SLO-2	ஐங்குறுநாறு (375)	திருக்குறையின் கட்டதெம்பு	ெக்தி இலக்கியம் வைற்றநிதல	மூசச் ங்க வரலாறு	கண்வனின் ம் ரைம்
S-3	SLO-1	உடன் வெக்கும் நற்றாய் புலமெெலும்	திருக்குறை வான் சிறெபு (2)	தசவ சமய இலக்கியங் கை	ெண்Fெ ம் ண் ெொடடு எட்டு பைதகயும்	ந.பிசச் மூரண்்தி - வவெெெமரம்
	SLO-2	ஐங்குறுநாறு (391)	மதழயும் வாழ்வும்	தசவக்குரவர் நால் வர்	சங்க கால மக்கின் வாழ்வியல்	மரபும் நம்பித்தககளும்
S-4	SLO-1	உடன் வெக்கும் மைமீழர் றெதவயியல் அறிவும்	திருக்குறை - புலவிநுணுக்கம்	வைவாரம் - திருஞான சம்ெந்ரை - ெொடல் - 2834	எட்டு பைப் ஸாதக நூல்கண்ின் வரலாறு	மைமீழர்வி மணியன் - ஒற்தறச் சிறகு
	SLO-2	குறுந்பைதக (02)	ஊடலின் அழகியல்	வைவாரம் - திருநாவுக்கரசர் - ெொடல் - 4262	எட்டு பைப் ஸாதக நூல்கண்ின் கட்டதெம்பு	உறவின் வமன் தம
S-5	SLO-1	இயற்தகெ புணரச் சி யும் ஸைலவி நலம் ெொராட்டலும்	நீதி இலக்கியங் கை	திருவாசகம் அறிமுகம்	ெண்Fெெொடடு நூல் கண்ின் வரலாறு	ஆர. குடாமணி - மூடநம் பித்தக
	SLO-2	குறுந்பைதக (03)	நாலடியார்	மாணிக்கவாசகர் ெொடல் - ஆனந்ெ ரெவசம் - ெொடல் 10	ெண்Fெெொடடு ம் மைமீழர் வாழ்வியலும்	சமூககண்தில் மூடநம் பித்தககண்
S-6	SLO-1	தைலவனின் வமன் தமை ண் தமயும்இயற்தகயும்	தவகலும் - ெொடல் (39)	தவணவ சமயம்	ெதிபனண் கீழ்க்கணக்குநூல் கை	மூடநம் பித்தககைகின்சிக்கல் கை
	SLO-2	அகநாபறு (238)	நிதலயாதமயும் அறமும்	தவணவ சமய வைரச் சி ெெ்வொக்கு	ெதிபனண் கீழ்க்கணக்கும் மைமீழர் அற மரபும்	கிருஷ்ணா டாவின் ஸி - காலாஅரூவக வாடா

S-7	SLO-1	இயற்கையும் அகவாழ்வுச் சிண்திரிெட்டும்	மைமீழர் மரூை் Fவம்	நாலாயிரை திவ்யெ பி்ரெந்ம்	நீதி இலக்கியங் கை	மனிை வாழ்வில் மரூை் Fவம்
	SLO-2	நை்ியின் பகாதடை்திறம்	நீதி இலக்கியை்தில் மரூந் F நூல் கை	குலவசகராழ்வார் ெடல் - 678	நீதி இலக்கியங் கைின் ென் முகை ென் தமகை	ொரம் ெரிய மரூை் Fவம்
S-8	SLO-1	கலி ொதகை ய ெடல் -(11)	சிறுெஞ்சமூலம் (64)	ஆண் டாண் ெடல் - 574.	காெ்பிய இலக்கணம்	பமாழிெய்ற்சி
	SLO-2	அறம் பொருண் ென் ெம்சி்ரெபு	ஈதகயின் சி்ரெபு	திருமழிதச ஆழ்வார் ெடல் - கணிகண் ணை	காெ்பியை்தின் வொக் குகை	பசாற் கதை உரூவாக் குைல்

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

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST
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		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULT23G02J	Course Name	TAMIL – II		Course Category	G	Generic Elective Course		L	T	P	O	C
									2	0	2	2	3
Pre-requisite Courses		Nil	Co-requisite Courses	Nil	Progressive Courses		Nil						
Course Offering Department		Tamil			Data Book / Codes/Standards		Nil						

Course Code	ULH23G02J	Course Name	HINDI-II		Course Category	G	Generic Elective Course		L	T	P	O	C	
									2	0	2	2	3	
Pre- requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil				
Course Offering Department		HINDI		Data Book / Codes/Standards		Nil								
Course Learning Rationale (CLR): The purpose of learning this course is to:														
CLR-1 : They get to learn Ancient ,Medieval,and Modern poetry														
CLR-2 : To understand the Significance of poems of great poets like Kabir,Tulsidas,Bihari and Dhananand														
CLR-3 : To Enhance and Enrich their knoeledge through poetry														
CLR-4 : Media based understanding for employability														
CLR-5 : Job Oriented writing skills														
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:														
CLO-1 : To provide a brief Introduction of Hindi poetry(Bhaktikal,Reetikal and Aadhunikkal)														
CLO-2 : To Discuss the origin and development of various forms of poetry in Hindi														
CLO-3 : Focus on Evaluating the social changes through poetry														
CLO-4 : To Examine Transcreation in advertisement														
CLO-5 : To guide the students in the learning of the technical aspect of the Hindi Languge,this would help them in the field administration														
Duration (hour)		12		12		12		12		12				
S-1	SLO-1	BHAKTI KALIN KAVITA	RITI KALIN KAVITA	ADHUNIK KAVITA	VIGYAPAN		PATRA LEKHAN & PARIBHASHIK SHABDAVALI							
	SLO-2	BHAKTIU KALIN KAITA KI AVADHARNA	AVADHARNA	AVADHARNA	AWADHARNA		VADHARNA							
S-2	SLO-1	SWARUP	SWARUP	SWARUP	RTH		RTH							
	SLO-2	MAHATVA	RITI KAL VIBHAJAN	AHATVA	ARIBHASHA		WARUP							
S-3	SLO-1	UDDESHYA	MAHATVA	DDESHYA	SWARUP		ARIBHASHA							
	SLO-2	BHAKTIKAL KI PRASANGIKTA	UDDESHYA	MATHLI SHARAN GUPT- NAR HO NA NIRASH KARO MAN KO	VIGYAPAN KE PRAKAR		RAYOJAN							
S-4	SLO-1	DOHE- KABIRDAS	DOHE- BIHARI	KAVI PARICHAYA	VIGYAPAN KI VISHESHTAYEN		RAYOG							
	SLO-2	SANT PARICHAY	KAVI PARICHAYA	KAVITA KA VISLESHAN	VIGYAPAN MANG		AHATVA							
S-5	SLO-1	DOHE KA VISLESHAN	DOHE KA VISLESHAN	ASHAVADI DRISHTIKON	VIGYAPAN KA PRABHAV		ATRALEKHAN KALA							
	SLO-2	GURU KA MAHATVA	KANAK KA MAHATVA	SANGHARSH KI AOR PRERNA	VIGYAPAN MAHATVA		RAKAR							
S-6	SLO-1	GURUTVA SE ISHVARATVA KI AOR	VIPRIT SWABHAV KI CHARCHA	SURYAKANT TRIPATHI NIRALA- VAR DE	VIGYAPAN KI BHASHA		VYAKTIGAT PATRA							
	SLO-2	GURUTVA SE ISHVARATVA KI AOR	PRAKRITI KA ATAL RUP	KAVI PARICHAYA	VIGYAPAN AUR BAZAR		AUPCHARIK PATRA							
S-7	SLO-1	BAHYA ADAMBAR KA VIRODH	YAMAK ALANKAR KA PRAYOG	KAVITA KA VISLESHAN	VIGYAPAN AUR ROZGAR		SARKARI PATRA							
	SLO-2	MURTI POOJA KA VIRODH	SNEH KE MAHATVA KI CHARCHA	SARSHWATI KE PATRI SAMARPAN	PRINT VIGYAPAN		ARDHA SARKARI PATRA							
S-8	SLO-1	GHARELU VASHTUON KI UPYOGITA	BIHARI KI KAVYA SHAILI KAMAHATVA	BHAKTI KI BHAVANA	ELECTRONIC VIGYAPAN		PARIBHASHIK SHABDAVALI							
	SLO-2	AHNKAR KA PARITYAG	DOHE- GHANANAND	NAGARJUN-- AKAL AUR USKE BAD	VIGYAPAN PARIYOJANA		AVADHARNA							
'S-9	SLO-1	DOHE- TULSHIDAS	KAVI PARICHAYA	AKAL KA VASHTAVIK CHITRAN	VIGYAPAN AUR SAMAJ		SHABDAVALI KI AVSHYAKTA							
	SLO-2	PAROPKAR KI BHAVANA	DOHE KA VISLESHAN	AKAL KE PURVA KA CHITRAN	VIGYAPAN KI VYAPAKTA		KARYALYIN SHABDAVALI							
S-10	SLO-1	DAYA KA MAHATVA	SNEH KI SARLTA KA VARNAN	AKAL KE BAD KA CHITRAN	VIGYAPANLEKHAN KALA		EK DIN EK SHABD							
	SLO-2	ISHVAR KI MHATTA	PREM KA MAHATVA	KATTIS- BADRINARAYAN	VIGYAPAN AUR JAGRUPTA		HINDI SE ANGREJI SHABD							

Duration (hour)	12	12	12	12	12
S-11	SLO-1	MADHUR VAHAN KI UPYOGITA	NAYIKA KE PRATI SMARPAN	SAMBAND VICCHED KI PARICHARCHA	UDDESHYA
	SLO-2	RAM KI MAHIMA	GHANANAND KI KAVYA SHAILI KAMAHATVA	SWARTH NIHIT BHAVANA	VIGYAPAN KI SPASTTA
S-12	SLO-1	DHOHA PARICHARCHA	DHOHA PARICHARCHA	KAVYA PARICHARCHA	VIGYAPANPARICHARCHA
	SLO-2	PRASHNAABHYASH	PRASHNAABHYASH	PRASHNAABHYASH	PRASHNAABHYASH

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

Learning Assessment

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

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

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
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
		4, Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23G02J	Course Name	FRENCH-II		Course Category	G	Generic Elective Course	L	T	P	O	C													
								2	0	2	2	3													
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil															
Course Offering Department		French				Data Book / Codes/Standards		Nil																	
Course Learning Rationale (CLR): The purpose of learning this course is to:								Learning		Program Learning Outcomes (PLO)															
CLR-1 :	Strengthen the language of the students both in oral and written							1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations							Level of Proficiency Expected Attainment (%)			Fundamental	Application of	Link with Related	Procedural Knowledge	Skills in Specialization	Ability to Utilize	Skills in Modeling	Analyze, Interpret	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3 :	Make them learn the basic rules of French Grammar.																								
CLR-4 :	Develop strategies of comprehension of texts of different origin																								
CLR-5 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French																								
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:																									
CLO-1 :	To acquire knowledge about French language							2	75	60	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French							2	80	70	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3 :	To develop content using the features in French language							2	70	65	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4 :	To interpret the French language into other language							2	70	70	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5 :	To improve the communication, intercultural elements in French language							2	80	70	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-
Duration (hour)		12		12		12		12		12		12													
S-1	SLO-1	Temps libre	Le pronom indéfini on		Vendre		Il faut		Les gallicismes																
	SLO-2	Les activités quotidiennes	Les activités		Les exemples		C'est / Il est		Les activités																
S-2	SLO-1	Les exemples	Les adjectifs interrogatifs		Acheter		Le verbe devoir		Les pronoms personnels COI																
	SLO-2	Les activités	Les activités		Les exemples		Les activités		Les exemples																
S-3	SLO-1	Les moments de la journée	Les prépositions avec les noms géographiques		Les aliments		Le verbe pouvoir		Le pronom y																
	SLO-2	Les exemples	Les activités		Les exemples		Le verbe savoir		Les exemples																
S-4	SLO-1	Les matières scolaires	Les verbes prendre et sortir		Les emballages		Le verbe vouloir		Des pronoms compléments																
	SLO-2	Les exemples	Les activités		Les exemples		Les sons		Les activités																
S-5	SLO-1	Les activités	Les sons		Les quantités		Demander et dire le prix		Les nombres ordinaux																
	SLO-2	Les loisirs	Les activités		Les exemples		Les activités		Les exemples																
S-6	SLO-1	Les exemples	Parler de ses goûts		Les commerces		Faire des achats		Les verbes écrire et voir																
	SLO-2	Les activités	Les activités		Les activités		Expliquer une recette de cuisine		Les activités																
S-7	SLO-1	La fréquence	Parler de ses préférences		les commerçants		Les activités		Le E caduc ou instable																
	SLO-2	Les exemples	Les activités		Les exemples		Les courses		Les exemples																
S-8	SLO-1	Les activités	Parler de sa routine		L'impératif		Les activités		Présenter ses vœux																
	SLO-2	Les verbes pronominaux	Les activités		Les activités		Vendre et acheter		Présenter ses souhaits																
S-9	SLO-1	Les exemples	A la recherche d'un cadeau –.		Les articles partitifs		Mots et expressions		Présenter ses félicitations																
	SLO-2	Les activités	Les activités		Les exemples		Grammaire		inviter à une invitation																
S-10	SLO-1	Les pronoms personnels COD	Temps libre		Très ou beaucoup (de)		Communication		répondre à une invitation																
	SLO-2	Les exemples	Les activités		Les exemples		Tout le monde s'amuse		Les exemples																
S-11	SLO-1	Les activités	Mots et expressions		Le pronom en (la quantité)		Les sorties		Ecrire un message amical																
	SLO-2	Les adjectifs démonstratifs	Les activités		Les exemples		Les saisons		Les exemples																
S-12	SLO-1	Les exemples	Grammaire –Communication		La phrase négative (2		Les fêtes		Parler au téléphone																
	SLO-2	Les activités	Les activités		Les exemples		Les messages		Un coup de fil																

Learning Resources	Theory: 1. “La Nouvelle Génération-AI” Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions Didier, Paris, 2018.	2. Cahier d'activités avec deux discs compacts.
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

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

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

Course Code	UES23AE1T	Course Name	ENVIRONMENTAL STUDIES	Course Category	AE	Ability Enhancement Courses														L	T	P	C	C	
						3	0	0	2	3															
Pre-requisite Courses		Nil	Co-requisite Courses		Nil		Progressive Courses			Nil															
Course Offering Department		Commerce		Data Book / Codes/Standards			Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																	
CLR-1	To create awareness on Environment and Renewable and Non-renewable resources			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				
CLR-2	To understand about ecosystem and Biodiversity			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary	Communication	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed	Leadership Readiness/Qualities	Life-long learning	Professional skills	Experiential	Employability	Decision making skills	ICT Skills				
CLR-3	To understand the natural and anthropogenic impact of the environmental pollution																								
CLR-4	To create awareness on different environmental problems																								
CLR-5	To create awareness on various Environment Protection acts and the impact of human population on environment																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			2	80	65	L	H	L	M	L	H	L	L	L	H	L	M	-	-	M			
CLO-1	Applying knowledge on Renewable and Non-renewable resources			2	80	70	M	H	L	M	L	H	L	L	L	H	L	M	-	-	M				
CLO-2	Understanding about ecosystem and Biodiversity			2	80	70	L	H	L	M	L	H	M	M	M	H	L	M	-	-	M				
CLO-3	Gathering knowledge on impact of environmental pollution			2	80	70	M	H	L	M	L	H	M	M	M	H	L	M	-	-	M				
CLO-4	Understanding of different environmental problems			2	80	70	M	H	L	M	L	H	M	M	M	H	L	M	-	-	M				
CLO-5	Having knowledge on various Environment Protection acts and the impact of human population on environment problems			2	80	65	M	H	L	M	L	H	L	M	L	H	L	M	-	-	M				
Duration(hour)		9		9		9		9						9											
S-1	SLO-1	Multidisciplinary nature of environmental studies	Energy flow in the ecosystem	Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity		Disaster management- Nature Floods, Earthquakes						Environment Protection Act													
	SLO-2	Definition, Scope and Importance of Environmental Studies	Energy flow in the ecosystem	Environmental Pollution- Definition								Air (Prevention and Control of Pollution) Act													
S-2	SLO-1	Need for public awareness.	Ecological succession	Causes, Effects and Control Measures of Air Pollution		Cyclones Landslides						Water (Prevention and control of Pollution) Act													
	SLO-2	Institutions in Environment	Food chains, Food webs and Ecological pyramids									Wildlife Protection Act													
S-3	SLO-1	People in Environment	Ecosystem, Introduction, Types, Characteristic features, Structure and functions	Causes, Effects and Control Measures of Water Pollution		Social Issues and the Environment: From Unsustainable to Sustainable Development						Forest Conservation Act													
	SLO-2	Introduction to natural resources- Associated Problems	Forest ecosystem									Issues involved in enforcement of environmental legislation													
S-4	SLO-1	Renewable and Nonrenewable resources	Grassland ecosystem	Causes, Effects and Control Measures of Soil Pollution		Urban problems related to energy						Public awareness													
	SLO-2	Forest resources	Desert ecosystem			Water Conservation																			
S-5	SLO-1	Water Resources	Aquatic ecosystems (ponds, lakes, streams)	Causes, Effects and Control Measures of Marine pollution		Rain Water Harvesting, Watershed						Human Population and the Environment: Population growth, variation among nations													
	SLO-2	Mineral Resources	Aquatic ecosystems (rivers, estuaries, oceans)																						
S-6	SLO-1	Food Resources	Biodiversity and its conservation-genetic, species and ecosystem diversity	Causes, Effects and Control Measures of Noise Pollution		Environmental Ethics: Issues and Possible Solutions						Population explosion – Family Welfare Programme													
	SLO-2	Energy Resources	Biogeographical classification of India									Environment and human health													
S-7	SLO-1	Land Resources	Value of Biodiversity	Causes, Effects and Control Measures of Thermal Pollution		Climate change & Global warming						Human Rights													
	SLO-2	Role of an individual in conservation of natural resources	Biodiversity at Global, National and Local Levels									Value Education													

S-8	SLO-1	Equitable use of resources for sustainable lifestyles	India as a Mega Diversity Nation	Causes, Effects and Control Measures of Nuclear hazards	Acid rain & Ozone layer depletion	HIV/AIDS
	SLO-2	Concept of an ecosystem	Hot-spots of biodiversity			
S-9	SLO-1	Structure and Functions of an ecosystem	Threats to biodiversity: habitat loss, poaching of wildlife man-wildlife conflicts	Solid Waste Management Causes, Effects and Control Measures of Urban and Industrial Waste	Nuclear Accidents and Nuclear Holocaust	Women and Child Welfare
	SLO-2	Producers, consumers and decomposers	Endangered and endemic species of India	Role of Individuals In Pollution Prevention	Wasteland Reclamation	Role of Information Technology in Environment and human health

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

Learning Assessment

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

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

Course Designers

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

Course Code		UCM23201J	Course Name	ACCOUNTING FOR BUSINESS- II				Course Category	C	Discipline Specific Core Courses					L	T	P	O	C						
															3	0	3	2	4						
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil															
Course Offering Department		Commerce				Data Book / Codes/Standards				Accounting data sheet															
Course Learning Rationale (CLR):		The purpose of learning this course is to:						Learning			Program Learning Outcomes (PLO)														
CLR-1 :		Understand the concept of branch account						1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :		Learn the preparation of departmental accounts						Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication	Critical thinking	Problem solving	Analytical	Research related skills	Reflective	Self-directed learning	Leadership Readiness/Qual	Life-long	Experiential	Employability options	Decision making skills	CT Skills	
CLR-3 :		Learn the preparation of hire purchase and instalment system																							
CLR-4 :		Know the preparation of Partnership concern																							
CLR-5 :		Practice the preparation of partnership accounts																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:						3	75	65	H	H	-	-	M	L	-	L	M	H	L	-	-	M	-
CLO-1 :		Apply the dependent and independent branch						3	75	65	H	H	-	M	L	-	L	M	H	L	-	-	M	-	
CLO-2 :		Efficient implications of different departments in business						3	75	65	H	H	-	M	L	-	L	H	-	-	M	-	L	M	
CLO-3 :		Ascertain the methods in preparation of hire purchase system						3	75	65	M	M	-	-	H	H	-	L	L	-	-	L	H	-	
CLO-4 :		Understanding the process of admission and retirement of apartner						3	75	65	M	-	-	H	L	L	-	L	M	H	-	M	-	M	-
CLO-5 :		Ascertain the methods in a dissolution of a firm						3	75	65	H	M	H	H	M	-	L	-	L	M	-	H	-	L	M

Duration (hour)		Learning Unit / Module1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5	
		18		18		18		18		18	
S-1	SLO-1	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	Types of branch 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 between departmental and branch accounts		Legal provisions in Hire purchasesystem		Preparation of capital account		Modes of dissolution	
S-3	SLO-1	Features of Dependent branch		Apportionment of common expenses among different departments		Meaning of Instalment system		Fluctuating and Fixed capital		Journal entries in normal distribution	
	SLO-2	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)	
	SLO-2	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		Insolvency of a partner	
	SLO-2	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		Insolvency of all partners	
	SLO-2	Problems in stock and debtors system at costprice		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	SLO-1	Problems in stock and debtors system atinvoice price		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 / Module1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5		
	SLO-2	Problems in stock and debtors system at invoice price	Preparation of trading, Profitand loss and balance sheet		Advantages and Disadvantages of Hirepurchase system		Problems in retirement of apartner		Problems in Garner Vs. Murray -Rule		
S-10-12	SLO-1	Problems in stock anddebtors system at invoice price	Preparation of Balance sheet		Difference between hire purchase and agreement to sell		Problems in retirement of apartner		Problems in Garner Vs. Murray -Rule		
	SLO-2	Problems in stock anddebtors system at invoice price	Preparation of Balance sheet		Meaning of Instalment purchase system		Death of a partner – Accounting treatment		Gradual distribution of assets and Piecemeal distribution		
S - 13	SLO -1	Meaning of Independent branch	Preparation of trading, Profitand loss and balance sheet		Accounting under Instalment purchasesystem		Problems in death of a partner		Gradual distribution of assets and Piecemeal distribution		
	SLO-2	Features of Independent branch	Preparation of trading, Profitand loss and balance sheet		Rights and duties of hire vendor		Problems in death of a partner		Problems in Maximum loss method		
S – 14	SLO – 1	Incorporation of branch transactions in head office books	Accounting in columnarform		Journal entries in the books of buyer		New profit sharing ration andgaining ratio		Problems in Maximum loss method		
	SLO-2	Adjustment entries in the books of head officeonly	Accounting in columnarform		Journal entries in the books of buyer		Adjustment on goodwill		Problems in Maximum loss method		
S – 15	SLO -1	Goods in transit andCash in transit	Preparation of Inter departmental transfer atinvoice price		Journal entries in the books of vendor		Revaluation of assets and liabilities		Problems in Proportionate capitalmethod		
	SLO-2	Inter branch transactions	Preparation of Inter departmental transfer at invoice price		Journal entries in the books of vendor		Problems in admission of apartner with adjustments		Problems in Proportionate capitalmethod		
S-16-18	SLO – 1	Problems in Independent branch	Preparation of Inter departmental transfers atcost price		Calculation of Interest, Cash price withJournal entries in the books of buyer		Problems in retirement of apartner with adjustments		Advance problems in maximumloss method		
	SLO-2	Problems in Independent branch	Preparation of Inter departmental transfers at cost price		Calculation of Interest, Cash price withJournal entries in the books of vendor		Problems in death of a partner with adjustments		Advance problems in proportionate capital method		
Learning Resources/ Reference books		1. Thotadri and Nafeesa, Financial Accounting, Vijay Nicole Imprints Pvt. Ltd. Chennai. 2. P.C. Tulshiyar Financial Accounting by S Chand Publications, New Delhi 3. R.L. Gupta and V.K. Gupta - Financial Accounting , Sultan Chand & Sons Publishers, New Delhi				4. Murugadoss, Financial Accounting, Vijay Nicole Publications 5. S.P. Jain and Narang - Financial Accounting , Kalyani Publishers, New Delhi 6. T.S. Reddy and Y. Hari Prasad Reddy – Financial Accounting, Margham Publications, Chennai					
Learning Assessment											
	Bloom's Level of Thinking				Continuous Learning Assessment (50% weightage)					Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	
Level 2	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										
	Total	100 %		100 %		100 %		100 %		100 %	
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,											
Course Designers											
Experts from Industry				Experts from Higher Technical Institutions						Internal 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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai						Dr. A. Thilagaraj K.P. Ezhilmaran	
Course Code	UCM23202J	Course Name	BANKING LAW AND PRACTICES			Course	C	Discipline-Specific Core Course		L T P O C	

						Category												3	0	3	2	4			
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses								Nil									
Course Offering Department		Commerce		Data Book / Codes/Standards												Nil									
Course Learning Rationale (CLR):		The purpose of learning this course is to:						Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To Apply the various tools of banking concepts						1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To Learning banking relationship						Level of Thinking	Expected Proficiency (%)	Expected Attainment	Disciplinary knowledge	Communication Skills	Critical thinking	Problem solving	Analytical	Research related skills	Reflective	Self-directed learning	Leadership	Life-long	Experiential	Employability options	Decision making skills	CT Skills		
CLR-3 :	To Discern the negotiable instruments practiced by the banks in day-to-day activity																								
CLR-4 :	To Identify the types of bankers																								
CLR-5 :	To Determine ways of getting loans																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:						3	75	65	H	M	M	M	H	L	-	L	M	H	M	M	M	M	
CLO-1 :	Apply the various tools of banking concepts						3	75	65	H	M	M	M	M	L	-	L	H	M	M	M	M	M	M	
CLO-2 :	Learning banking relationship						3	75	65	H	H	M	M	M	L	-	L	H	M	M	H	M	M	M	
CLO-3 :	Discern the negotiable instruments practiced by the banks in day-to-day activity						3	75	65	H	H	M	M	M	L	-	L	L	H	M	M	M	M	M	
CLO-4 :	Identify the types of bankers						3	75	65	M	M	M	M	H	L	-	L	L	M	H	H	M	M	M	
CLO-5 :	Determine ways of getting loans						3	75	65	H	H	M	M	M	L	L	L	L	M	M	H	M	M	M	
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5															
		18		18		18		18		18															
S-1	SLO-1	Introduction to Banking Concepts		Banker and Customer		Negotiable Instruments Act Meaning		Loans and Advances		Technological Impact on Banking Operations															
S-2	SLO-1	Meaning and Definition of Banks		Distinguish Factor between Banker and Customer		Features of negotiable instruments		Principles of Good Lending		Total Branch Computerization															
S-3	SLO-1	Evolution of Banks		Banker and Customer Relationship		Significance of negotiable instruments		Creditworthiness of borrowers		Challenges faced in computerization															
S-4	SLO-1	Significance of Banks for Economic Development		Liabilities and Duties of a Banker		Cheques Meaning and Definitions		Securing Advances		ATM, Internet and Mobile Banking and Apps															
S-5	SLO-1	Classification of banks and its chart		Liabilities and Role of Customers		Features and Functions of Cheques		Lien		UPI, BHIM, Paytm, Phone pay, Google Pay															
S-6	SLO-1	Traditional functions of Commercial Banks		Special Features		Types of Cheques, MICR, Dishonor Of Cheque		Pledge		Employee Training, Customer Services, Customer Relationship and Management Control															
S-7	SLO-1	Modern functions of commercial banks		Types of Accounts		Crossing of Cheques		Mortgage		Document Handling, Document Storing, Document Security															
S-8	SLO-1	Central Banking – Meaning & definitions		Opening and Closing of Accounts		Mistakes, rectifications of Cheques		Hypothecation		Bank payment systems and Inter-Bank Payment															
S-9	SLO-1	Central Banking - Objectives		Types of Forms		Holder in Due Course,		Pros and Cons of Hypothecation		Electronic Fund Transfer, Electronic Clearing System, NEFT, RTGS, IMPS															
S-10	SLO-1	Central Banking - Functions		Cheques		Payment in Due Course		Documents of title to goods		e-Cheques,, SWIFT															
S-11	SLO-1	Impact of Central Bank on Economic Growth and Development		Salient features of Cheque		Endorsements – Features, Types, and Impact in Banks		LIC,FDR		Crypto Currencies,															
S-12	SLO-1	Recent Trends in Commercial Banks and Central Banks		Passbooks		Paying Banker		Mutual Funds		Online Frauds															
S-13	SLO-1	Progress of Commercial Banking from its Inceptions		Mistakes in Passbooks		Duties and Liabilities of Paying Banker		Government Securities		RBI Guidelines															
S-14	SLO-1	Differentiating Central Banking vs. Commercial Banking		Pros and Cons of Different Types of Accounts		Material Alteration and Refusal of Payments		Procedures		Cyber Security Systems , Confidentiality of information															
S-15	SLO-1	Organizational Structure of RBI		Demand Draft		Protection for Paying Banker		Merits and Demerits		Security of Data, Mistakes made by people															
S-16	SLO-1	Functions of RBI		Demand Draft - Features		Collecting Banker and Capacities		GoldLoans		Upcoming Trends in Banking System															
S-17	SLO-1	Credit control of RBI and its monetary		Special Types of Accountholders		Duties and Liabilities of Collecting		Procedures and required Documents		Contemporary Issues in Banking Techniques															

		measures		Banker					
S-18	SLO-1	Benefits and Limitations of Online Banking	Special Types of Account holders	Protection of Collection Banker	Other types of Loans	Redressal Mechanism			
Learning Resources/Reference books		Banking Law and Practice -- S N Maheshwari and S K Maheshwari Principles and practices of Banking—Indian Institute of Banking and Finance— Macmillan Publishers India Private Limited E. Gordon & K. Nataraj – Banking Theory Law & Practice – Himalaya Publishing				Banking Theory Law and Practice – K.P.M. Sundaram & P.N. Varshney Banking Theory Law and Practice – S. Gurusamy, Vijay Nicole Publications			
Learning Assessment									
	Bloom's Level of Thinking				Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)		CLA – 2 (10%)	CLA – 3 (20%)		CLA – 4 (10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%
	Understand								
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze								
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%
	Create								
	Total	100 %		100 %		100 %		100 %	
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,									
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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head,Department of Commerce, Pachaiyappa's College, Chennai				1. Dr. D. Bhuvaneswari 2. J. Prabhuraj		

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

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Remember the past, present economic conditions of the country.				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 Communication	Skills	Analytical Skills	ICT Skills	Leadership Skills	Life Long Learning
CLR-2 :	Analyze the success and failure of variousEconomic policies and Programmes																					
CLR-3 :	Familiarize with Economic Policies and Programmes.																					
CLR-4 :	Have an in-depth analysis of the Sectoral contributions of Agriculture, Industry and Trade sector in India																					
CLR-5 :	Acquainted with the latest developments in the Economy																					
Course Learning Outcomes (CLO):		At the end of this course, learners will beable to:																				
CLO-1 :	Evaluate the Economic Growth of India and the Models of Economic Development				2	80	75	H	-	L	H	-	-	-	-	-	-	-	-	-	-	-
CLO-2 :	Understand the importance, growth and the distribution of Natural Resources and HumanResources In the Economic Development of a country				2	80	75	H	-	L	H	-	L	-	-	-	H	-	-	-	-	
CLO-3 :	Illustrate the progress and changing nature of agricultural sector and its contribution to theeconomy as a whole				2	80	75	H	-	L	-	L	-	-	-	-	H	-	-	-	-	L
CLO-4 :	Analyze the development of Industrial sectorand its importance in the Economic Development				2	80	75	H	-	L	H	-	-	-	-	-	H	-	-	-	-	-
CLO-5:	Apply the Policies, Rules and Regulations inthe Internal and International T				2	80	75	H	-	L	H	-	H	-	-	-	-	-	-	-	-	H
Duration (hour)		Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3			Learning Unit / Module 4			Learning Unit / Module 5												
		15	15	15			15			15												
S-1	SLO-1	Indian Economy in thePre-Independent Era	Resources Development	Agricultural Development			Industrial Development			Trade Development												
	SLO-2	Indian Economy in thePost Independent Era	Land Resources	Contribution of Agriculture to India's Economic Development			Pattern of Industrialization			Internal/Domestic Trade												
S-2	SLO-1	Indian economy as a Developing Economy	Land Utilization pattern inIndia	Share of Agriculture in the National Economy			Effects of Industrialization			Importance of Internal Trade												
	SLO-2	Major issues of Development	Land use Classification	Employment in Agriculture			Industrial Pattern on the eve of Planning			Advantages and Disadvantagesof Internal Trade												
S-3	SLO-1	Determinants of Economic Development	Forest Reserves	Agricultural Problems			Industrial Development during theFive- Year Plans			State Trading												
	SLO-2	Economic Factors	Types of Forests	Agricultural Holdings			Industrial Policy			Arguments in Favour and Against State Trading												
S-4 & 5	SLO-1	Non-Economic Factors	Advantages and Disadvantages of Forest	Subdivisions, Fragmentation			Industrial Policies of India prior to1991			State Trading Corporation(STC) Incorporation of STC												
	SLO 2	Stages of Economic Development	Problem of Deforestation	Agricultural Production			Industrial Licensing Policy - Overall Objectives and Legislative measures to Implement Industrial licensing			Objectives of STC												
S6	SLO 1	Rostow's Stages of Economic Development	Massive Deforestation	Agricultural Productivity			MRTP Act 1969			Functions of STC												
	SLO-2	Economic Growth	Forest Policies	Causes for Low Productivity			FERA and FEMA Act			Evaluation of STC												
S-7	SLO-1	Difference between Economic Development and Economic Growth	Forest Policy of 1952	Measures to improve the Productivity			New Industrial Licensing Policy1991- Features and Criticism			Weaknesses of STC												
	SLO-2	Models of Economic Growth	National Forest Policy 1988	Crop Pattern			Industrial Sickness - Causes and Rehabilitation			India's Foreign Trade - Evolution												

S-8	SLO-1	Gandhi vs Nehuru Model	Water Resources in India	Factors influencing Crop Pattern	Industrial Finance	Importance of Foreign Trade						
	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						
	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						
S-12	SLO-1	Estimates of Black Income in India	Human Resources	Sources of Agricultural Credit	Industrial Sickness in India	Components of Balance of Payment Account						
	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						
	SLO-2	Measures undertaken to unearth Black Income	Economic Developmentand Environment Degradation	Agricultural Marketing	Industrial Finance	Export Promotion						
S-14-15	SLO-1	Tax Evasion, Demonetization	Land Degradation and Soil Erosion	Measures taken by the Government in the field of Marketing	Classification of Financial Institutionsin India	Import Substitution						
	SLO-2	Voluntary Disclosure Scheme, Special BearerBond Scheme	Industrialization and Atmospheric Pollution	Food Security - Public Distribution System - Significance, Issues and Revamps of PDS	Classification of Financial Institutionsin India	India's Foreign Trade Policy of2023						
Learning Resources:	Textbooks: 1. Gaurav Datt &Ashwani Mahajan - Indian Economy - S Chand & Co Ltd 2. Agarwal.A.N. (2004) Indian Economy, Wishwa Prakashan, New Delhi. 3.S.K.Misra and V.K.Puri – Indian Economy – Himalaya Publishing House –Mumbai.											
	References: 1. Government of India, Economic Survey (Annual issues). Ministry of Finance, New Delhi 2. I.C.Dhingra – The Indian Economy (Environment and Policy) – Sultan Chand and Sons- New Delhi.											
	2. S.Sankaran - Indian Economy(Problems, Policies and Development) Margham Publications Chennai.											
Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)		
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)				
		Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice	Theory	Practice
Level 1	Remember	15%	15%	15%	15%	15%	15%		15%	15%	30%	-
	Understand											
Level 2	Apply	20%	20%	20%	20%	20%	20%		20%	20%	40%	-
	Analyze											
Level 3	Evaluate	15%	15%	15%	15%	15%	15%		15%	15%	30%	-
	Create											
TOTAL		100%		100%		100%		100%		100%		

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

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

Course Code	UCD23S02T	Course Name	VERBAL ABILITY AND SKILL DEVELOPMENT			Course Category	S	Skill Enhancement Course										L	T	P	O	C	
																		2	0	0	2	2	
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil															
Course Offering Department		Career Guidance Cell			Data Book / Codes/Standards																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1	Critically evaluate basic mathematical concepts related to mixtures and alligations, Numbers, time and work				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2	Use their logical thinking and analytical abilities to solve reasoning problems				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qualities	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills	
CLR-3	Develop soft skills relating to the need for job recruitment																						
CLR-4	Provide students with the necessary skills to generate and interpret data sufficiency, problems on Chain Rule, Pipes and Cisterns, Boats and streams,																						
CLR-5	Enable students to understand problems on graphs and also increase their ability in language skills																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1	Understand the concepts of mixtures and alligations, Numbers, time and work and to approach questions in a simpler and innovative method				3	80	70	M	-	M	H	H	-	M	M	-	M	-	M	M	-	M	
CLO-2	Establish a student's interest and awareness in seating arrangements, mathematical operations, logical reasoning				3	80	75	M	-	M	H	H	-	M	M	-	M	-	M	M	-	M	
CLO-3	Acquire soft skills that will help for applying jobs				3	85	70	-	H	-	M	-	-	M	M	M	H	H	M	H	M	M	
CLO-4	Demonstrate various principles involved in aptitude problems				3	85	80	M	-	M	H	H	-	-	M	-	M	-	M	M	-	M	
CLO-5	Ability to solve problems on reasoning and to interpret English language				3	85	75	M	-	M	-	H	L	M	M	-	M	-	M	M	-	M	
Duration (hour)		6		6		6		6		6		6		6		6		6		6		6	
S-1	SLO-1	Time and Distance – Introduction		Seating Arrangements (Circular andtable) Introduction		Resume Building - Introduction		Chain Rule, Pipes and Cistern – Introduction		Functions and Graphs Introduction													
	SLO-2	Time and Distance – Problems		Seating Arrangements (Circular andtable) – Problems		Resume Building		Chain Rule, Pipes and Cistern – Problems		Functions and Graphs – Problems													
S-2	SLO-1	Time & Work- Introduction		Mathematical Operations – Basic Problems		Group Discussions - Introduction		Data Sufficiency – Introduction		Comprehension													
	SLO-2	Time & Work – Problems		Mathematical Operations – Tricky Problems		Group Discussions – Mock GD		Data Sufficiency – Problems		Comprehension – Practise session													
S-3	SLO-1	Alligation or Mixture – Introduction		Data Arrangements - Introduction		Group Discussions - Activity 1		Logarithms – Introduction		dioms and Idiomatic Expressions – ntroduction													
	SLO-2	Alligation or Mixture - Problems		Data Arrangements – Problems		Group Discussions - Activity 1		Logarithms – Problems		dioms and Idiomatic Expressions – Practise Session													
S-4	SLO-1	Numbers – Basic Problems		Logical Deductions – Introduction		Group Discussions - Activity 2		Boats and Streams – Basic Problems		Cause and Effect - Introduction													
	SLO-2	Numbers – Tricky Problems		Logical Deductions – Problems		Group Discussions - Activity 2		Boats and Streams – Tricky Problems		Cause and Effect – Practise Session													
S-5	SLO-1	Problems on Trains – Introduction		Letter and Symbol Series – Basic Problems		Leadership Skills Introduction		True Discount – Introduction		Theme detection – Introduction													
	SLO-2	Problems on Trains – Problems		Letter and Symbol Series – Tricky Problems		Leadership Skills		True Discount – Problems		Theme detection – Activity													
S-6	SLO-1	Races and Games – Basic Problems		Input Output Tracing Introduction		How to Handle Criticism and Feedback		Geometry and Mensuration Introduction		Ordering of words _ Introduction													
	SLO-2	Races and Games – Tricky Problems		Input Output Tracing – Problems		How to Handle Criticism and Feedback		Geometry and Mensuration – Problems		Ordering of words – Practise Session													

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

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

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc. # CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

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

Course Code	UEN23V01L	Course Name	Communication Skills			Course Category	V	Value Addition Course																L	T	P	O	C
																								0	0	4	2	2
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil																		
Course Offering Department		Department of English, FSH, SRMIST				Data Book / Codes/Standards		Nil																				
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																			
CLR-1	Develop fluency in spoken English by practicing and engaging in various speaking activities.				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15						
CLR-2	Improve pronunciation and intonation to enhance clarity and effectiveness in oral communication.							Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modelling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Leadership Skills	Life Long						
CLR-3	Expand vocabulary and idiomatic expressions to communicate more accurately and expressively.																											
CLR-4	Enhance listening skills to understand and respond appropriately to spoken English in different situations.																											
CLR-5	Employ effective communication strategies, such as active listening, summarizing, paraphrasing, and asking clarifying questions, to enhance interpersonal and intercultural communication.																											
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				2	75	60	H	M	M	L	-	M	-	M	H	L	H	L	-	-	-					
CLO-1	Demonstrate improved fluency in spoken English by expressing ideas and thoughts confidently and coherently.				2	80	70	M	H	L	-	-	-	-	M	M	H	H	M	-	-	-						
CLO-2	Pronounce English words and phrases accurately, using appropriate intonation and stress patterns.				2	70	65	M	M	M	-	L	L	-	H	M	H	H	L	-	-	-						
CLO-3	Expand and effectively use a range of vocabulary and idiomatic expressions to enhance communication.				2	70	70	H	M	L	-	M	H	-	-	-	-	H	L	-	-	-						
CLO-4	Understand and comprehend spoken English in various contexts, including informal conversations, lectures, and presentations.				2	80	70	H	H	-	M	-	M	-	L	L	M	H	M	-	-	-						
CLO-5	Deliver well-structured and engaging oral presentations, incorporating effective body language and visual aids.				2	80	70	H	H	-	M	-	M	-	L	L	M	H	M	-	-	-						
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4				Learning Unit / Module 5																
		12		12		12		12				12																
S-1	SLO-1	Introduction to Listening Skills. Exploring Effective Ways of Listening. Barriers ofListening. Active and Passive Listening.		Introduction to Reading Skills. Discussion of techniques of reading like Skimming and Scanning. Intensive reading and extensive reading.		Introduction to Speaking Skills. Explaining the importance of phonetics and vocabulary in order to improve the speaking skills.		Introduction to Writing Skills- The Importance of writing skills and explaining the difference between formal and informal writing.				Introduction to appreciation of texts. Introducing the students to what it means to appreciate texts.																
	SLO- 2	Students are given activities to speak on any of their favourite topic and listen. Checking the listening skills of the peer members will enable both the speaking students and listeningstudents understand the barriersof listening and understand how effective listening can be implemented.		Identifying common reading problems in students after makingthem read a few passages.		Explaining the usage of the Oxford Learner's Dictionary tolearn phonetics of the words atthe fundamental level.		Explaining various forms of writing with examples: Persuasive writing- letter of recommendation, testimonials, descriptive writing- an article about anyspecific scientific process or working model of any technology, travelogue, narrative writing- personal memoir writing, short story or novel, poetry writing, and expository writing- objective writing for the purpose of imparting knowledge and facts- cook books and scientific reports. The instructor and the students can choose any one writing style to learn deeply about it and master the specificstyle through the practice of writing according to the context.				Encouraging the students to share a few of their favouritelines from any sources they have read. This can be translated in to Tamil as sharing a few lines from paditthadhil piditthadhu. They can share a few favouritetext lines that they have preserved in their collection.																

S-2	SLO-1	Introduction to Digital language lab/ usage of mobile applications like 6 Minute English from BBC Learning English - help in the listening skills by providing an interactive environment to the students	Learners are enabled to record their speech and listen to it in order to correct their problematic areas while reading like decoding, poor comprehension, and speed. One will know himself where he/she has gone wrong Fluency and Pronunciation has to be evaluated	The right enunciation of certain words to be 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.	Introduction to letter writing. Types of letters- Formal and Informal letters with examples. 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 appreciating texts creates a good reader.
	SLO-2	Equipping the listening skill of the learners by making them engage 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 of listening. 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 will be measured.	The students will observe and repeat and learn the phonetic pronunciation of words by practicing continuously.	Asking the students to write a formal letter and informal letter and check for e-mail etiquettes in writing. This will enable the students to learn how to write letters.	Enabling the students to reflect in the classroom about any of their favourite books/ articles or magazines.
S-3 – S-4	SLO-1	Introducing google podcasts. The course instructor has to guide the students to listen to any of the episodes from "7 Good minutes" by Clyde Lee Dennis	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 and develop various words and improve vocabulary.	Enabling the students to unleash their potentials in creative writing through writing transcripts for advertisements of any product.	Introducing the text of Letters by Mathrubootham published in the Hindu. Reading and recitation of the text of the first letter- Enjoy within limits, says Mr. Mathrubootham
	SLO-2	The students are given task to write down the words from the audio they have listened to. This activity should be done in two steps. 1. Jotting down the words simultaneously as they listen to the speaker. 2. Writing the transcript of the audio through repetitive play and pause. This task enables the instructor and learners to cross check the ability of identifying and grasping the speaker's words and the improvement levels of the same ability with the same task performed actively, multiple times with different speakers of the English Language.	The instructor has to teach proper pause at right points by giving hints and tricks to follow where the pauses are to be followed. For example, pauses can be explained to be given at places where the following occurs 1. Comma 2. Shift of ideas 3. Usage of conjunctions and prepositions 4. Additional Information about the subjects. 5. Causes and consequences 6. Survey research and inference	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 an interview or a debate. Alternatively, students can be shown any specific clipping from any movie and they can be asked to write an interpretation of the clipping that was shown.	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	SLO-1	Imitating the speakers by listening to them and attempting to learn the pronunciation of the words uttered in the audio. Instructor can attempt first and the students can follow.	Students can be made into two groups the one which reads and the other which identifies the flaws in reading. Example : wrong pronunciation, incorrect accent, word meanings etc.	Identifying common errors in tense, punctuation, and syntactical errors..	Mechanics of writing like capitalization, punctuation, spelling, correct pronoun, preposition, concord usage can be taught.	Reading of the second letter- Nobel? What Nobel, asks Mr. Mathrubootham.

	SLO- 2	Repetitive listening to enhance pronunciation skills	The roles have to be exchanged between the two groups and the activity should be practiced.	Rectifying the common errors and instructing the learners about the right usage in order to avoid common errors.	A variety of writing tasks can be given to the students through which the mechanics of writing can be assessed and evaluated.	Appreciating the text by talking about Mathrubootham's humour and the language of code switching from Tamil to English and vice versa.
S-6	SLO-1	Introducing to the audios of TED TALK American Speakers. Listening to the native speakers of English Language through TED TALKS. 1. Your body language may shape who you are - by Amy Cuddy. 2. The power of introverts- by Susan Cain 3. How great leaders inspire action- by Simon Sinek	The instructor can teach how to identify the key arguments in a passage by identifying the introductory point, lead point, supportive argument statement, concluding point and the common connecting word between all the key words in the passage.	Practicing how to avoid common errors. 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 discussed in the previous classes regarding common errors.	Teaching effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Reading of the third letter -Mr. Mathrubootham is fully supporting all new technologies
	SLO- 2	Introducing to the audios of TED TALK British Speakers. Listening to the native speakers of English Language through TED TALKS. 4. Inside the mind of a master procrastinator- by Tim Urban 5. How to speak so that people want to listen- by Julian Treasure 6. Do schools kill creativity?- by Sir Ken Robinson	The students should be encouraged to identify the key arguments in other passages on their own.	The learners are introduced to collocations for quick choice of learning how to speak in short time and how to speak effectively.	Practicing effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Appreciating the text by understanding Mathrubootham's frustration over the failure of technologies and the language that he positively uses to denote hopelessness over technologies.
S-7 – S-8	SLO-1	American and British styles can be differentiated. The learners will be enabled to understand, recognize and imitate the exact accent and pronunciation.	Guiding the act of reading through scanning and skimming by model reading of the passages by the instructor.	The students are given assignments to work on collocation and create a speech for two minutes that involves usage of collocations.	Teaching effective writing by learning to 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,
	SLO- 2	The recognition of different accents should be practiced by speaking after listening.	The students can perform the scanning and skimming activities in reading after observing the instructor and understanding how it is done.	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 learning to avoid common errors in tenses, direct and indirect speech and syntax structure.	Appreciating the text by understanding Mathrubootham's love for food and the miscommunication about food.
S-9	SLO-1	Learning advanced pronunciation and vocabulary through various computer applications like Woodpecker. Students are introduced to the usage and application of the android app and instruct them to install in their mobile phones.	Enabling loud reading of the students. Identifying the benefits of slow mind reading and loud reading.	A speaking task to check the usage of collocations, idioms and phrases, vocabulary and phonetic pronunciation is to be given to the students and enable them to improve their speaking skills.	Teaching how to write statement of purpose for admission to higher education, and practicing the same.	Analysing the text for regional relevance and National significance.
	SLO- 2	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 Arm by Thomas Hardy- A Bitesized	Pauses, pronunciation, comprehension and fluency can be checked for improvement at this stage through repetitive practices.	Their speaking activity is to be recorded and played again to rectify the errors and highlight the problematic areas in speaking.	Teaching how to write a story by looking at a picture. Developing the writing skill through word ladders. A random set of words are given to the students through which the student has to create an imaginative connection between the	Appreciating the aesthetics of the comic element and the embodiment of humour in the narrative in the letter

		Audiobook. Aim for time frames from 00.00 to 02.00.			random words and build a story. This improves creative writing skill and also enhances the ability to impart coherence in writing.	
S-10	SLO-1	Repeat listening to the same time frames and move from 02.01 to 03.00	Students are made into groups for checking the comprehension skills. This can be done after guiding how to analyse the text of a passage.	Automating vocabulary through engaging the students in various activity games like solving crossword puzzle and playing scattergories. The instructor can get the instructions of playing different games that improve vocabulary from the following websites and instruct the same to the learners. https://www.fluentu.com/blog/english/learn-english-puzzle/ https://swellgarfo.com/scattergories/	Introduction to blog writing and steps to become an effective blog writer. Introducing some of the blog writers who have developed a great fan following for their writing and content. Studying the blogs of some famous bloggers and explore their techniques of effective writing.	Appreciating the importance of bringing in the Indianized way of speaking the English Language in order to depict the character called Mathrubootham.
	SLO-2	Complete practicing of speaking back limited short time frames by simultaneously looking at the transcript at each time frame and listening to the respective audio. Listening to the words in the audio video visual clip with the transcript should follow speaking activity of the student.	Brainstorming the comprehension skills among the student groups by questioning the key points in the passage. This will help them check their 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.	Encourage the readers to create their own blogs and post articles on a regular basis. This will improve their writing skill over a period of time.	Appreciating the text for portraying and bringing in the conversation with the relatable characters 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 match the question and answers.	Spur of the moment speech.: 1. Giving a speaking task to the students to speak on any random topic to check their usage of vocabulary, pronunciation, fluency, idioms and phrases, collocations and error free speech. 2. Pictionary game practice. Speaking/ giving interpretation about the picture shown.	Selecting any news article and learning the writing style in it. The instructor can guide to improve report writing.	Encouraging the students to talk about their favourite letter from the letters of Mathrubootham by recollecting the appreciation of the text according to their perception and understanding.
	SLO-2	Group activities and games can be conducted to test the listening skills by responding to the speech given by other students similar to the activity that was begun before developing the listening skills. A comparison can be done as a constructive feedback to the learners about the improvement of their listening skills before and after engaging with the activities of listening.	Passages for reading comprehension are to be given for practice that tests their reading skills. A record of the improvement of the reading skills before and after engaging in activities like decoding, skimming and scanning, loud reading, can be shown to the students. Through this language competency of the students will be evaluated and learnt.	Prepared speech : Giving a speaking task to the students to speak on their own choice after giving some time for preparation to check their innovation and creativity in using vocabulary, pronunciation, fluency, idioms and phrases, collocations and error free speech.	Students are given chances to write reports on various topics. This will enhance their ability to understand facts and improve their writing style.	Enabling the students to share their appreciation of any of their favourite lines from the books they have read.

Learning Resources	Textbooks:			References:	
	1. Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020			1. R.P. Bhatnagar, <i>English for Competitive Examinations</i> , Trinity Press, 3 rd Edition, 2016	
	2. English Grammar in Use by Raymond Murphy			2. http://www.apptitudetests.org/verbal-reasoning-test	
	3. Raymond Murphy, <i>Intermediate English Grammar</i> , Cambridge University Press, 2007			3. https://www.assessmentday.co.uk/apptitudetests_verbal.htm	
Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%) #
		Practice	Practice	Practice	Practice
Level 1	Remember	10%	10%	30%	15%
	Understand				
Level 2	Apply	50%	50%	40%	50%
	Analyze				
Level 3	Evaluate	40%	40%	30%	35%
	Create				
	Total	100 %	100 %	100 %	100 %

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishna Raj Sutherland Krishna.Raj1@sutherlandglobal.com	Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English EthirajCollege for Women Chennai jmbwilson97@gmail.com	1. Dr. Shanthichitra, Professor, & Head, Department of English, FSH, SRMIST
Ann Mariya Thomson RA2232105010015 II M.A English Literature CSH, SRM IST az1160@srmist.edu.in	Dr. K S Antonyamy Associate Professor and Head, Dept. of English LoyolaCollege Chennai antonyamyks@loyolacollege.edu	2. Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST

Course Code	UNS23M01L/ UNC23M01L/ UNO23M01L/ UYG23M01L	Course Name	NSS/NCC/NSO/YOGA	Course Category	M	Mandatory Courses	L	T	P	O	C
							0	0	0	0	0
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil			
Course Offering Department		SS/NCC/NSO/YOGA		Data Book / Codes/Standards		Nil					

Assessment is Fully Internal
Learning Assessment

Assessment Tools	Marks
Continuous Learning Assessment –I (CLA-I)	20 Marks
Continuous Learning Assessment –II (CLA-II)	30 Marks
Continuous Learning Assessment –III (CLA-III)	30 Marks
Continuous Learning Assessment –IV (CLA-IV)	20 Marks
Total Marks	100 Marks

SEMESTER - III

Course Code	UCM23301J	Course Name	CORPORATE ACCOUNTING – I	Course Category	C	Discipline Specific Core Course										L	T	P	O	C		
																3	0	3	2	4		
Pre-requisite Courses		Nil	Co-requisite Courses	Nil	Progressive Courses		Nil															
Course Offering Department		Commerce		Data Book / Codes/Standards	Accounting Data Sheets																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand the Fundamental concept of the issue of shares.			Level of Thinking Expected Proficiency (%) Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Create awareness about the redemption of Preference shares.				Disciplinary knowledge Communication skills Critical thinking Problem solving Analytical Research related skills Reflective Self-directed learning Leadership Readiness/Qual Life-long Professional Experiential Employability options Decision making skills CT Skills																	
CLR-3 :	To know the procedure to prepare the financial statement of the company.																					
CLR-4 :	Understand the concept and procedure to determine the valuation of goodwill and Shares.																					
CLR-5 :	To know the reasons behind that to prepare inflation accounting, Financial Reporting.																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	To understand the accounting treatment of Share Capital and be aware of the process of book building.			3	75	65	H	M	L	M	M	H	-	L	-	H	-	M	-	M	M	
CLO-2 :	To know the provision related to the redemption of preference shares.			3	75	65	H	M	-	M	M	H	L	L	-	H	-	M	-	M	M	
CLO-3 :	Get knowledge about provisions of the Companies Act, 2013, and prepare the financial statement of a company with Adjustments.			3	75	65	H	M	-	M	M	H	-	L	L	H	-	M	-	M	M	
CLO-4 :	To know the importance to determine the value of goodwill & valuation of shares.			3	75	65	H	M	-	M	M	H	-	L	-	H	L	M	-	-	M	
CLO-5 :	To know the reasons behind that to prepare inflation accounting, Financial Reporting.			3	75	65	H	M	-	M	M	H	-	L	-	H	-	M	L	-	M	
Duration (hour)	Learning Unit / Module 1 18			Learning Unit / Module 2 18			Learning Unit / Module 3 18			Learning Unit / Module 4 18			Learning Unit / Module 5 18									
S1	SLO-1	Company Accounts: Meaning of a Company; Characteristics of a Company; Kinds of Company; Books of Accounts; Shares; Stocks; Difference between Shares and Stocks;	Redemption Preference Shares: Meaning of Preference Shares; Types of Preference Shares;	Financial Statements of Companies: Statutory Books; Constitution of Financial Reporting Authority;			Valuation of Goodwill: Nature of Goodwill; Feature of Goodwill; Types of Goodwill; Classes of Goodwill;			Accounting for Price level Changes: Limitation of Historical Accounting; Meaning of Accounting for Price level Changes;												
	SLO-2	Kinds of Shares; Book Building; Advantages and Disadvantages. Procedure for the Book Building Process;	Provisions regarding the redemption of preference shares u/s 55 of the Company Act, 2013.	Compliance with the Accounting Standards;			Recoding of Goodwill; Factors relating to Goodwill			Approach to Inflation Accounting												
S2	SLO	Issue of Shares: Term/Mode of Issue of Shares; Application for Shares; Expansion of Share Capital; Allotment of Shares; Share Capital	Procedure for solving problems; Journal entries applicable for redemption;	Formats of Financial Statements; Form and Contents Statement of Profit or Loss as per Schedule III			Methods of valuing Goodwill; Average Profit Method;			Current Purchasing power Accounting (CPPA);												
S3		Suspense Account; Application Supported by Blocked Amount (ASBA); Calls on Shares;	Problem relating to the redemption of preference shares out of profit – redeemed at par/ premium	Form and Contents Statement of Profit or Loss as per Schedule III			Capitalisation of Expected Future Net Profits;			Current Cost Accounting (CCA);												
	SLO	Journal Entries for Issue of Shares: Both Preference and Equity Shares are Issued; Issue of Shares or Securities for Purchase of Assets;	Problem relating to the redemption of preference shares out of Fresh issue – redeemed at par / Premium	Form and Contents of Balance Sheet as per Schedule III			Purchase of Super Profits method; Annuity Methods;			Importance characteristics' of CCA;												
		Issue of Shares at a Premium; Journal Entries; Prohibition on Issue of Shares at Discount;	Problem relating to the redemption of preference shares out of Fresh issue –redeemed at par / Premium	Form and Contents of Balance Sheet as per Schedule III			Capitalisation of Super Profit Methods;			Advantage of CCA;												
S4 – S6	SLO-1	Over Subscription of Shares; Reservation for retail Individual Applications; Calls in Arrears and Calls in Advance; Journal Entries	Problem relating to the redemption of preference shares – Fresh issue computation for redemption of preference shares	Treatment of Divisible Profit i.e. Dividend such as Interim / Final / Proposed;			Problem related to Goodwill under average profit methods			Specific and General Price Level Accounting (SGPLA)												
	SLO-2	Forfeiture of Shares; Surrender of Shares; Distinguish between Surrender and Forfeiture of	Problem relating to the redemption of preference shares - Fresh issue computation under	Treatment of Provision for Taxation			Problem related to Goodwill under average profit methods			Practical Problem related to Accounting for Price level changes												

		Shares; Journal Entries Reissue of Forfeited Shares; Journal Entries	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	Problem related to Goodwill under Capitalisation of expected average 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.	Problem related to Statement of Profit or Loss	Problem related to Goodwill under Capitalisation of expected 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.	Problem related to Statement of Profit or Loss	Problem related to Goodwill under 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.	Problem related to Statement of Profit or Loss	Problem related to Goodwill under Super Profit Methods	Practical Problem related to Accounting for Price level changes
S09	SLO-1	Employees Stock (ESOP); Meaning; treatment for ESOP; Option Plan Accounting	Problem relating to the redemption of preference shares.	Problem related to Statement of Profit or Loss	Problem related to Goodwill under Capitalisation of Super profit methods	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 Balance sheet	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 Balance sheet	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 Statement of Financial Statement	Problem related to Goodwill under 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	Problem related to Statement of Financial Statement	Valuation of Shares: Need for Valuation of Shares; Factors Affecting valuation of Shares; Method of Valuation;	Marked Application and Unmarked Application; Complete Underwriting; Partial Underwriting Firm Underwriting;
	SLO-2	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	Problem related to Statement of Financial Statement	Net Asset Method; Earning Capacity Methods (or) Yield Basis (or) Market Value Methods; Fair Value Methods;	Determining the liability of Underwriters – Complete Underwriting/Partial Underwriting;
S14	SLO -1	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 Prior to Incorporation; Nature of Profit or Loss; Calculation of Time Ratio and Sales Ratio Calculation of Weighted Ratio (or)n	Problem relating to Valuation of Share under Net Asset Method	Determining the liability 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	Practical Problems related to Profit Prior to Incorporation	Problem relating to Valuation of Share 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	Practical Problems related to Profit Prior to Incorporation	Problem relating to Valuation of Share 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 Resources /Reference books	1.	Corporate Accounting- P C Tulsian, Bharat Tulsian– S Chand Publications				4.	Corporate Accounting –Bhushan Kumar Goyal - Taxmann Publications				
	2.	Corporate Accounting – R.L. Gupta and M. Radhaswamy – Sultan Chandand Sons Publications.				5.	Corporate Accounting – Pazhaniappan – Vijay Nicole Publications				
	3.	Corporate Accounting – S.P. Jain & K.L. Narang -Kalyani Publication.				6.	Corporate Accounting - S N Maheshwari, S K Maheshwari -Vikas PublishingHouse.				
Learning Assessment											
	Bloom's Level of Thinking					Continuous Learning Assessment (50% weightage)					Final Examination (50% weightage)
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,											
Course Designers											
Experts from Industry				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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head,Department of Commerce, Pachaiyappa's College, Chennai					1. Dr. M. JEEVARATHINAM 2. Dr. G. SANGEETHA		

Course Code	UCM23302J	Course Name	LEGAL ASPECTS OF BUSINESS			Course Category	C	Discipline Specific Core Course										L	T	P	O	C			
																		3	0	3	2	4			
Pre requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil																	
Course Offering Department		Commerce			Datebook/Codes/Standards		Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To understand the Nature of agreement and contract				1			2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :					Level of Thinking			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	Employability options	Decision making skills	ICT Skills	
CLR-3 :	To analyze the legal rules under Indian Contract Act																								
CLR-4 :	To know the various types partnership																								
CLR-5 :	To understand the formation, management and other activity of the companies																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																							
CLO-1 :	Apply the concepts of fundamentals act				3			95	90	H	M	L	M	L	M	-	L	L	-	H	L	L	-	M	
CLO-2 :	Ascertain the rights and duties of contract and Surety				3			95	95	H	M	H	M	-	H	M	M	L	L	-	-	L	-	H	
CLO-3 :	Explain the significance of Discharge of Contract				3			90	90	H	M	M	H	L	L	M	L	L	-	H	L	L	-	M	
CLO-4 :	Understand the various clauses of Indian Companies Act 2013,				3			85	80	H	M	M	H	L	-	L	L	L	-	-	-	L	-	M	
CLO-5 :	Classify the different types of companies and summarize the procedure of formation of a company									H	H	M	M	L	H	M	M	L	-	H	-	M	-	H	
Duration (hour)		15		15		15		15		15		15		15		15		15		15		15		15	
S-1	SLO-1	The Indian Contract Act, 1872 - Introduction	Free consent – Meaning & Definition		Law of Sale of Goods of Act, 1930 – Definition		Meaning and Definition of Companies Act 2013		Prospectus meaning and Definition																
	SLO-2	Definition of contract	Coercion – Definition & Meaning		Difference between Sale and Agreement		History of a Company		Types of Prospectus																
S-2	SLO-1	Nature of Contract	Effect of Coercion		Types of Goods		Characteristics of a Company		Misstatement in Prospectus																
	SLO-2	Concept of Contract	Undue influence – Meaning & Definition		Agreement to sell		Nature of a Company		Book Building – Issue of Shares – Allotment of Shares																
S-3	SLO-1	Classification of contract - Validity	Relations which give arise to undue Influence		Law of sale of goods		Significance of a Company		Forfeiture of Shares – Calls on Shares – Transmission of shares																
	SLO-2	Classification of contract Formation & Performance	Difference between coercion and undue Influence		Pricing of Goods		Advantages of a Company		Issue of Sweat Capital – Employee Stock Options																
S-4	SLO-1	Essentials of a valid contract	Misrepresentation – Meaning & Definition		Documents of Title of Goods		Disadvantages of a Company		Issue of Bonus Shares - Buy-Back Shares																
	SLO-2	Distinguish between void and voidable contracts	Essentials of Misrepresentations		Classification of goods		Features of a Company		Reduction of Share Capital - Variation of Shareholder's Rights																
S-5	SLO-1	Distinguish between Illegal and Void agreements	Fraud – Meaning & Definition		Conditions – Definition		Characteristics of companies		Meetings of shareholders and Board																
	SLO-2	All contracts are agreement but all agreements are not contract	Essentials of Fraud		Warranties - Definition		Statutory Recognition of Lifting of corporate veil		Types of Meeting																
S-6	SLO-1	Offer – Meaning & Definition	Distinction between Misrepresentation & Fraud		Distinguished between Condition and warranties		Lifting the corporate veil of small scale Industry		Convening and Conduct of Meetings																
	SLO-2	Kinds of Offer	Mistake – Meaning & Definition		Doctrine of Caveat Emptor		Types of Companies		Requisites of a Valid Meeting																
S-7	SLO-1	Legal Rules as to Offer	Classification and Exceptions of Mistake		Transfer of property		Group discussion about types of companies		Notice – Agenda - Chairman																
	SLO-2	Acceptance – Meaning & Definition	Void Agreements – Meaning & Definition		Title of goods		Differences between Public Limited and Private Limited Company		Quorum – Proxy - Postal Ballot																
S-8	SLO-1	Legal Rules or Essentials of valid Acceptance	Types of Void Agreement		Rights of unpaid Seller		Association not for profit		Minutes - Meeting through Video Conferencing																

	SLO-2	Communication of Offer and Acceptance	Performance of Contract – Meaning & Definition	Rights and duties of Buyer	Formation of a Company	<i>Committees of Board of Directors</i>
S-9	SLO-1	Revocation of Offer - Modes	Offer of Perform	Discharge of Contract – Meaning & Definition	Promoters-Meaning & Definition	<i>Audit Committee</i>
	SLO-2	Consideration – Meaning & Definition	Rules Regarding Tender	Discharge By Performance	Importance of Promoters	<i>Nomination and Remuneration Committee</i>
S-10	SLO-1	Essentials of a valid consideration	Appropriation of Payments – Clayton's Rule	Discharge By Agreement	Kinds of Promoters	<i>Resoulution – meaning – Types</i>
	SLO-2	Case Study	Indemnity & Guarantee – Meaning & Definition	Discharge by Impossibility of performance	Legal position of promoters	<i>Types of resoulution</i>
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 a Company – Meaning	<i>Winding up – meaning & Definitions</i>
	SLO-2	Incapacity arising from status	Contract of Guarantee	Dischrg by Operation of Law	Merits of Incorporation of a Company	<i>Concept of Winding up</i>
S-13	SLO-1	Incapacity arising from Mental deficiency	Distinguish between Indemnity & Guarantee	Discharge by Breach of Contract	Demerits of Incorporation of a Company	<i>Modes of Winding up of</i>
	SLO-2	Incapacity arising from unsoundness of mind	Types of Guarantee	Case Study	Provisional Contracts – Pre incorporation Contract	<i>Liquidator</i>
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	<i>National Company Law Tribunal (NCLT)</i>
	SLO-2	Position of Minors Agreement	Rights of Surety	Remedies for Breach of contract – Meaning & Definition	Meaning of MOA - Importance of MOA and AOA	<i>Appellate Tribunal (NCLAT)</i>
S-16	SLO-1	Contracts with person of unsound mind	Discharge of Surety by Revocation	Recession of Contract	Forms of Alteration of Memorandum	<i>Special Courts</i>
	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	<i>Definition of Depositories - Significance of Depositories</i>
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	<i>Pros of depositories- Cons of Depositories</i>
	SLO-2	Minor 's liability for necessities	Discharge of Surety by Invalidation of Contract	Suit upon Quantum Merit	<i>Distinction between MOA and AOA</i>	<i>Rights of Depositories - Obligations of Depositors</i>
S-18	SLO 1	Case Study on Contract	Case Study	Case Study	Case Study	Case Study

Learning Resources	<p>1. <i>Legal aspects of Business, Ravinder kumar ,Cengage learning.</i></p> <p>2. <i>Business law, Dr K N Ramasamy , RR Educational publishers</i></p> <p>3. <i>Business law, by Dr. M .R. Sreenisasan</i></p> <p>4. <i>Business Law and Corporate Law – Balachandran, Vijay Nicole Publications</i></p>	<p>5. <i>Dr. N.D. Kapoor, 2019, Elements of Company Law, Companies amendment act 2019, 31st Edition, Sultan Chand & Sons</i></p> <p>6. <i>C.A .Kamal Garg Bharat's Corporate and Allied Laws,2013 Institute of Company Secretaries of India. Companies Act2013,CCHWolterKluwerBusiness,2013</i></p> <p>7. <i>DrO.P. Gupta,DrVijayGupta&Mrs.S.K.Gupta,2020,Companylaw,onCompanies Act2013andamendmentAct2017,SBPDPublishingHouse</i></p>
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Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand									
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze									
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create									
	Total	100 %		100 %		100 %		100 %		100 %

*CLA–4 can be from any combination of these: Assignments, Seminars, 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, Maersk Global Services, Chennai.	1. Dr. A Saraswathy, Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	Dr. R. JOSPHIN
	Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr KANCHANA
	2. 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 Code	UCM23303J	Course Name	MARKETING MANAGEMENT	Course Category	C	Discipline Specific Core Course	L	T	P	O	C											
							3	0		2	2	4										
Prerequisite Courses		Nil	Co-requisite Courses		Nil		Progressive Courses			Nil												
Course Offering Department		Commerce		Data Book/Codes/Standards			Nil															
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand the basic Marketing concepts and functions			Level of Thinking(Bloom)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Awareness about new product development and pricing strategy				Expected Proficiency(%)	Expected Attainment(%)	Disciplinary knowledge	Communication	Critical thinking	Problem solving	Analytical	Research related skills	Reflective	Self-directed learning	Leadership	Life-long learning	Professional	Experiential	Employability options	Decision making skills	ICT Skills	
CLR-3 :	Consumer buying behavior in different market segmentation																					
CLR-4 :	Learn about different distribution channels																					
CLR-5 :	To know about various promotional methods and E-Marketing Components																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	Gain Knowledge about marketing concepts				3	75	65	L	H	M	H	H	H	L	M	L	L	M	L	L	M	M
CLO-2 :	Understand the different types of Products and Pricing Strategy				3	75	65	M	H	L	M	M	H	L	M	M	L	M	L	L	M	L
CLO-3 :	Get awareness of buying decision behaviours				3	75	65	M	H	M	H	M	H	L	M	M	L	M	L	L	L	L
CLO-4 :	Know various channels of distribution				3	75	65	M	H	M	H	H	H	L	M	M	L	M	M	L	M	M
CLO-5 :	Awareness in recent trends in E-Marketing				3	75	65	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M
Duration (hour)		15		15		15		15		15												
S-1	SLO-1	Marketing Management - Introduction	Product - Meaning	Consumer Behaviour - Meaning		Channel Management – Introduction		Promotion - Meaning & Definition														
S-2	SLO-1	Concept and Definition of Marketing	Levels of Products	Model of Consumer Behaviour		Types of Channel Members		Objectives of Promotion														
S-3	SLO-1	Objectives of Marketing	Types of Products	Consumer Decision Making Process		Importance of Distribution Channels		Types of Promotion														
S-4	SLO-1	Nature and Scope of Marketing	Product Life Cycle	Consumer Decision Making Process		Channel Arrangements		Difference types of Advertising														
S-5	SLO-1	Difference between Traditional Selling and Modern Selling	New Product Development - Meaning	Types of Buying Decision Behaviour		Retailers – Introduction		Publicity														
S-6	SLO-1	Selling Vs Buying	Process of New Product Development	Factors Influencing buying behaviour		Types of Retailer		Public Relation														
S-7	SLO-1	Importance of Marketing	Branding	Market Segmentation - Meaningand Definition		Retailer Formats		Personal Selling – Meaning , Objectives , Advantages & Disadvantages														
S-8	SLO-1	Types of Marketing	Packaging	Characteristics of Marketing Segmentation		Technology in Retailing		Direct Selling – Meaning , Objectives, Advantages & Disadvantages														
S-9	SLO-1	Functions of Marketing	Labelling	Level of Marketing Segmentation		Wholesaler - Introduction		Differences Between Personal Selling and Direct Selling														
S-10	SLO-1	Marketing Mix -Meaning	Promotion – Meaning & Objectives	Targeting - Meaning and Importance		Relationship with Wholesaler and Retailer		Sales Promotion and its methods														
S-11	SLO-1	Marketing Mix - 7 P's	Types of Promotion	Selection of Target Segment		Supply chain Management - Introduction		Sales Promotions vs Advertising														
S-12	SLO-1	7 C's of Marketing	Difference between Personal Sellingand Direct Selling	Targeting Strategies		Elements of Supply Chain Management		Evolution of Sales Promotion Scheme														
S-13	SLO-1	Marketing Environment - Meaning	Pricing - Meaning and Definition	Positioning - Meaning , Importance		Strategic Supply Chain Management		E-Marketing														
S-14	SLO-1	Importance of Marketing Environment	Objectives of Pricing	Steps involved in Product Positioning		Evolution of Logistic		Recent Trends in E-Marketing														
S-15	SLO-1	Factors Influencing Marketing Environment	Types of Pricing	Product Positioning Strategies		Phase of Logistic Development		Components of E-Marketing														
Learning Resources		1. Essentials of Marketing by K. Sundar, Vijay Nicole Imprints Publications 2. Marketing Management by Pearsons,Mcgraw Publication - 2020				3. An Introduction to Marketing Management by Jaya Prakash, Chand Publication -2018																
Learning Assessment																						

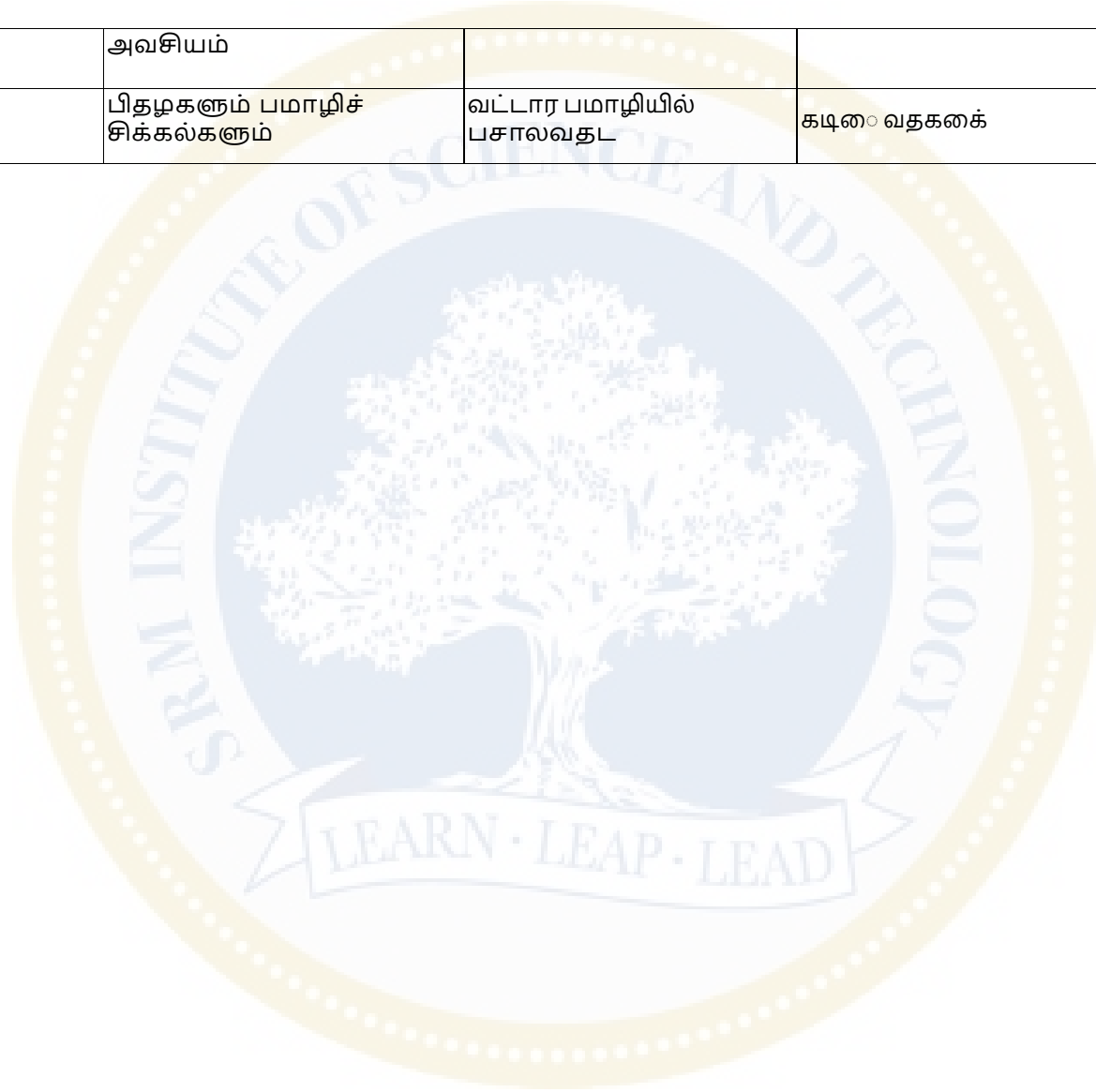
	Bloom's Level of Thinking	Continuous Learning Assessment(50%weightage)								FinalExamination(50%weightage)
		CLA-1(10%)		CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
		Theory		Theory	Practice	Theory	Practice	Theory	Practice	
Level1	Remember	15%	15%	15%	15%	%	15%	15%	15%	30%
	Understand									
Level2	Apply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

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

Course Designers		
Experts from Industry		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
		2. Dr. Rajarajen Vanjiko, Associate Professor & Head,Department of Commerce, Pachaiyappa's College, Chennai

Course Code	ULT23AE1J	Course Name	APPLIED TAMIL – I			Course Category	AE	Ability Enhancement Courses (AE)																	
								L	T	P	O	C													
								1	0	2	2	2													
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil															
Course Offering Department		Tamil		Data Book / Codes/Standards		Nil																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																
CLR-1 :	மைமிழின் எழுத்தை, பசால் வரைச் சி வரலாற்றை அறியச் பசய்தல்				1	2	3	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	பமாழிதயெ பிதழயின் றி எழுதம் ஆற்றதல அதயச பசய்தல்				Fundamental Knowledge	Application of Concepts Link with Related Disciplines	Procedural Knowledge				Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3				
CLR-3 :	வாய்பமாழி வழக்காறுகின் நுட்பங்கதைத் பையச் பசய்தல்																								
CLR-4 :	கடிமை எழுதம் மூதற, கடடூதர வதரயம் மூதற அறியச் பசய்தல்																								
Course Learning Outcomes (CLO):																									
CLO-1 :	பசாற்கதசைச் சரியான பனாரண தமயில் யென் டெய்தம் திறன் பனாரணல்				2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	H	-	-	-		
CLO-2 :	பமாழிதயெ பிதழயின் றி எழுதவைன் வழி பமாழி ஆளுதம பெறுதல்				2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-			
CLO-3 :	வாய் மமாழி மரபின் கூறுகள் வழி, மக்களின் வாழ்வியல் விழுமியங் களள அறிந்மகாள்ளுதல்				2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-			
CLO-4 :	அலுவலகெ யென் னாடு, திறன் வமம்னாடு ஆகியவற்றை நுட்பமாகக் பனாரிந் பகாண் ளுதல்				2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-			
CLO-5 :	கவிதை, கதைத் தகைதல் ஆற்றதல அறிந் பகாண் ளுதல்				2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-			
Duration (hour)		9		9		9		9																	
S-1	SLO-1	மைமிழின் பைன்தம	பமய் பயமுண்மகின் வதககை	வாய்பமாழி மரபு, எழுண்ம மரபு	பைபடர் அதமெபு				காலந்வையும் கவிதை																
	SLO-2	மைமிழின் சிற்புகை	மூவினம்	வாய் பமாழி மரபில் அமெவம்	கைய பைபடர்				கவிதை வடிவம்																
S-2	SLO-1	கரணம் - ரெரிமாற்றம்	ஒற்று இடுதல்	வாழ்வியல் ணண்மவம்	பநடூந்பணடார்				மரபுக்கவிதை																
	SLO-2	யென் னாடணம்மைமிழ்	வல்லினம் மிகும் இடங்கை	மெபமாழிகை	ண்ம்தி எழுதல்				வசனகவிதை																
S-3	SLO-1	காலந்வையும் மைமிழ்	வல்லினம் மிகா இடங்கை	மெபமாழியும் மனிண் வாழ்வியலும்	ஒரு பொருதை தமயமாகக் பகாண் டு எழுதல்				புக்கவிதை/புதிய வடிவக் கவிதைகை																
	SLO-2	எழுண்மகை - அறிமுகம்	எழுண்மெப்பிதழ நீ க்கம்	மெபமாழியின் வடிவம்	காலந்வையும் கடிண்ங்கை				கவிதைக் கைங்கை																
	SLO-1	மைமிழ் எழுண்ம வரலாறு	பிதழ நீ க்கி எழுதல்	வட்டார பமாழி	மைமிழ் கடிண் இலக்கியம்				கவிதை ண்டைக்கம்																

S-4			அவசியம்			
	SLO-2	எழுதும்புகின் வரிவடிவம்	பிதழுகளும் பமாழிச் சிக்கல்களும்	வட்டார பமாழியில் பசாலவதட	கடிதம் வதகைக்	கவிதை எழுதும் முதற



Duration (hour)		9	9	9	9	9
S-5	SLO-1	எழுண்ஃகைகின் பிறெபு	எதிரச் ப் சால் வரலாறு	ெழபமாழியும் பசாலவதடயும்	கடிண்ம் எழுஃம்முதற	ண்ஃ ஃணரச் சி க் கவிதஃ
	SLO-2	உயிர் எழுண்ஃஃெஃ பிறெபு	எதிரச் ப் சால்லின் உருவாக்கம்	வசெச் நதடயும் பசாலவதடயும்	அலுவல் கடிண்ம்	இயற்தக/ சமுகம் - கவிதை
S-6	SLO-1	பமய் பயமுண்ஃஃெஃ பிறெபு	இதண்சப் சால்லும் எதிரச் ப் சால்லும்	மரபுண்ஃபாடர்	வாழ்ண்ஃஃ/ ஃாராடடு க்/ நட்புக் கடிண்ம்	காலந்வாறும் கதைக்
	SLO-2	பமாழி முண்ல் எழுண்ஃஃைக்	மைழிழில் எதிரச் ப் சாற்கண்	ெழபமாழி மரபுண் பாடர்வவறுண்ஃடு	கடடுதர வதககண்	கதைகில் கற்தெனயும் உண் தமயும்
S-7	SLO-1	பமாழி இறுதி எழுண்ஃஃகண்	ஃபரழுண்ஃஃ ஃரஃபமாழி - அறிமுகம்	மைழிழில் மரபுண்ஃபாடர்	கடடுதர எழுஃஃம் முதற	வாய்பமாழிக் கதை
	SLO-2	எழுண்ஃஃ வவறுண்ஃடும் பொருண்ம்	ஃபரழுண்ஃஃ ஃரஃபமாழியும் பொருண்ம்	விடுகதை	கடடுதரக் கண்ங் கண்	ஃரு ஃக்கக் கதை
S-8	SLO-1	ணகர - ஃகர - நகர வவறுண்ஃடு	பசாற்கைகின் ஃண்தமகைக்	நுண் ணறிவு பவிறெண்ஃடு ண்ல்	வண்ஃடடி க் கடடுதர	சிறுகதை
	SLO-2	லகர - ஃகர - ஃகர வவறுண்ஃடு	ஃரு பசால் ஃல பொருண்ஃ	கதஃ மரபில் நாடடுண்ஃபுறக் கதைகைக்	அஃஃவக் கடடு தர	கதை எழுஃம் முதற
S-9	SLO-1	பசால்லும் பொருண்ம்	ஃரு பொருண்ஃ ஃல பசால்	மைழிழில் நாடடுண்ஃபுறக் கதைகைக்	யணக் கடடுதர	சமுக உணரவி ண் பவிறெண்ஃ டு
	SLO-2	காலந்வாறும் பசாற்கைக்	பசால் உருவாக்கைகின் யண்கைக்	நாடடுண்ஃபுறக் கதகைகண்ம் சமுக வரலாறும்	இழியல் கடடுதரகண்	நிகழ்தவக் கதை வழிவய பவிறியிடல்
Learning Resources		1. நல் ஃமைழிழ் எழுண்ஃ வவண் ஃமா?, அ. கி. ரெநண்ஃமாணாரர் ஃாரி நிதலயம், 2010. 2. நாடடுண்ஃபுற இயல் ஆய்வு, சஃ. சக்திவவல், மணிவாசகர் தெெண்ஃகம், பசன் தன, 2006. 3. தெடண்ஃபுக்கதல, மஃ. சஃந்ந்நிரமஃண்ஃஃ, அறிவண்ஃ தெெண்ஃகம், பசன் தன, 2008. 4. கதையியல், க. பஃரணசச் ந்திரண், அதடயாண்ம் தெெண்ஃகம், பசன் தன, 2012. 5. இதண யவழிண் ரைவுகை : https://tamilheritage.org/				

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

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1.Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST,KTR
		2.Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3.Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4.Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5.Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULH23AE1J	Course Name	APPLIED HINDI- I		Course Category	AE	Ability Enhancement Courses (AE)										L	T	P	O	C				
																	1	0	2	2	2				
Pre-requisite Courses	Nil		Co-requisite Courses	Nil		Progressive Courses	Nil																		
Course Offering Department		HINDI		Data Book / Codes/Standards		Nil																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																
CLR-1 :	Explain and appreciate the Constant moral values of India				Level of Thinking(Bloom)	Expected Proficiency(%)	Expected Attainment(%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret	Investigative Skills	Problem Solving Skills	Communication	Analytical Skills	PSO -1	PSO -2	PSO-3			
CLR-2 :	Focus on Evaluating the social changes through prose																								
CLR-3 :	To Display moral and social values in the field of religion and communal Unity																								
CLR-4 :	To make translation of good literature and any relevant document from the Hindi Language to English and vice –versa																								
CLR-5 :	To help the learners to tackle Administrative terminology																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																							
CLO-1 :	Understand the various forms of Prose and different aspects of social issues				2	75	80	H	H	H	M	L	H	L	M	L	L		H	M	-	-	-		
CLO-2 :	To create an awerness on Ramayanan				2	80	90	H	H	H	M	L	H	H	M	L	L		H	M	-	-	-		
CLO-3 :	To Examine the accuracy in Translation				2	75	95	H	H	M	L	H	H	M	H	M	M		H	-	-	-	-		
CLO-4 :	To Provide technical writing skills				2	80	90	H	H	L	H	M	H	L	H	H	M	H	H	-	-	-	-		
CLO-5 :	To evaluate the nuance in essays				2	85	90	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-	-		
Duration (hour)	9		9		9		9		9																
S-1	SLO-1	KAHANI	NIBANDH	BAL RAMAYAN	ANUVAD		PARIBHASHIK SHABDAVALI																		
	SLO-2	AVDHARNA	VDHARNA	KHATHA VASHTU	AVDHARNA		ARTH																		
S-2	SLO-1	ARTH	ARTH	AVADHPURI MEN RAM	ARTH		PARIBHASHA																		
	SLO-2	SWARUP	SWARUP	RAM KE ADARSH KE PRATI PRERIT KARNA	SWARUP		SWARUP																		
S-3	SLO-1	PARIBHASHA	PARIBHASHA	RAMAYAN KE PRATI RUCHI JAGANA	PARIBHASHA		PRAKAR																		
	SLO-2	KAHANI KE TATVA	AHABHARAT KE SAMAY KAHARAT- BHALKRISHNA BHATT	RAMAYAN KA SAMAJ MEN MAHATVA	PRAKAR		AVADHARNA																		
S-4	SLO-1	UDDESHYA	LEKHAK PARICHAYA	LOKJEEVAN KE PRATI JAGRUP KARNA	MAHATVA		PRAYOJAN																		
	SLO-2		PATH KA VISLESHAN	JANGAL AUR JANKPUR	UDDESHYA		UDDESHY A																		
S-5	SLO-1	ANTASH MAN KI JAGRITI	UDDESHYA	GURU KE PRATI ADAR BHAV	ANUBAD PRAKRIYA		MAHATVA																		
	SLO-2	EIDGAH – KAHANI PREMCHAND	SAMAJIK SAMRASTA	VIRTA KE BHAV KO JAGANA	VIVIDH PRAYOG		PRAYOG																		
S-6	SLO-1	KAHANI KA PARICHAYA	PAURANIK KAHANIYO SEAVAGAT KARANA	VIDHARM KA PRATIFAL	HINDI SE ANGREZI ANUVAD		UDDESHY A																		
	SLO-2	KAHANI VISLESHAN	MAHABHARAT EVAM RAMAYAN KE SAMAJ KI TULNA	VAN JEVAN SE AVAGAT KARANA	ANGREZI SE HINDI ANUVAD		TAKANIKI SHABDAVALI KA MHATVA																		
S-7	SLO-1	BAL MANOVIGYAN	BABUL AUR KAKTASH- RAMDARASH ISHRA	SITA KE ADARSH CHARITRA SE AVAGATKARANA	ANUVAD KA PRAYOJAN		HINDI SE ANGREZI SHABD																		
	SLO-2	ASMANTA KA CHITRAN	LEKHAK PARICHAY	RAM KE CHARITRA SE AVAGAT KARANA	ANUVAD KA PRAYOG		ANGREZI SE HINDI SHABD																		
S-8	SLO-1	DIP SE DIP JALE- USHA YADAV	PATH KA VISLESHAN	VIRTA KE BHAV JAGANA	SHROT BHASHA KA GYAN		EK DIN EK SHABD																		
	SLO-2	SAPNE KE LIYE SANGHARSH	MANVATA KO JIVIT RAKHANEKI PRERNA	PATH KA VISLESHAN	LAKSHYA BHASHA KA GYAN		SHABDON KA VISLESHAN																		
S-9	SLO-1	SAMASYA KA SMADHAN JAD MENHOTA	AAJ KE SANDARBH ME	PATH PRICHARCHA	ANUVAD KA DAYITVA		PATH PRICHARCHA																		

	HAI	MAHABHARAT KI UPYOGITA			
SLO-2	PRASHNABHAYASH	PRASHNABHAYASH	PRASHNABHAYASH	ANUVAD KA ABHYASH	PRASHNABHAYASH

Learning Resources	Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.				PUNRIKSHAN
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
Alumni	Student	2. Dr. Md.S. Islam Assistant Professor, SRMIST 3.Dr. S. Razia Begum, Assistant Professor, SRM IST
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	4, Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23AE1J	Course Name	FRENCH FOR SPECIFIC PURPOSE-I	CourseCategory	AE	Ability Enhancement Courses (AE)										L	T	P	O	C	
						1	0	2	2	2											
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		ProgressiveCourses		Nil											
Course Offering Department		French		Data Book / Codes/Standards		Nil															
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning		Program Learning Outcomes (PLO)															
CLR-1 :	Strengthen the language of the students both in oral and written		1		2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations		Level of Thinking(Bloom)		Expected Proficiency(%)	Expected Attainment(%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3 :	Make them learn the basic rules of French Grammar.		2		75	80	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLR-4 :	Develop strategies of comprehension of texts of different origin		2		80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLR-5 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French		2		75	95	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		2		80	90	H	L	M	H	M	H	M	L	H	M	L	-	-	-
CLO-1 :	To acquire knowledge about French language		2		85	90	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French		2		85	90	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-
CLO-3 :	To develop content using the features in French language		2		75	95	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4 :	To interpret & Translate the French language into other language		2		80	90	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5 :	To improve the communication, intercultural elements in French language		2		85	90	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-
Duration (hour)		9		9		9		9		9		9		9		9		9		9	
S-1	SLO-1	TP de chimie	Le jour des examens	L'impératif négatif		Comprendre une lettre de motivation		Comprendre la structure d'un rapport de stage													
	SLO-2	Les exemples	Les activités	-Le passé composé avec être		Les exemples		Trouver des mots clés-													
S-2	SLO-1	- Un TP au laboratoire-	Le sms à la française -	Les exemples		Repérer le présent		Les activités													
	SLO-2	Les exemples	Les activités	Le passé composé des verbes pronominaux		Les activités		Comprendre un texte technique-													
S-3	SLO-1	Comprendre un TP	Les examens	-La recherche de stage -		le passé composé et		Les activités													
	SLO-2	Les exemples	Les activités	Les exemples		Les activités		Les exemples													
S-4	SLO-1	-Suivre un protocole expérimental -	-Donner des conseils	Les activités		le futur dans un texte		Relever des arguments dans un texte-													
	SLO-2	Les activités	Les exemples	Le stage en France		Les exemples		Les activités													
S-5	SLO-1	Lire des équations chimiques -	-Écrire et comprendre un sms -	Les activités		- Le rapport de stage et le domainedes carburants -		Les exemples													
	SLO-2	Les activités	Comprendre une interdiction	Le CV français		Les activités		Les activités													
S-6	SLO-1	Identifier des formules chimiques à l'oral	Les activités	Les exemples		Le stage		Les activités													
	SLO-2	Les exemples	-Donnez des consignes -	La lettre de motivation-		Les exemples		Les pronoms COI													
S-7	SLO-1	- L'infinifit pour exprimer un ordre ou	Les exemples	Comprendre une offre de stage		La méthode du plan détaillé-		Les exemples													
	SLO-2	Les activités	Comprendre	Les exemples		Les activités		Les exemples													
S-8	SLO-1	un conseil (dans les consignes) -	Les exemples	Les activités		Les exemples		Les activités													
	SLO-2	Les exemples	et parler d'actions passées-	Comprendre et réaliser un CV		Le contenu du rapport de stage		Quelques verbes et leur préposition													
S-9	SLO-1	La nominalisation	Les exemples	Les activités		Les exemples		Les activités													
	SLO-2	Les exemples	L'impératif des verbes pronominaux	Les exemples		Les activités		Les exemples													
Learning Resources		Theory: 1. "Tech French" French for Science and Technology, Ingrid Le Gargasson, Shariva Naik, Claire chaize, Les éditions Didier, India, 2011.																			
		Learning Assessment																			

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

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar 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

Course Code	UMS23G05J	Course Name	STATISTICS FOR BUSINESS	Course Category	G	Generic Elective Courses										L	T	P	O	C	
						3	0	2	2	4											
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses					Nil										
Course Offering Department		Mathematics and Statistics		Data Book / Codes/Standards		Graph paper															
Course Learning Rationale (CLR):						The purpose of learning this course is to:															
CLR-1 :						To learn and understand fundamental concepts of statistics															
CLR-2 :						Get understanding on the different methods of statistical techniques															
CLR-3 :						To enable the use of statistical, graphical and algebraic techniques wherever relevant.															
CLR-4 :						To apply statistical techniques to various business applications															
CLR-5 :						Get understanding on the different methods of index numbers, Employ appropriate methods in time series															
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1 :						To recognize the importance and value of statistical thinking and approach to problem solving															
CLO-2 :						To have a skill in interpretation and analysing the data by graphical and different measures of averages															
CLO-3 :						To calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases.															
CLO-4 :						To calculate and apply correlation and Regression concepts															
CLO-5 :						To understand the basic notions of time series and index numbers and its applications															

S-8	SLO-1	Classification of data- Types of classification of data	Median -problems-discrete data	Standard deviations- definitions- merits and demerits	problems Karl Pearson's Correlation Co-efficient- deviation method-from an actual mean - problems	Methods of least square problems
	SLO-2	Tabulation – Definition of tabulation, Parts of a table	Median -problems- continuous data	Standard deviations –problems-raw data	Spearman's Rank Correlation Coefficient- definition-simple problems	Seasonal indices-procedure and problems
S-9, S-10	SLO-1	Practical - Classification and	Practical – Applications of Median problems	Practical – Problems on Mean deviation	Practical - Problems on correlation	Practical – Problems on least square method
	SLO-2	Tabulation				
S-11	SLO-1	Diagrammatic presentation- Types of diagrams	Mode-definitions-merits and demerits, raw ,	Standard deviations- Discrete data- problems	Regression Analysis: Regression - Regression Co- efficient	Introduction of Index Number
	SLO-2	Bar diagrams	Mode-discrete data Problems	Standard deviations- Continuous data- problems	Definition and Uses	Unweighted index number
S-12	SLO-1	Pie diagram	Mode -problems- Discrete data	Coefficient of Variation problems	Types of Regression Equations	Weighted index number
	SLO-2	Histogram-Frequency polygon	Mode -problems- Continuous data	Applications of Coefficient of Variation	Regression Equation of X on Y and Regression Equation of Y on X	Test of consistency – Time Reversal test
S-13	SLO-1	Cumulative frequency curve (ogive)	Empirical relationship between Mean, median, and mode	Graphical representation of dispersion- Lorenz curve	Relationship between Correlation and Regression Coefficients	Test of consistency – Factor Reversal test
	SLO-2	Cumulative frequency curve Less than and more than(ogive)	Problems on Empirical relationship	Measures of Skewness- Absolute and Relative measure of skewness	Problems on the Relationship between the Coefficients	Consumer price index number, definition, uses and problems
S-14, S-15	SLO-1	Practical – Graphical representation of Statistical data	Practical – Applications of Mode problems	Practical - Skewness and its applications	Practical – Regression equations	Practical – Applications of index number
	SLO-					
Learning Resources/ Reference Book		1. Gupta S.P (2012), Statistical Methods , 4 th Edition, Sultan Chand & Sons, New Delhi 2. R.S.N. Pillai and Bagavathi, Statistics ,Chand.S and company Pvt.Ltd, New Delhi				

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

Course Code	UCM23S01L	Course Name	OFFICE AUTOMATION		Course Category	S	Skill Enhancement										L	T	P	O	C			
Pre-requisite Courses			Nil	Co-requisite Courses	Nil	Progressive Courses		Nil										0	0	2	2	1		
Course Offering Department			Commerce		Data Book / Codes/Standards		Nil																	
Course Learning Rationale (CLR):			The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1 : To understand the importance of office automation			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 : To understand various types of MS office operations						Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical	Research related skills	Reflective	Self-directed learning	Leadership	Life-long	Professional	Experiential	Employability options	Decision making skills					
CLR-3 : To familiarizes with Documents preparation using Ms-word						H	M	M	M	H	L	L	L	M	M	H	H	H	H	H	H			
CLR-4 : To understand about Excel Functions						H	H	M	H	H	L	L	L	H	M	H	H	H	H	H	H			
CLR-5 : To know about Power point slides presentations.						H	H	M	M	H	L	L	L	L	M	H	H	H	H	H	H			
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:				3	75	65	H	H	M	H	L	L	L	M	H	H	H	H	H	H	
CLO-1 : Fundamental of office automation			3	75	65	H	H	M	H	L	L	L	H	M	H	H	H	H	H	H	H	H		
CLO-2 : Practical concepts of Office automation			3	75	65	H	H	M	H	L	L	L	H	M	H	H	H	H	H	H	H	H		
CLO-3 : Know MS -office operations			3	75	65	H	H	M	M	L	L	L	M	H	H	H	H	H	H	H	H	H		
CLO-4 : Understand Spreadsheet operations in Business			3	75	65	H	H	M	M	L	L	L	L	M	H	H	H	H	H	H	H	H		
CLO-5 : Understand the practical usage of Slide presentation			3	75	65	H	H	M	H	L	L	L	L	M	H	H	H	H	H	H	H	H		
Duration (hour)		Learning Unit / Module 1			Learning Unit / Module 2			Learning Unit / Module 3			Learning Unit / Module 4			Learning Unit / Module 5										
		6			6			6			6			6										
S-1	SLO-1	MS Word - Creating document - Entering or typing text- Select- Undo, Cut, Copy, Pasteand Paste Special			Table and table properties- MergeCells – Split Cells - split Table - Auto fit																			
S-2	SLO-1	Font style, Bold, Italic, Subscript, Superscript, Bullets			Text Directions - Convert - Formula – Orientation, Margins, Columns, Hyphenation																			
S-3	SLO-1	Insert Picture, Paragraph alignment			watermark, Page color, PageBorder, Indent, Spacing,																			
S-4	SLO-1	Insert Page break - Pagenumber			Mailings - Mail Merge- Envelopes - Labels - spelling -Thesaurus																			
S-5	SLO-1	Header and Footer, check, Chart, Symbol			Translate - Designing																			
S-6	SLO-1	Export document- Conversion			Print preview, Page layout, Page orientation																			
Learning Resources/ Reference books		1) Dr. Archana Kumar Computer Basics with Office Automation, Wiley 2) Dr.Rizwan Ahmed, Office automation, Margham Publication 3) YatendraKumar, Office Automation tools, Nageen Prakashan Publishers																						

Learning Assessment						
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA – 3 (20%)	CLA – 4 (10%)	
		Practice	Practice	Practice	Practice	Practice
Level 1	Remember	30%	30%	30%	15%	30%
	Understand					
Level 2	Apply	40%	40%	40%	20%	40%
	Analyze					
Level 3	Evaluate	30%	30%	30%	15%	30%
	Create					
	Total	100 %	100 %	100 %	100 %	100 %
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,						

Course Designers		
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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr. K. ALAMELU D. VENKATESAN

Course Code	UCM23P01L	Course Name	INTERNSHIP - I	Course Category	IAPC	Internship/Apprenticeship / Project/Community Outreach (IAPC)	L	T	P	O	C
							0	0	0	0	1
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses	Nil				
Course Offering Department		Commerce		Data Book / Codes/Standards		Nil					

Guidelines for Summer Internship:

- Students must undergo industrial training at the end of Second semester for 15 Days in any industry and submit the report in the Third 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 an acceptance letter from the industry for his/her Internship
- Students must submit a Training Report along with a 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
- 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 the Semester Examination
- Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
- 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% weightage)			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	Course Category	V	Value Addition Course	L	T	P	O	C										
							2	0	0	2	2										
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil													
Course Offering Department		Career Guidance Cell		Data Book / Codes/Standards		-															
Course Learning Rationale (CLR): <i>The purpose of learning this course is to:</i>				Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand the concepts of permutation and combinations, probability and approach questions in a simpler and innovative method			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Understand the different parts of speech and use them in sentences appropriately			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qualitative	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
CLR-3 :	Understand the importance of resume preparation and building a resume																				
CLR-4 :	Face interviews confidently																				
CLR-5 :	Develop their domain skills to face the interview																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1 :	Understand the concepts of permutation and combinations, probability and approach questions in a simpler and innovative method			3	80	70	-	-	H	H	H	-	M	-	-	-	-	-	-	-	L
CLO-2 :	Understand the different parts of speech and use them in sentences appropriately			3	85	75	M	H	-	-	-	-	M	M	H	H	M	M	-	-	-
CLO-3 :	Understand the importance of resume preparation and building a resume			3	85	80	M	H	M	-	-	-	M	M	H	M	H	M	M	M	-
CLO-4 :	Face interviews confidently			3	85	80	H	M	H	M	-	M	L	M	M	M	M	L	H	M	M
CLO-5 :	Develop their domain skills to face the interview			3	85	80	H	M	H	M	-	M	L	M	M	M	M	L	H	M	M
Duration (hour)		6	6	6	6	6															
S-1	SLO-1	Permutation and Combination – Introduction	Puzzles Selections – Introduction	Resume Writing – Introduction	Negotiation Skills - Introduction					Present FY Budget Analysis – Introduction											
	SLO-2	Permutation and Combination – Problems	Puzzles Selections – Problems	Resume Writing – Formats	Negotiation Skills – Practise Session					Present FY Budget Analysis											
S-2	SLO-1	Probability – Introduction	Puzzles Distribution - Introduction	Resume Writing – Practise Session I	Negotiation Skills - Activity					Advanced Excel - Large Data Handlers & Pivot – Introduction											
	SLO-2	Probability – Problems	Puzzles Distribution – Problems	Resume Writing – Practise Session II	Negotiation Skills – Feedback Session					Large Data Handlers & Pivot – Practise Session											
S-3	SLO-1	Data Sufficiency – Introduction	Change of Voice – Introduction	Presentation – Introduction	Prioritising Activities for a Productive Work Day					Advanced Excel - VLookup, XLookup, HLookup – Introduction											
	SLO-2	Data Sufficiency – Problems	Change of Voice – Rules & Conversions	Presentation - Do's and Don'ts	Prioritising Activities for a Productive Work Day – Feedback Session					VLookup, XLookup, HLookup – Practise Session											
S-4	SLO-1	Escalator Problems – Introduction	Change of Speech – Introduction	Presentation – Types and Rules	How to collect, analyse and share Feedback					Advanced Excel – Functions – Introduction											
	SLO-2	Escalator Problem –Tricky Problems	Change of Speech – Rules & Exercises	Presentation – Using Visual Elements	How to collect, analyse and share Feedback					Functions – Practice Session											
S-5	SLO-1	Surds and Indices–Introduction	Attention to Details – Introduction	Presentations – Oral & PPT – Mock Presentation	Introduction to Economics, Business & Banking					Tally - Overview & Usage – Introduction											
	SLO-2	Surds and Indices – Problems	Attention to Details – Benefits and its Importance	Suggestions and Tips to improve	Economics, Business & Banking – Characteristics and scope					Tally – Overview & Usage – Practice Session											
S-6	SLO-1	Cubes & Cuboids – Introduction	Completing Statements – Introduction	Types of Interviews - Group / Stress / HR – Introduction	Banking & Budget Terminology – Introduction					GST - Overview & Monthly Filings for GST & IT – Introduction											
	SLO-2	Cubes & Cuboid – Problems	Completing Statements – Types & Rules	Types of Interviews - Mock Interview	Banking & Budget Terminology – Types and Methodologies					GST - Overview & Monthly Filings for GST & IT – Practice Session											

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

Learning Assessment

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

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc. #CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

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

SEMESTER – IV

Course Code	UCM23401J	Course Name	CORPORATE ACCOUNTING – II		Course Category		C	Discipline-Specific Core Course										L	T	P	O	C				
																		3	0	3	2	4				
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses			Nil																	
Course Offering Department		Commerce			Data Book / Codes/Standards		Nil																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)																
CLR-1 :	Understand the Fundamental concept of amalgamation, absorption, and reconstruction.					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qualities	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
CLR-2 :	To know the procedure of preparation of banking final account.																									
CLR-3 :	To know the reasons for the preparation of the consolidated financial statement.																									
CLR-4 :	To Understand the concept and procedure to determine the revenue account of Life Insurance Company and General Insurance Company..																									
CLR-5 :	To know the reasons behind that the company liquidated.																									
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																								
CLO-1 :	To understand the accounting treatment of amalgamation, absorption and reconstruction.								3	75	65	H	M	L	M	M	H	-	L	-	H	-	M	-	-	M
CLO-2 :	To know the provision / procedure to the banking company final accounts.								3	75	65	H	M	-	M	M	H	L	L	-	H	-	M	-	-	M
CLO-3 :	Get knowledge about provisions of the Companies Act, 2013 related to prepare consolidated financial statement of a company.								3	75	65	H	M	-	M	M	H	-	L	L	H	-	M	-	-	M
CLO-4 :	Knowhow of accounting and technique to preparation of life insurance revenue account / General insurance revenue account.								3	75	65	H	M	-	M	M	H	-	L	-	H	L	M	-	-	M
CLO-5 :	To assess the reasons regards liquidation of Company.								3	75	65	H	M	-	M	M	H	-	L	-	H	-	M	L	-	M

Duration (hour)		Learning Unit / Module 1 18	Learning Unit / Module 2 18	Learning Unit / Module 3 18	Learning Unit / Module 4 18	Learning Unit / Module 5 18
S1	SLO-1	Amalgamation, Absorption, and External Reconstruction: Definitions;	Accounts of Banking Companies: 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;	Accounts of Insurance Companies: Meaning of Insurance; Types of Insurance;	Liquidation of Companies: Meaning of Liquidation; Difference between Insolvency and liquidation;
	SLO-2	Features of Amalgamation;	Accounting System; Books Required;		Accounts of Life Insurance Business;	Mode of Winding-up
S2	SLO-1	Distinguish between Amalgamation and External Reconstruction	Slip System of Posting; Specimen Form of Accounting Policies;	Consolidated Balance Sheet; Non-Controlling Interest;	Insurance Regulatory and Development Authority;	Winding-up by Tribunal;
	SLO-2	Purchase Construction;	Principal Accounting Policies;	Cost of Control/Goodwill or Capital Reserve;	Preparation of financial statements	Consequences of winding up;
S3	SLO-1	Methods of Purchase Consideration;	Notes and Instructions Compilation; Final Accounts; Profit and Loss Account; Guidelines of for	Pre-Acquisition / Capital Reserve and Profits;	Schedule A – Part-1 Accounting Principles for preparation of financial statements;	Order of Payment; Preferential Creditors; Statement of Affairs; Forms of Statement of Affairs;
	SLO-2	Mode of Amalgamation; Nature of Merger and Purchase;	Reserve Bank of India for Profit and Loss Account;	Post-Acquisition / Revenue Reserve and Profits;	Applicability of Accounting standard;	
S04 – S06	SLO-1	Condition for nature of Merger and Purchase.	Balance Sheet; Guidelines of Reserve Bank of India for Balance Sheet;	Elimination of Common Transactions; Treatment of Fictitious Assets; Treatment of Unrealised Profit;	Part -II – Disclosures forming part of financial statements; Part-III – General Instructions for Preparation of financial statements;	Procedure of preparation of Statement of Affairs; Lists to be attached to the Statement of Affairs; Deficiency Account;

Duration (hour)		Learning Unit / Module 1 18	Learning Unit / Module 2 18	Learning Unit / Module 3 18	Learning Unit / Module 4 18	Learning Unit / Module 5 18
	SLO-2	Accounting Entries in the books of Acquiree / Selling Company;	Income Recognition; Provision for 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.	Problem relating to the Provision for Non-performing Assets;	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 relating to the Profit and Loss Account of Banking Company;	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
S09	SLO-1	Problem solved under External Re-Consideration	Problem relating to the Profit and Loss Account of Banking Company;	Problem related to Consolidated Balance Sheet	Practical Problem related to Life Insurance - Revenue Account and Valuation of Balance sheet	Liquidator's Final Statement of Account; Liquidator's Remuneration; Receiver for Debenture holders; B-List of Contributors
	SLO-2	Problem solved under External Re-Consideration	Problem relating to the Profit and Loss Account of Banking Company;	Problem related to Consolidated Balance Sheet with Unrealised Profit	Final Accounts of General Insurance Companies: Schedule B – Part-1 Accounting Principles for preparation of financial statements; Applicability of Accounting standard;	Procedure of preparation Liquidator's Final Statement Account; to of
S10 – S12	SLO-1	Problem solved under External Re-Consideration	Problem relating to the Profit and Loss Account of Banking Company;	Problem related Balance Sheet Transaction to with Consolidated Common	Part -II – Disclosures forming part of financial statements; Part-III– General Instructions for Preparation of financial statements;	Practical Problem to Liquidator's Final Statement of Account;
	SLO-2	Problem solved under Amalgamation under the nature of Merger	Problem relating to the Profit and Loss 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 Insurance – Fire Revenue Account;	Practical Problem to Liquidator's Final Statement of Account;
	SLO-2	Problem solved under Amalgamation under the nature of Purchase	Problem relating to the Balance Sheet of Banking Company;	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	Internal Reconstruction: Meaning; Methods of reconstruction; Alteration of Share Capital;	Problem relating to the Balance Sheet of Banking Company;	Problem related to Consolidated Balance Sheet with Dividend declared.	Practical Problem related to General Insurance – Fire Revenue Account;	Practical Problem to Liquidator's Final Statement of Account;
	SLO-2	Procedure for Reducing Share Capital; Accounting Entries on Internal Reconstruction;	Problem relating to the Balance Sheet of Banking Company;	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;

Duration (hour)		Learning Unit / Module 1 18	Learning Unit / Module 2 18	Learning Unit / Module 3 18	Learning Unit / Module 4 18	Learning Unit / Module 5 18
S15	SLO-1	Problem solved under Alteration of Share Capital	Problem relating to the Balance Sheet of Banking Company;	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;
	SLO-2	Problem solved under Internal Reconstruction	Problem relating to the Profit and Loss Account & Balance Sheet of Banking Company	Problem related to Consolidated Balance Sheet with Revaluation of Assets	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	Problem relating to the Profit and Loss Account & Balance Sheet of Banking Company;	Problem related to Consolidated Balance Sheet with Revaluation of Assets.	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	Problem solved under Internal Reconstruction	Problem relating to the Profit and Loss Account & Balance Sheet of Banking Company;	Problem related to Consolidated Balance Sheet with Revaluation of Assets.	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 Resources/ Reference books	1. <i>Corporate Accounting- P C Tulsian, Bharat Tulsian- S Chand Publications</i>	4. <i>Corporate Accounting –Bhushan Kumar Goyal - Taxmann Publications Corporate Accounting – Pazhaniappan – Vijay Nicole Publications</i>
	2. <i>Corporate Accounting – R.L. Gupta and M. Radhaswamy – Sultan Chand and Sons Publications.</i>	5. <i>Corporate Accounting - S N Maheshwari, S K Maheshwari -Vikas Publishing House.</i>
3. <i>Corporate Accounting – S.P. Jain & K.L. Narang -Kalyani Publication.</i>		

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

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

Course Designers		
Experts from Industry	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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	1. Dr. M. JEEVARATHINAM 2. Dr. G. SANGEETHA

Course Code	UCM23402J	Course Name	Audit and Assurance			Course Category	D	Discipline Specific Core Course										L	T	P	O	C		
								3	0	3	2	4												
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil																
Course Offering Department		Commerce			Data Book / Codes / Standards		Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1 :	Learning about the Knowledge of Audit					Level of Thinking (Bloom)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Knowing the planning and risk assistance																							
CLR-3 :	Understanding about Internal control systems																							
CLR-4 :	Learning about Audit Evidence																							
CLR-5 :	Knowing about Review And Reporting																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Evaluate the Audit Framework and Regulation					3	75	65	L	H	M	H	H	H	L	M	L	L	M	L	L	M	M	
CLO-2 :	Understand the planning and Risk Assessment					3	75	65	M	H	L	M	M	H	L	M	M	L	M	L	L	M	L	
CLO-3 :	Efficient implication of the Internal control systems					3	75	65	M	H	M	H	M	H	L	M	M	L	M	L	L	L	L	
CLO-4 :	Analysis and usage of the Audit Evidence					3	75	65	M	H	M	H	H	H	L	M	M	L	M	M	L	M	M	
CLO-5 :	Describe the Decision on the conclusions from audit Review And Reporting					3	75	65	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M	
Duration (hour)		18		18		18		18						18										
S-1	SLO-1	Audit Framework and Regulation		planning and Risk Assessment		Internal control systems		Audit Evidence						Review And Reporting										
S-2	SLO-1	Concept of Audit & Assurance Engagements		Obtaining and accepting audit engagements		Five components of internal control Use and evaluation of internal control systems by auditors		Financial statement assertions and audit evidence,						Subsequent events purpose of a subsequent events review										
S-3	SLO-1	Objective, principles of external audit engagements		Professional ethics and ISAs		Auditors record internal control systems		Classes of transactions and events and related disclosures						Responsibilities of auditors regarding subsequent events										
S4-6	SLO-1	Concepts of accountability, stewardship and agency-Practice		Objectives and importance of quality control procedures - Practical		Internal control components,- deficiencies and significant deficiencies		Account balances and related disclosures at the period end						Procedures to be undertaken in performing a subsequent events - Practice										
	SLO-2	Five elements of assurance engagement- Practice		Engagement performance, monitoring quality and compliance - Practice		Limitations of internal control components		Audit procedures ,audit evidence - inspection, observation, external confirmation, recalculation - Practice						Going concern Define and significance- importance										
S-7	SLO-1	Types of assurance engagement		Plan and perform audit engagements		Tests of control, computer systems controls - general IT controls and application controls		Re-performance, analytical procedures and enquiry, quality and quantity of audit evidence.						Respective responsibilities of auditors and management										
S-8	SLO-1	External Audit, statutory regulations,		Assessing audit risks Components, audit risks in the financial statements		Control objectives, procedures, activities, key controls and tests of controls Communication on internal control		, Relevance and reliability of audit evidence						Procedures, disclosure requirements										
S-9	SLO-1	Appointment, rights, removal and resignation		Concepts of materiality and performance.calculate materiality levels		Methods of reporting significant deficiencies		Audit procedures and analytical procedures						Written representations, purpose and procedure										
S10-12	SLO-1	Rights and duties, limitations of external audits – Practice		Nature, and purpose of, analytical procedures in planning		Format- report to management, significant deficiencies- Practice		Problems associated with the audit-types of evidence- Practice						-quality and reliability - Practice										

	SLO-2	International Standards on Auditing (ISAs) – Practice	Fraud, laws and regulations, fraud and misstatements on the audit strategy- Practice	Internal audit and corporate governance-Practice	Difference between tests of control and substantive procedures - Practice	Audit finalization and the final review Importance of the overall review - Practice
S-13	SLO-1	Corporate Governance, objectives, and importance	Responsibilities of internal and external auditors, prevention and detection of fraud and error.	Factors- elements of best practice in structure and operations	Audit sampling Define audit sampling and need for sampling.	Procedures an auditor, overall review of financial statements
S-14	SLO-1	Structure and roles of audit committees and benefits and limitations	Auditor's responsibility to consider laws and regulations	Compare and contrast the role of external and internal audit	Principles of statistical sampling- results of statistical sampling	Significance of uncorrected misstatements
S-15	SLO-1	Importance of internal control and risk management	Audit planning and documentation, benefits of and importance of planning an audit	Scope and Limitations of the internal audit function, advantages and disadvantages of outsourcing	Audit of specific items Receivables, Inventory Payables and accruals	Effect of dealing with uncorrected misstatements
S16-18	SLO-1	Professional Ethics Define, principles	Contents of the overall audit strategy and audit plan, impact - interim audit on the final audit - Practice	Nature and purpose of internal audit assignments, format and content of internal audit - Practice	Bank and cash, Tangible and intangible non-current assets - Non-current liabilities, provisions and contingencies-Practice	Independent Auditor's report, basic elements modified and unmodified audit opinions in the auditor's report - Practice
	SLO-2	Conceptual framework, auditor's responsibility conflicts of interest and confidentiality – Practice	Contents of working papers and supporting documentation. safe custody and retention of working papers	Review reports and make appropriate recommendations to management - Practice	Computer assisted audit techniques, use of automated tools and techniques - Practice	Format and content of key audit matters, emphasis of matter - Practice

Learning Resources	1. Gupta, Kamal and Ashok Arora, (2015) Fundamentals of Auditing, Tata Mc -Graw Hill Publishing Co. Ltd., New Delhi. 2. Institute of Chartered Accountants of India, Auditing and Assurance Standards, ICAI, New Delhi.	1. Kumar A., Gupta L. and R.J. Arora, Auditing and Corporate Governance, (2016), Taxmann Pvt Ltd. Sharma, J.P. (2016), 2. Corporate Governance, Business Ethics, and CSR, Ane Books Pvt Ltd, New Delhi Tricker, Bob. (2015) 3. Corporate Governance-Principles, Policies, and Practice (Indian Edition). Oxford University Press, New Delhi.
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Learning Assessment

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

CLA – 4 can be from any combination of these: Assignments, Seminars, 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.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr. D. Rengaraj Assistant Professor, Department of Commerce, SRM IST FSH, Ramapuram Campus. Chennai-600089

Course Code	UCM23403J	Course Name	HUMAN RESOURCE MANAGEMENT	Course Category	DSC	Discipline Specific Core Course	L	T	P	O	C										
							3	0	2	2	4										
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil													
Course Offering Department		Commerce	DataBook/Codes/Standards			Nil															
Course Learning Rationale (CLR): The purpose of learning this course is to:																					
CLR-1 :	To understand and appreciate the importance of the human resources vis-a-vis other resources of the organisation			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
CLR-2 :	To familiarize the students with methods Recruitment and Selections																				
CLR-3 :	To help the students to understand with about Training Program conducted in organization																				
CLR-4 :	To equip them with the application of the HRM Motivation																				
CLR-5 :	To know the basic knowledge about industrial relation among organization																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1 :	To understand basic concepts of HRM and human resource planning.			3	75	65	L	H	M	H	H	H	L	M	L	L	M	L	L	M	M
CLO-2 :	To analyze the recruitment, selection and training methods in an organization.			3	75	65	M	H	L	M	M	H	L	M	M	L	M	L	L	M	L
CLO-3 :	To understand various types of appraisal and salary payments.			3	75	65	M	H	M	H	M	H	L	M	M	L	M	L	L	L	L
CLO-4 :	To familiarize with the power of union and bargaining.			3	75	65	M	H	M	H	H	H	L	M	M	L	M	M	L	M	M
CLO-5 :	To have awareness on various HRM strategies applicable around the world.			3	75	65	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M
Duration (hour)		15		15		15		15		15		15									
S-1	SLO-1	Introduction, Meaning, Definition	Recruitment – Meaning, Definition	Training – Meaning, Definition	Motivation – Meaning, Definition	Industrial Relations: Meaning & Definition															
S-2	SLO-1	Nature & Scope of HRM	Factors affecting recruitment	Concept of Training &Development	Importance of Motivation	Objectives of Industrial Relations															
S-3	SLO-1	Objectives, Importance	Sources of recruitment - continuation	Importance of Training & Development	Methods of Motivation	Industrial Disputes: Causes for Industrial Disputes															
S-4	SLO-1	Functions of HRM	Sources of recruitment	Methods – On the Job with Merits& Demerits	Theories of Motivation	Settlement of Industrial Disputes															
S-5	SLO-1	HRM in India	Process of recruitment	Methods – Off the Job with Merits & Demerits	Employee Morale	Trade Unions – Meaning															
S-6	SLO-1	Evolution of HRM	Types of recruitment	Evaluating Training Effectiveness	Wage & Salary Administration	Objectives of Trade Union															
S-7	SLO-1	Role & Functions of HR Manager	Selection – Meaning, Definition	Career Development	Compensation: Components of compensation	Functions of Trade Union															
S-8	SLO-1	Qualities of good Personnel Manger	Stages in selection process	Performance Appraisal – Meaning, Definition	Methods of wage payment	Rights & Liabilities of Registered Trade Union															
S-9	SLO-1	Human Resource Planning – Meaning, Definition	Selection Tests and Interviews	Methods of Performance Appraisal- Traditional	Types of wage incentive plan - continuation	Measures to Strengthen Trade Union Movement in India															
S-10	SLO-1	Steps in HR Planning	Placement – Meaning, Definition	Methods of Performance Appraisal- modern	Types of wage incentive plan	Collective Bargaining															
S-11	SLO-1	Merits & Demerits in HR Planning	Business Process outsourcing –Need	Essentials of Effective Appraisal System	Fringe Benefits	Objectives of Collective Bargaining															
S-12	SLO-1	Job Analysis & its Process	HR Outsourcing Opportunities in India	Transfer – Types of transfer	Employees Welfare	Importance of Collective Bargaining															
S-13	SLO-1	Job Description & Job Specification,	Induction	Promotion – Criteria for promotion	Safety and Health Measures	Workers Participation in Management															
S-14	SLO-1	Factors affecting job design	Orientation	Ranking, Rating Scales, Critical Incident method	Grievance Procedures	Objectives for Successful Participation															
S-15	SLO-1	Job Evaluation – Objectives,Methods	Coaching and Mentoring	MBO as a method of appraisal	Redressal of Grievances	HRM Audit															
Learning Resources		1. Aswathappa. K, Human Resources Management, TATA McGraw Hill Publishers,New Delhi, (2021). 2. Dr. C.B. Gupta, Human Resource Management, Sultan and Sons			3. K. Sundar, J. Srinivasan, Essentials of Human Resource Management, VijayNicole Publishers, Chennai																

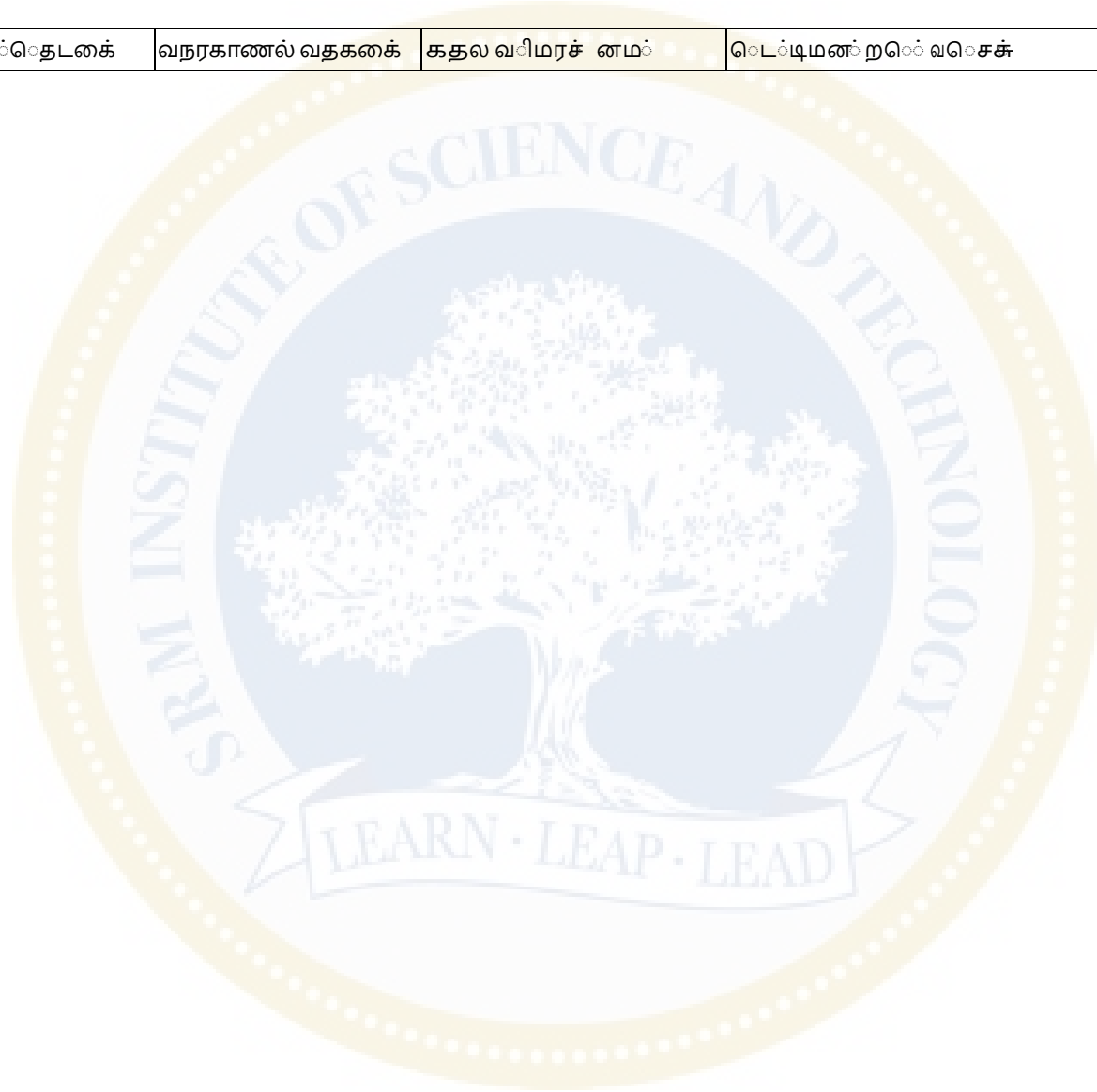
Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment(50%weightage)								Final Examination(50%weightage)
		CLA-1(10%)		CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
		Theory		Theory	Practice	Theory	Practice	Theory	Practice	
Level1	Remember	15%	15%	15%	15%	%	15%	15%	15%	30%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

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

Course Designers		
Experts from Industry		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
		2. Dr. Rajarajen Vanjiko, Associate Professor & Head,Department of Commerce, Pachaiyappa's College, Chennai

Course Code	ULT23AE2J	Course Name	APPLIED TAMIL – II		Course Category	AE	Ability Enhancement Courses (AE)										L	T	P	O	C			
																	1	0	2	2	2			
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department		Tamil		Data Book / Codes/Standards		Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:						Learning		Program Learning Outcomes (PLO)														
CLR-1 :	அகராதி, கதலசப் சால் குறிஞ்சை நுட்பக் கதவை அறியச் பசயல்						1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	வநரகாணல் பசயல் யும் திற F ம் பசயத் தி வாசரின்பு மூதறகதையும் பணரியச் பசயல்																							
CLR-3 :	விமர்சனம் தினை நைத் தமகளும் பசயத் தியறித்தக யாரிக்கும் மூதறதயையும் அறியச் பசயல்																							
CLR-4 :	வெச்சுக் கதலயின் னைநினை Fவங்கதவைப் புரியச் பசயல்																							
CLR-5 :	கணினித்தமிழின் பல்வவறு நுட்பங்களதம் தறியச் பசய்தல்																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:						Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge													
CLO-1 :	அகராதினை Fதற, கதலசப் சால் லாக்கை Fதறதயைப் பணரிந் Fபகாண் னைல்						Application of Concepts																	
CLO-2 :	ஊடகங்களில் பமாழி ஆளுதமவயாடு பசயல் டும் திறன் பெறுதல்						Link with Related Disciplines																	
CLO-3 :	கதல, இலக்கிய விமர்சன மூதறகதையும், பசயத் தியறித்தக யாரிக்கும் நுட்பக் கதையும் பணரிந் Fபகாண் னைல்						Procedural Knowledge																	
CLO-4 :	பல்வவறு வடிவங்களதம் மகாண் டவபச்சுக் ககளளய அறிவதன்வழி, சிறந்த வமிளபப் வபச்சு ளளராக உரவாகும் தகுதிளயப் மபறுதல்						Skills in Specialization																	
Duration (hour)	தமிழகக் கணினி வழி, இதனயம் வழி மகாண் டவச்சுக் கும் உலகளவிய 9						2	80	70	9					9									
S-1	SLO-1	மையில அகராதி		வநரகாணல் அறிமுகம்		விமர்சனம் – அறிமுகம்		வெச்சுக் கதல					கணினினை வழி											
	SLO-2	ஒரு பமாழி/ இருபமாழி அகராதி		ஆளுதமைதிறன்		விமர்சனம் தினை வநாக்கம்		வெச்சுக் கதல					கணினி வழினை ட்டச்சு											
S-2	SLO-1	ன் பமாழி அகராதி		வநாக்கம் – கண் டறினை		விமர்சனம் வதககண்		வெச்சுக் கதல					கணினி வழினை ட்டச்சு											
	SLO-2	உயிர்ப் பமயம் எழுதல் Fகண்		வநரகாணல் முதறகை		இலக்கிய விமர்சனம்		வெச்சுக் கதல					கணினி வழினை ட்டச்சு											
S-3	SLO-1	உயிர்ப் பமயம் எழுதல் Fகண்		இனிய பசாற்கைக் யென் டாடு		திதர விமர்சனம்		வெச்சுக் கதல					கணினி வழினை ட்டச்சு											

SLO-2	அகராதிக்கான அடினெ்ெதடகை	வநரகாணல் வதககை	கதல வரிமரச் னம்	ெட்டிமனற்ெ வெ்சு	குரல் வழி டைட்டசு
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Duration (hour)		9	9	9	9	9
S-4	SLO-1	அகராதி உருவாக்கக் ெயிற்சி	வநரடியாக வினாவிதட	விமரச் கர் ைகுதிகண்	பசாற்பொழிவு முதற	எழுண் F வழி ட்டசக்
	SLO-2	அகராதி உருவாக்கக் ெயிற்சி	அசக் ஊடக வநரகாணல்	வரைந் ெ புலதம	வசெசி ன் நுட்ெங் கண்	ட்டசக் பசய் யும் ெயிற்சி
S-5	SLO-1	கதலசப் சால் அறிமுகம்	காட்சி ஊடக வநரகாணல்	எழுண் F வடிவ விமரச் னம்	வசெச் ாரைகளும் வசெசும் முதறகளும்	ட்டசக் பசய் யும் ெயிற்சி
	SLO-2	பிறபமாழிச் பசாற்களும் ெமிழில் கதலச் பசாற்களும்	வகட்பு ஊடக வநரகாணல்	காட்சி வடிவ விமரச் னம்	வசெச் - எழுண் F தரெ்பும் உடல் பமாழியும்	பிதழ் திருண் திகண்
S-6	SLO-1	கதலசப் சால் லாக்க பநறிமுதறகை	கை ஆய்வில் வநரகாணல்	விமரச் னம் பசய் யும் ெயிற்சி	நவீன பைாழில் நுட்ெங் கெில்வசெச் மூதறகை	ெமிழில் பிதழ் திருண் ெம் பசய் யும் பமன் பொருடகை
	SLO-2	கதலசப் சால் உருவாக்க உண் திகண்	வநரகாணல் பசய்யும் ெயிற்சி	விமரச் னம் பசய் யும் ெயிற்சி	வசெச் ாரைக் ெகுரிய ைகுதிகண்	வதலெபு உருவாக்கம்
S-7	SLO-1	F தறசார் பசாற் கண்	வநரகாணல் பசய்யும் ெயிற்சி	பசய் தியறித்தக	வசெச் ெ ெயிற்சி	வத லெ் புவில் எழு F ம் முதறகை
	SLO-2	புதிய கண் டுபிடெ்புகளும் கதலசப் சாற்களும்	பசய் தி வாசெ்பு முதறகை	சமூக நிகழ் தவ எழு F ெல்	வசெச் ெ ெயிற்சி	வதலெபுவின் ெயன் கை
S-8	SLO-1	ெயண் ொடு ச் பசாற் கண்	பசய் தி வாசெ்பு நுட்ெங் கண்	பசய் தியாைரக் ெகுரிய ைகுதிகை	கலந் F தரயாடலின் வநாக் கம்	ெமிழ் இதணய நூலகங் கை
	SLO-2	கதலசப் சால் லாக்கெ் ெயன் ொடுகை	உசச் ரிண் ெல்	உற்றுவநாக்குண்	கலந் F தரயாடலின் ெனிண் ென் தமகை	இதணய நூலகெ் ெயன் ொடுகை
S-9	SLO-1	கதலசப் சால் உருவாக்கெ் ெயிற்சி	பிதழின் றி வாசெண் ெல்	சமநிதலயில் எழு F ெல்	ெம் கருண் ெதைண் பைனிவாக உதரைண்	ெமிழண் பைாடரதடவுகை
	SLO-2	கதலசப் சால் உருவாக்கெ் ெயிற்சி	வாசெண் ெலும் உணரணம்	பசய் தியறித்தக ெயாரிண் ெல்	கலந் F தரயாடல் ெயிற்சி	பைாடரதடவின் ெயன் ொடுகை

Learning Resources	<ol style="list-style-type: none"> 1. அகராதியியல், ப.ெ. மாதயன், ெமிழ் ெ ெல் கதலகக் கழகம், ெஞ் சாவூர் 1997. 2. வசெச் க்கதல, ம. திருமதல, மீனாட்சி புண் ெகை நிதலயம், மயூராவைாகம், ம F தர, 2009. 3. வசெச் ாரைாக, அ.கி.ெரந் ொமனார் ொரி நிதலயம், பசன் தன, 1961 4. இதணயண் ெமிழ், சந் திரிகா சுெ்ெபிரமணியன், சந் திவரணயம் ெதிெ்ெகம், ம F தர, 2020. 5. வநரகாணல், மின் பலகம், ெமிழ் இதணயக் கல்விக் கழகம், https://www.tamilvu.org/
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULH23AE2J	Course Name	APPLIED HINDI-II			Course Category	AE	Ability Enhancement Courses (AE)																		
			L	T	P			O	C																	
Pre-requisite Courses	Nil		Co-requisite Courses	Nil			Progressive Courses	Nil																		
Course Offering Department		HINDI			Data Book / Codes/Standards			Nil																		
Course Learning Rationale (CLR):			The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To find and analyze different types of Cinema				Level of Thinking (Bloom)	2	Expected Proficiency (%)	75	Expected Attainment (%)	60	Fundamental Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To Discover the print Media in the present World																									
CLR-3 :	Writing report for Employability																									
CLR-4 :	Writing Reviews and Create Job Oriented learning																									
CLR-5 :	To Acquire technical words for various job Prospects																									
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:																							
CLO-1 :	To Understand the History and Documentary in Hindi Cinema					2	75	60	H	H	H	M	L	H	M	L	M	L	L	H	M	-	-	-	-	
CLO-2 :	To Comprehend Media Studies					2	80	70	H	H	H	M	L	H	M	L	L	H	M	-	-	-	-	-		
CLO-3 :	To Evaluate report Writing					2	70	65	H	H	M	L	H	M	M	M	H	H	-	-	-	-	-	-		
CLO-4 :	Enhance their Writing Skills in Media Studies					2	70	70	H	H	L	H	M	H	L	H	M	H	H	-	-	-	-	-		
CLO-5 :	To Understand and usage of technical words in Hindi					2	80	70	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-	-		
Duration (hour)		9		9		9		9				9				9										
S-1	SLO-1	HINDI CINEMA	MEDIA AUR HINDI BHASHA	REPORTARJ LEKHAN	FILM REVIEW& VIGYAPAN				PARIBHASHIK SHABDAVALI																	
	SLO-2	CINEMA KI AVDHARNA	AVDHARNA	AVDHARNA	ARTH				RTH																	
S-2	SLO-1	UDBHAV	SWARUP	SWARUP	ARIBHASHA				ARIBHASHA																	
	SLO-2	VIKASH	MAHATVA	DDESHYA	WARUP				WARUP																	
S-3	SLO-1	DOCUMENTRI MOVE KI AVDHARNA	MEDIA MEN BHASHA KA PRAYOG	AHATVA	AWADHARNA				RAKAR																	
	SLO-2	COMERCIAL MOVE KI AVDHARNA	UTTARDAYITVA	REPORTARJ LEKHAN KE PRATI RUCHI JAGANA	FILM REVIEW KA MAHATTVA				VADHARNA																	
S-4	SLO-1	PRAYOJAN	PRINT MEDIA	REPORTAJ KI BHUMIKA	VIGYAPAN AUR BAZAR				RAYOJAN																	
	SLO-2	UDDESHYA	ELECTRONIC MEDIA	PRAYOJAN	VIGYAPAN AUR ROZGAR				DDESHYA																	
S-5	SLO-1	MAHATVA	MEDIA KI JIMMEDARI	PRAYOG	PRINT VIGYAPAN				AHATVA																	
	SLO-2	PRAKAR	SMACHAR LEKHAN	UTTARDAYITVA	VIGYAPAN KI BHASHA				RAYOG																	
S-6	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 COMERCIAL MOVE MEN ANTAR	PEET PATRAKARITA	SAMAJIK DAYRA	SWARUP				ANGREZI SE HINDI SHABD																	
S-8	SLO-1	COMERCIAL KI VIDHI	UTTARDAYITVA	SAHITYA ME RIPOTARJ LEKHAN	VIGYAPAN KE PRAKAR				EK DIN EK SHABD																	
	SLO-2	MOVE VISLESHAN	BHASHA GYAN	PARIYOJNA KARYA	VIGYAPAN KI VISHESHTAYEN				SHABDON KA VISLESHAN																	

S-9	SLO-1	PARICHARCHA	PARICHARCHA	PARICHARCHA	VIGYAPAN MANG	PATH PRICHARCHA
	SLO-2	PRASHNABHYASH	PRASHNABHYASH	PRASHNABHYASH	VIGYAPAN KA PRABHAV	PRASHNABHAYASH

Learning Resources	<i>Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.</i>					
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
Alumni 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	Student Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology	2. Dr. Md.S. Islam Assistant Professor, SRMIST 3.Dr. S. Razia Begum, Assistant Professor, SRM IST
		4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23AE2J	Course Name	FRENCH FOR SPECIFIC PURPOSE-II		Course Category	AE	Ability Enhancement Courses (AE)																	
							L	T	P	O	C													
							1	0	2	2	2													
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department		French		Data Book / Codes/Standards		Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Strengthen the language of the students both in oral and written					Level of Thinking (Bloom) Expected Proficiency (%) Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	1	1	14	1
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations																							
CLR-3 :	Make them learn the basic rules of French Grammar.																							
CLR-4 :	Develop strategies of comprehension of texts of different origin																							
CLR-5 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	o enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French					2	75	60	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-	
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French					2	80	70	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-	
CLO-3 :	To develop content using the features in French language					2	70	65	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-	
CLO-4 :	To interpret the French language into other language					2	70	70	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-	
CLO-5 :	To improve the communication, intercultural elements in French language					2	80	70	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-	
Duration (hour)		9		9		9		9		9		9												
S-1	SLO-1	TOEIC	Les quantificateurs	Les prépositions de lieu	Les verbes irréguliers	La négation																		
	SLO-2	Qu'est-ce que c'est/	le génitif	Les activités	le futur et	l'interrogation																		
S-2	SLO-1	A qui est-il destiné ?	Les adjectifs	Les prépositions de temps -	le conditionnel	Les activités																		
	SLO-2	Les compétences évaluées	et pronoms possessifs	Les activités	les modaux	l'exclamation																		
S-3	SLO-1	Le nom	les pronoms	les temps et	La suggestion	Les activités																		
	SLO-2	Le pluriel des noms	Les pronoms personnels	Les activités	le conseil	l'emphase																		
S-4	SLO-1	Les indénombrables	les pronoms compléments	les aspects-	Les exemples	Les exemples																		
	SLO-2	Les noms composés	Les activités	Les activités	le reproche	Les activités																		
S-5	SLO-1	L'adjectif	pronoms réfléchis	Le présent simple	Les activités	l'impératif																		
	SLO-2	Les comparatifs	Les activités	Les activités	L'obligation	Les activités																		
S-6	SLO-1	les superlatifs	les adverbes	Le présent be+ing	la permission	la voix passive																		
	SLO-2	les articles définis (the)	Les activités	Les activités	l'interdiction	Les exemples																		
S-7	SLO-1	les articles indéfinis (a, an)	La place de l'adverbe dans la phrase	Les exemples	La capacité	les subordonnées relatives																		
	SLO-2	Les exemples	Les activités	Le prétérit simple - Le prétérit be+V- ing	l'incapacité	Les activités																		
S-8	SLO-1	Les adjectifs	L'ordre des adverbes	Les exemples	les verbes à particule	Les subordonnées circonstanciellles																		
	SLO-2	Les exemples	Les activités	- Le présent perfect be+ing	les verbes suivis de V-ing	Les activités																		
S-9	SLO-1	pronoms possessifs (this et that)	les prépositions-	Le past perfect simple -	d'un infinitif avec sans to	A ne pas confondre																		
	SLO-2	Les activités	Les exemples	Le past perfect be + ving -	Les exemples	Les activités																		

Learning Resources	Theory: 1. “Réussir le nouveau TOEIC” Détails des épreuves, méthodologie, grammaire, et vocabulaire, Studyrama.
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

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

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar 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

Course Code	UMS23G06T	Course Name	QUANTITATIVE TECHNIQUE FOR BUSINESS DECISION	Course Category	G	Generic Elective Course										L	T	P	O	C			
																4	0	0	2	4			
Pre-requisite Courses	Nil		Co-requisite Courses	Nil		Progressive Courses	Nil																
Course Offering Department	Mathematics and statistics			Data Book / Codes/Standards		Graphs, Statistical table																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			ogram Learning Outcomes (PLO)														
CLR-1 :	To understand the concepts of linear programming problem					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To provide the knowledge of optimization techniques and approaches.					Level of Thinking	Expected Proficiency	Expected Attainment	Scientific Knowledge	Problem Analysis	Design & Development	Analysis, Design, Modern Tool Usage	Society & Culture	Environment & Ethics	Individual & Team	Communication	Project Mgt. & Life Long Learning	PSO - 1	PSO - 2	PSO - 3			
CLR-3 :	To learn the concepts of transportation and assignment problem																						
CLR-4 :	To learn the basic concepts of game theory																						
CLR-5 :	To understand the sequencing problems																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				L	-	-	M	L	-	-	-	-	-	-	-	-	-	-	-	-	
CLO-1 :	Explain the linear programming problem and its properties					L	-	-	M	H	-	-	-	-	-	-	-	-	-	-	-	-	
CLO-2 :	Explain the fundamental concepts in linear programming problem and its applications.					H	-	-	M	M	-	-	-	-	-	-	-	-	-	-	-	-	
CLO-3 :	Explain the concepts of transportation and Assignment problem					H	-	-	M	M	-	-	-	-	-	-	-	-	-	-	-	-	
CLO-4 :	Relate the different types of game theory					M	-	-	H	M	-	-	-	-	-	-	-	-	-	-	-	-	
CLO-5 :	Describe the different types of sequencing problems																						
Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5														
	12		12		12		12		12														
S-1	SLO-1	Introduction to Operations Research(O.R)	Introduction to Transportationmodel		Introduction of Networking Analysis		Game theory- Introduction		Sequencing Problems: Introduction -														
	SLO-2	Scope of O.R	Definition of Feasible, basic feasible and optimal solutions TP		Definitions of Networkingand project		Two person zero sum games		Assumptions made while solving Sequencingproblem														
S-2	SLO-1	Some O.R. Models	Mathematical Formulation of TP		Basic components of networks		Main characteristics		Basic rules														
	SLO-2	Iconic Models, Analogue Models	General Procedure for finding solution of TP		Logical sequencing		Assumptions and limitations		Total elapsed time, Idle time, No passing Rule														
S-3	SLO-1	Mathematical Models	Procedure of finding initial basicsolution using North west corner		Rules of Network constructions		Saddle point		Procedure for sequencing n jobs on 2 machines														
	SLO-2	Static Models ,Dynamic Models	finding initial basic solutionusing Least cost method - problems		Rules of Network constructions		Maximin - Minimax Principle		Problems for sequencing n jobs on 2 machines														
S 4-5	SLO-1	Deterministic Models, Stochastic Models	Procedure of finding initial basicsolution using Row minima, column minima method		Numbering the events		Saddle point and value of the game		Problems for sequencing n jobs on 2 machines														
	SLO-2	Classification of Models	finding initial basic solution using Row minima, column minima -problems		Problems on Projects and number of events		Problems based on two-person zerosum game		Procedure for Sequencing n jobs on 3 machines														
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 based on Games with saddlepoint		Problems for sequencing n jobs on 3 machines														
	SLO-2	Principles of Modelling	finding initial basic solutionusing Vogel's approximate method		Problems to practice successor, preceding events		Problems on pure strategy		Problems for sequencing n jobs on 3 machines														
S-7	SLO-1	General methods for solving O.R. Models	Unbalanced Transportation problem		Critical path analysis Nework		Mixed Strategies, without saddle point		Procedure for sequencing n jobs on mmachines														
	SLO-2	Main phases of O.R	Unbalanced Transportation problem		Critical path calculations- forward		2 x 2 rectangular Games—introduction		Problems for Sequencing n jobs on m														

				path calculations		machines
S-8	SLO-1	Role of O.R in industry	Resolution of Degeneracy TP	Critical path calculations- backward path calculations	2 x 2 rectangular Games— procedure	Problems for Sequencing n jobs on m machines
	SLO-2	Role of O.R. in Variousfields	Maximization of TP	Float of an activity event	2 x 2 rectangular Games— problems	Problems for Sequencing n jobs on m machines
S 9	SLO-1	O.R and decision making	Introduction of Assignment Problem	Total float, free float, Independent float	Matrix oddment method for 3x3 games	Processing of 2 jobs on n machines – Introduction
	SLO-2	Limitations of O.R.	Definition and Assumption of Assignment problem	Problem on Total float, freefloat, Independent float	Matrix oddment method for n x n games	Method of Processing of 2 jobs on n machines
S-10	SLO-1	Introduction to Linear Programming Problem(LPP)	Mathematical model of Assignment problem	Introduction of PERT	Procedure: graphical method of solving 2 x n games	Advantages and disadvantages of Method of Processing of 2 jobs on n machines
	SLO-2	Mathematical formulation of LPP	Minimization case assignment problem	Definitions Of PERT, Optimistic time, Pessimistic time and most likely time	Procedure: graphical method of solving n x 2 games	Graphical method
S-11	SLO-1	Basic assumptions to formulate LPP	Minimization case assignment problem-Hungarian method	Problems on Optimistic time, Pessimistic time and most likely time	<i>Problems on graphical method of solving games</i>	Procedure for Processing of 2 jobs on n machines
	SLO-2	Procédure for forming aLPP model	Unbalanced assignment problem	Problems on Optimistic time, Pessimistic time and most likely time	Domination Property—General Rule	Problems on Processing of 2 jobs on n machines
S-12	SLO-1	Graphic method of solving LPP	Maximization case assignment problem-Hungarian method	Statistical consideration in PERT	Domination Property—Problems	Problems on Processing of 2 jobs on n machines
	SLO-2	Graphic method Special Cases	Travelling salesman problem	Probability of meeting the schedule time	Domination Property—Problems	Problems on Processing of 2 jobs on n machines

Learning Resources/Reference books	1. Gupta S.P (2012), P.K.Gupta and Dr.Manmohan , Business statistics and operation research, 5 th Edition, Sultan Chand & Sons, New Delhi 2. Sundersan , V , Ganapathy Subramanian, K.S and Ganesan , K (2011), Research management technique, A.R. Publications-Nagapattinam 3. C.R.Kothari, " Quantitative Techniques", Vikas Publications , New Delhi
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	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	30%	-	30%	-	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

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

Course Code		UCM23S02J	Course Name	SEARCH ENGINE MARKETING		Course Category	S	Skill Enhancement Course															L	T	P	O	C
																							1	0	2	2	2
Pre-requisite Courses			Nil		Co-requisite Courses		Nil		Progressive Courses		Nil																
Course Offering Department			Commerce			Data Book / Codes/Standards			Nil																		
Course Learning Rationale (CLR):			The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To understand the basics and growth of search engine marketing					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				
CLR-2 :	To gain a brief knowledge over the outline of various segments of SEOs					Level of Thinking (Bloom)	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	Employability options	Decision making skills	CT Skills			
CLR-3 :	To learn how search engines work and how to improve rankings for any type of website																										
CLR-4 :	To understand the calculation of various costs involved in SEM																										
CLR-5 :	To gain overall knowledge about keywords and selection of the right ones																										
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:																								
CLO-1 :	Practical understanding of Search Engine Marketing					H	H	M	H	M	M	M	H	L	L	L	M	M	H	H	H	H	H				
CLO-2 :	Overcome obstacles that make search engine marketing daunting					H	H	M	H	H	M	H	H	L	L	L	H	M	H	H	H	H	H				
CLO-3 :	Create a focused search engine marketing program that will be supported by decision makers					H	H	M	H	H	H	H	H	L	L	L	L	M	H	H	H	H	H				
CLO-4 :	Identify and resolve problems related to search engine marketing as they emerge					H	H	M	H	H	M	M	H	L	L	L	L	M	H	H	H	H	H				
CLO-5 :	Specialize in optimizing web content with the right keyword for search results					H	H	M	H	H	M	H	H	L	L	L	L	M	H	H	H	H	H				
Duration (hour)		Learning Unit / Module 1			Learning Unit / Module 2			Learning Unit / Module 3			Learning Unit / Module 4			Learning Unit / Module 5													
		9			9			9			9			9													
S-1	SLO-1	Search Engine Marketing (SEM) - Introduction			Overview of Search Engine Optimization (SEO)			Content planning and creation			Pay Per Click (PPC) - Introduction			Understanding of Keywords inSEM													
S-2	SLO-1	Search engines andtheir functions			Segments of SEO			Ad creation and Steps in Adcreation			Key Concepts of PPC			Types of Keywords													
S-3	SLO-1	Search engines andtheir functions			Concept of Organic SEO			Ad creation and Steps in Adcreation			Key Concepts of PPC			Types of Keywords													
S-4	SLO-1	Objectives Marketingmofm SearchmEngine			Concept of Organic SEO			Ad Delivery, Ad Rotation and Ad Scheduling			Calculation of Pay Per Click (PPC)			Steps research involved in keywords													
S-5	SLO-1	Objectives Marketing of Search Engine			On-page and Off-page SEO			Ad Delivery, Ad Rotation and Ad Scheduling			Calculation of Pay Per Click (PPC)			Steps research involved in keywords													
S-6	SLO-1	Types of Search Engine Marketing			On-page and Off-page SEO			Ad Delivery, Ad Rotation and Ad Scheduling			CPM – Cost Per Mile			Steps research involved in keywords													
S-7	SLO-1	Types of Search Engine Marketing			Concept of Local SEO			Site targeting – Introduction			Calculation of CPM Steps to get the best CPM			Keyword targeting													
S-8	SLO-1	Benefits and Drawbacks of SEM			YouTube Ads			Steps involved in site targeting			CPA – Cost Per Acquisition			Campaigning – Types													
S-9	SLO-1	Growth of SEM in India			Outline of Google AdSense			Functions of site targeting			Calculation of CPA Factors affecting CPA			Ad ranking and Ads auction													
Learning Resources/ Reference books		1) “Search Engine Marketing”, ANDREAS RAMOS AND STEPHANIE COTA, McGraw Hill Publication, November 2008. 2) “Search Engine Optimization & Marketing”, SUBHANKAR DAS, Chapman and Hall / CRC Publication, January 2021. 3) “Introduction to Search Engine Marketing & Ad words”, TODD KELSEY, Apress Berkeley, CA Publication, June 2017.																									

Learning Assessment										
	Bloom's Level of Thinking	CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)		Final Examination (50% weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Understand									
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze									
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create									
	Total	100 %		100 %		100 %		100 %		100 %
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,										

Course Designers		
Experts from Industry	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	Mrs. V. AMUDHANILA Mr. R. THANIGAIYARASU

Course Code	UCD23V06T	Course Name	CAREER READINESS AND LEADERSHIP MANAGEMENT		Course Category	V	Value Addition Course					L	T	P	O	C								
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil								2	0	0	2	2				
Course Offering Department		Career Guidance Cell			Data Book / Codes/Standards																			
Course Learning Rationale (CLR): The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)																
CLR-1 : Enable students to understand reasoning skills and mathematical concepts					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership Readiness/Qualities	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills		
CLR-2 : Prepare students for job interviews																								
CLR-3 : Help learners to develop the vocabulary of a general kind by developing their reading skill																								
CLR-4 : Nurture a creative and professional mindset																								
CLR-5 : Develop life-long skills students can use to seek jobs, internships and make career changes																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			3	80	75	M	M	H	M	M	M	L	M	M	M	M	M	L	M	M	H	H
CLO-1 : Solve the problems on reasoning					3	80	75	M	M	H	L	M	M	L	M	M	M	M	M	L	M	M	H	H
CLO-2 : Face interviews confidently					3	75	70	M	M	H	M	M	M	L	M	M	M	M	M	L	M	M	H	H
CLO-3 : Develop comprehension and interpretation skills					3	75	70	M	M	H	H	M	M	M	M	M	M	M	M	L	M	M	H	H
CLO-4 : Use design thinking as a strategy					3	75	70	M	M	H	H	M	M	M	M	M	M	M	M	L	M	M	H	H
CLO-5 : Assist students in choosing a career path during their course					3	75	70	M	M	H	H	M	M	M	M	M	M	M	M	L	M	M	H	H
Duration (hour)		6		6		6		6		6		6												
S-1	SLO-1	Partnership	Self-Image and Self-Presentation	Extempore Practice Session	Entrepreneurship - Introduction	Decision Making																		
	SLO-2	Partnership related solving problems	Etiquettes	Extempore Practice Session	Entrepreneurship - Vision, Value Proposition	Decision Making – Activity																		
S-2	SLO-1	Cryptarithmic	Interview Skills - Introduction	How to approach Virtual & In Person Interviews	Entrepreneurship - Business Model	Leadership Skills - Ethics & Ethical Decision Making																		
	SLO-2	Cryptarithmic – solving problems	Do's and Don'ts During Interview	Tips & Tricks to Crash Interview	Entrepreneurship – Revenue Streams	Leadership Skills -Decision Making – Case Study																		
S-3	SLO-1	Ordering, Ranking	Mock Interview – Session 1	Types of Paragraph	Entrepreneurship - Sales	Management – Definition																		
	SLO-2	Grouping	Mock Interview – Session 2	Paragraph Forming Questions	Entrepreneurship - Marketing Channels	Manager – Traits																		
S-4	SLO-1	Venn Diagrams	Mock Interview – Session 3	Types of Sentences	Entrepreneurship - Quality Control	Leadership Skills - Management Challenges																		
	SLO-2	Venn Diagrams solved questions	Mock Interview – Session 4	Ordering of Sentences	Entrepreneurship - Customer Feedback	Change Management																		
S-5	SLO-1	Races and Games	HR Round – Practice Session	Skimming & Scanning	Leadership Skills	Novel Ways to Manage Energy in Work Place – activity																		
	SLO-2	Problems on Ages	HR personal Interview -Session	Reading Comprehension	Leadership Skills Strategy	Energy Management																		
S-6	SLO-1	Clocks & Calendars	Email Etiquettes	Restatement	Leadership Skills – Planning	Work Force management																		
	SLO-2	Identification of Cross Variable Relation	Email Drafting – Do's and Don'ts	Most Appropriate Restatement	Types of Leadership	Grievance Redressal Policy in Organisations																		
Learning Resources	1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition 2. Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition 3. Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition				4. Bhatnagar R P, English for Competitive Examinations, Trinity Press, 2016. 5. Craig E Johnson, Meeting the ethical challenges of leadership, Sage publications, 2018 6. Allan R Cohen, David L Bradford, Influence without authority, Wiley, 2018 7. T V Rao, Managers who make a difference: Sharpening your management skill, RandomHouse India, 2016																			

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

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc. # CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

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

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

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

Assessment Method – Fully Internal

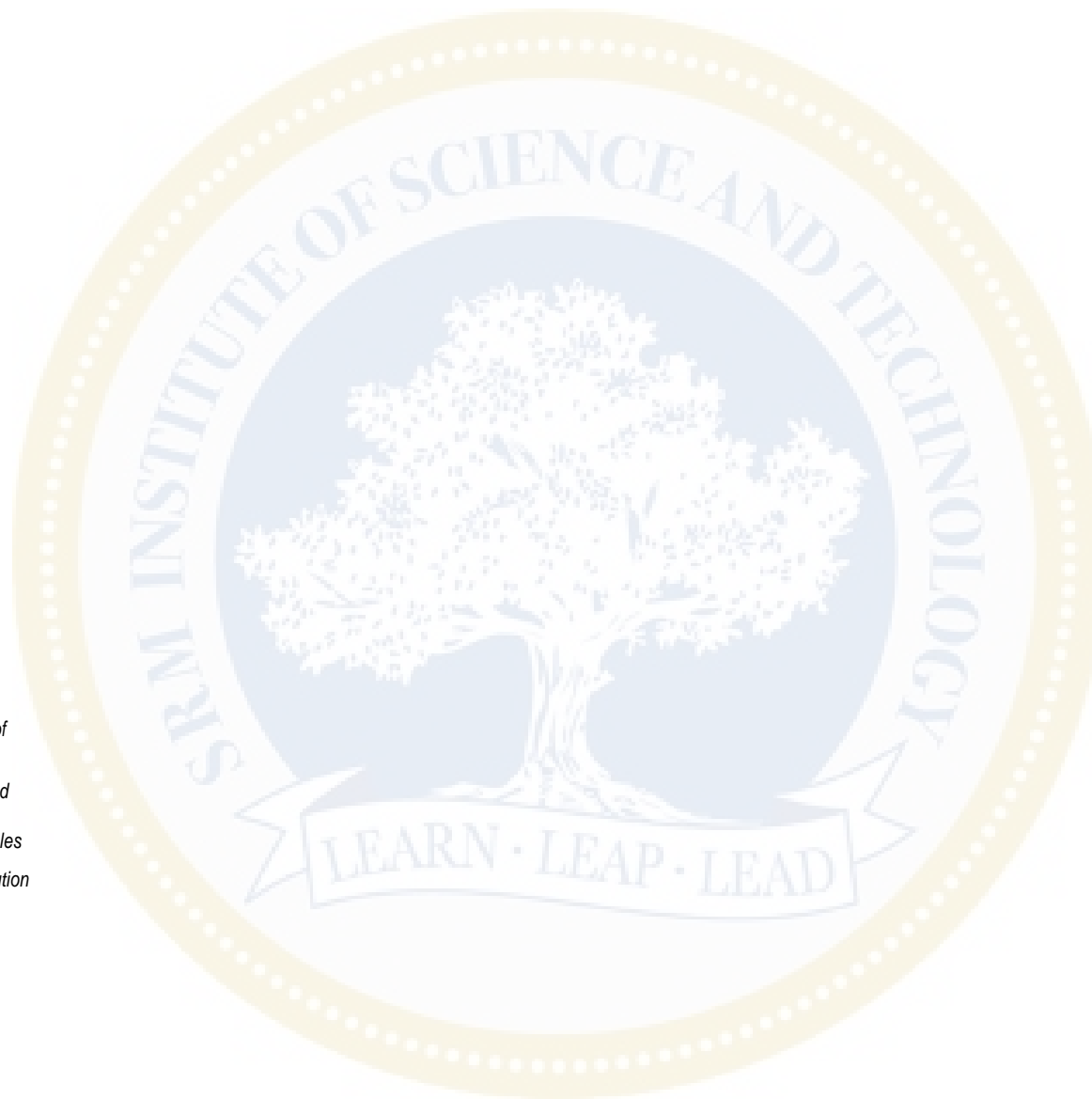
Assessment Tools	Marks
Review – I (Activities)	50
Review – II (Project report and Presentation)	50
Total	100

SEMESTER - V

Course Code	UCM23501J	Course Name	BASICS OF COST ACCOUNTING		Course Category	C	Discipline-Specific Core Course	L	T	P	O	C	
								3	0	3	2	4	
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil			
Course Offering Department		COMMERCE		Data Book / Codes/Standards		Nil							

Course Learning Rationale (CLR):				The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
								1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-1 :				Impart the basic concepts of Cost Accounting and preparation of cost sheet				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical	Research	Reflective	Self-directed	Leadership Readiness/Qual	Life-long	Professional	Experiential	Employability options	Decision making skills	Constructive	
CLR-2 :				Understand the Material Control and Pricing of Material Issue																						
CLR-3 :				Familiarize with the accounting and control of labour cost and calculation of wages																						
CLR-4 :				Make the students familiarise with absorption costing and overhead distribution																						
CLR-5 :				Enhance the students to understand the concepts and preparation of Reconciliationof Financial and Cost Records																						
Course Learning Outcomes (CLO):				At the end of this course, learners will be able to:				3	75	65	H	H	M	H	M	L	-	-	M	M	L	L	-	M	H	
CLO-1 :				Apply the basic concepts of cost accounting				3	75	65	M	H	M	H	M	L	-	L	M	H	-	H	-	L	H	
CLO-2 :				Efficient implication of concepts and techniques of Material Costing				3	75	65	M	L	H	M	H	M	L	-	L	M	H	-	M	L	L	HL
CLO-3 :				Efficient implication of concepts and techniques of Labour Turnover and calculation of remuneration.				3	75	65	M	M	M	H	L	-	L	M	M	H	-	M	-	L	L	M
CLO-4 :				Ascertain the methods of absorption of overheads				3	75	65	M	M	M	H	L	-	L	M	M	H	-	M	-	L	L	M
CLO-5 :				Apply the concept and prepare the Reconciliation Statement				3	75	65	M	H	M	L	L	L	-	-	H	L	L	M	-	-	-	
Duration	(hour)	S8	SLO-1	Learning Unit / Module 1				Learning Unit / Module 2				Reconciliation of cost and financial accounts-need for reconciliation				Learning Unit / Module 3										
				18				18								18										
S1	SLO-1	Cost Accounting - Meaning of Cost, Costing, CostAccountancy						Tender and Quotation								Material Control – Meaningand Concepts,objectives										
	SLO-2	Cost Accounting - Definition,Nature and objectives						Difference between Tender and Quotation								Essentials & Techniques ofmaterial controlPurchase										
S2	SLO-1			Significance of Cost AccountingScope of Cost Accounting				Practice Problems of Cost Sheet withTenderand Quotation								control- Purchase department Purchase department										
	SLO-2							Practice Problems of Cost Sheet withTenderand Quotation								itsfunctions										
S3	SLO-1			Cost centre, Profit centre andCostunit , Function of Cost Accounting				Practice Problems of Cost Sheet withTenderand Quotation								EOQ-meaning and determination Determination										
	SLO-2			Essentials of a Good CostAccounting System				Practice Problems of Cost Sheet withTenderand Quotation								of variousstock levels										
S 4 – S6	SLO-1			Simple cost sheet problem				Practices of Cost sheetwith Tender and Quotation								Problems on EOQ and stocklevels										
	SLO-2			Simple cost sheet problem				Practices of Cost sheet with Tender andQuotation								Practice Problems on EOQ Calculation withfrequend ofpurchase										
S7	SLO-1			Advantages of Cost Accounting				Cost ledger accounting- meaning- advantagesof cost ledger								Computation of Stock Levels										
	SLO-2			Limitation of Cost AccountingFinancial accounting Vs CostAccounting,				Cost control accounts-problems								Stock level computation fortwo componentsStock level computation formore than one components										

Learning Unit / Module 4	Learning Unit / Module 5
18	1 8
Labour Cost – Meaning &Definitio n	Meaning and definition ofOverheadImportance of Overheads
Types of labour	
Measurem ent of	Classification of overheadcost
LabourTu rnover	Codification and methods of codification of overhead expenses
Causes &Effects of Labourtur nover	Steps in overhead accounting-Collection of Production overhead Departmentalizationof Overhead and types of
Reduction of labour turnover	departments Departmentalization of Overhead and types of departments
Computation of LabourTurnover	
Calculation of Labour turn over under Separation and Replacement Methods	Allocation and apportionment of overhead costs
Computation of Labour turnover under Flux Method	Simple Problems on allocation of overheads
Motion study ,	Difference between allocationand apportionment ofoverheads
Time study Time	Bases of Apportionment- principles of apportionmentPrimary distribution of overheads
Keeping department Cost accounting department	



	SLO-2	Cost accounting vs. Management accounting	Reasons for disagreement in profit	Stores control-meaning, Simplification and standardization, storekeeping	Wage rate for costing purposes	Problems on Primary Distribution
S9	SLO-1	Techniques of costing &Methods of costing	Method of reconciliation	Issue control-Pricing of material issues	Treatment of Idle time andOver time	Allocation of overhead on Primary distribution method
	SLO-2	Classification of cost	Procedure of reconciliation	Types of Pricing of MaterialIssues	Payroll Procedure	Allocation of overhead on Primary distribution method
S10 – S12	SLO-1	Cost sheet – Introduction & Definition, Specimen of Costsheet	Practice Problems in Reconciliation Statement	Problems on FIFO	Remuneration and Incentives	Re – apportionment of service department costs to Production departments-methods
	SLO-2	Cost Sheet with Raw Material-Cost Sheet with Raw Materialand Scrap	Practice Problems in Reconciliation Statement	Practice problems on FIFOwith a shortage of material	Time & Piece Rate Method – Straight Piece Rate System and Time Rate System	Problems in Re – apportionment-Direct re-distribution method
S13	SLO-1	Cost Sheet with Work-in-Progress	Memorandum Reconciliation Account	Preparation of stores ledgerunder LIFO Method	Problem on differential PieceRate under Taylor's Method	Practice problems on Repeated Distribution Method
	SLO-2	Cost sheet with stock and inventories	Circumstances in which reconciliation can be avoided	Practice problems on LIFOwith a shortage of material	Calculation of Straight piece rate and Differential Piece Rate Methods	Step Ladder Method
S14	SLO-1	Cost sheet with stock and inventories	Integrated cost accounting-meaning	Adopting FIFO and LIFO forMaterial Pricing	Problem on Merricks Differential Piece RateMethod	Methods of Absorption of Overheads
	SLO-2	Cost Sheet with FinishedGoods	Essential features of integrated accounting	Problems in FIFO method	Premium and Bonus plan	Advantages of Absorption of Overheads
S15	SLO-1	Cost Sheet with Closing StockValuation	Principles of integratedcost accounting system (Only Theory)	Problems in Base Stockmethod	Comparison between the Halsey plan and Rowan plan	Machine Hour Rate
	SLO-2	Cost sheet with overheads	Principles of integratedcost accounting system	Pricing of Material underAverage Pricing Methods	Computation of Premium andBonus plan	Format of Machine Hour Rate
S16 – S18	SLO-1	Practice of Cost Sheet withProfit on Cost Calculation	Practice problems in the preparation of	Simple average method-Problems	Comparison between theHalsey plan	Calculation of Machine Hour Rate
	SLO-2	Practice of Cost Sheet withProfit on Sales Calculation	Reconciliation statement	Weighted average method-Problems	Comparison between theRowan plan	Practice problems on Machine HourRate
Learning Resources/ Reference books		1. T.S.Reddy & Y.HariPrasadReddy– CostAccounting, Margham Publications, Chennai. 2. S.P. Jain and Narang–Cost Accounting,Kalyani Publishers, New Delhi.			3. Murthy & Guruswamy – Cost Accounting, Vijay Nicole Publications, Chennai 4. R. S. N. Pillai and Bagavathi- S Chand- New Delhi	
Learning Assessment						
	Bloom's Level of Thinking					Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA – 3 (20%)	CLA – 4 (10%)	
		Theory	Practice	Theory	Practice	Theory
Level 1	Remember	15%	15%	15%	15%	15%
	Understand					
Level 2	Apply	20%	20%	20%	20%	20%
	Analyze					
Level 3	Evaluate	15%	15%	15%	15%	15%
	Create					
	Total	100 %		100 %		100 %
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,						
Course Designers						
Experts from Industry			Experts from Higher Technical Institutions			Internal 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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head,Department of Commerce, Pachaiyappa's College, Chennai			1. Mrs. M.Meerabai 2. Dr.D.Bhuvaneshwari

Course Code	UCM23502J	Course Name	INCOME TAX LAW AND PRACTICE - I	Course Category	C	Discipline Specific Core course	L	T	P	O	C
							3	0	3	2	4
Pre-requisite Courses		Nil	Co-requisite Courses	Nil	Progressive Courses		Nil				
Course Offering Department		Commerce		Data Book / Codes/Standards		Nil					
Course Learning Rationale (CLR): The purpose of learning this course is to:											
CLR-1 : To understand the basics concepts of income tax											
CLR-2 : To be aware of the component of salary and the tax treatment such											
CLR-3 : To determine the tax treatment of salary on account of retirement benefit.											
CLR-4 : To assess the income from house property											
CLR-5 : To determine the income from business or profession											
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:											
CLO-1 : Thorough knowledge in income tax											
CLO-2 : Enriched knowledge in taxable component of salary											
CLO-3 : Sound knowledge in profit in lieu of salary											
CLO-4 : Strongin computation of house property income											
CLO-5 : Familiar in computation of income from business or profession											
Duration (hour)											
Learning Unit / Module 1											
18											
Learning Unit / Module 2											
18											
Learning Unit / Module 3											
18											
Learning Unit / Module 4											
18											
Learning Unit / Module 5											
18											
S01	SLO-1	Income tax act 1961:Objectives of Taxation,	Income from Salary: Definition, Features of salary income, Components of salary	Profit in lieu of salary: Gratuity; their tax treatment, if the amount received during the service.	Income from House property: Basic Charge; Conditions to be applied; Annual Value;		Profit and Gains from Business of Profession: Definition of Business / Profession;				
	SLO-2	Cannon of Taxation	Allowances: Types of Allowances under tax point view;	Gratuity; their tax treatment, if the amount received during the retirement.	Procedure to determine Gross Annual Value;		Meaning of profit, Methods of Accounting;				
S02	SLO-1	Meaning of Tax, Types of tax, Direct and Indirect Tax,	Tax treatment of such Allowance.	Problems relating to Gratuity	Procedure to determine Gross Annual Value under different circumstances		income chargeable under the head "profits and gains from business or profession"; speculative business;				
	SLO-2	Taxation system in India.	Provisions related to fully taxable allowances	Problems relating to Gratuity	Municipal tax and conditions to claim such tax against GAV;		computation of income from business;				
S03	SLO-1	Difference between Direct and Indirect tax	Provisions related to partly taxable	Problems relating to Gratuity	Net Annual Value; Determination of Net Annual Value; Deductions are to be		admissible deductions [sections 30 to 37]; Rent, rates, repairs and insurance for buildings;				
	SLO-2	Important Definition, Agricultural Income, Person,	Provisions related to partly taxable	Problems relating to Gratuity	claimed from Net Annual Value		Repairs and insurance of machinery, plant and furniture; Depreciation [section 32]				
S04 – S06	SLO-1	Important Definition, Assessee, Types of Assessee.	Provisions related to exempted allowances;	Pension; pension. Types; Tax treatment of	Income from House Property under different circumstances.		Computation of depreciation allowance; Rates of depreciation; Expenditure on Scientific Research [Section 35];				
	SLO-2	Meaning of Income Income, Features of	Perquisites: Meaning and definition; Types of Perquisites; tax-free Perquisites;	Problems Relating to Pension	Unrealised Rent Recovered and their tax treatment; Arrear Rent Received and their tax treatment;		specified businesses [Section 35AD]; Amortization of Preliminary Expenses [Section 35D]Basic principles of computing income from business				
S07	SLO-1	Assessment year, Previous year, General and exception rule.	Taxable Perquisites for all employees; their tax provisions	Problems Relating to Pension	Provisions to adjustment of House Property Loss and Carry Forward such Loss.		Amortization of expenditure incurred under voluntary retirement scheme[Section 35DDA]; Other Deductions [Section 36]; Residuary Expenses				

						[Section 37];
	SLO-2	Gross Total Procedure to income/tax. Income, Net Income, rounding of taxable	Taxable Perquisites for all employees; their tax provisions	Problems Relating to Pension	Problem related to determine Income from house property.	Expenses or payments not deductible in certain circumstances [section 40A]
S08	SLO-1	Rate of tax, Surcharge, Rebate u/s 87A, Tax liabilities	Taxable Perquisites for all employees; their tax provisions	Leave Salary and their tax treatment;	Problem related to determine Income from house property	Profits chargeable to tax [section 41]; Compulsory maintenance of accounts [section 44AA]
	SLO-2	Undisclosed source of income, Tax rate applicable. Rebate u/s 87A; Surcharge.	Taxable Perquisites for specified employees; their tax provisions	Problems Relating to Leave Salary	Problem related to determine Income from house property	Presumptive taxation under section 44AD; Computation of income from business
S09	SLO-1	Residential status: Individual, HUF, Firm, Company, others.	Taxable Perquisites for specified employees; their tax provisions	Problems Relating to Leave Salary	Problem related to determine Income from house property	Computation of income from business
	SLO-2	Provisions to compute the residential status of individuals.	Taxable Perquisites for specified employees; their tax provisions; Fringe benefits and their tax treatment.	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	SLO-1	Problems relating to the residential status of Individuals.	Deduction from gross salary: Standard deduction; Entertainment Allowances and Professional tax , Problems relating to the salary income with allowances and Deductions.	Problems relating to the salary income with allowances, perquisites,	Problem related to determine Income from house property	Computation of income from business
	SLO-2	Problems relating to the residential status of Individuals.	Problems relating to the salary income with allowances and Deductions.	Profit in lieu of salary and Deductions.	Problem related to determine Income from house property	Computation of income from business
S13	SLO-1	Problems relating to the residential status of HUF/Individuals.	Problems relating to the salary income with allowances and Deductions.	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
	SLO-2	Problem relating to the residential status of Firm / Company.	Problems relating to the salary income with allowances and Deductions.	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
S14	SLO-1	Incidence / Scope of total Income: Indian Income; Foreign Income. Provisions for computation of total Income.	Problems relating to the salary income with perquisites and Deductions.	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
	SLO-2	The problem relates to the scope of total income.	Problems relating to the salary income with perquisites and Deductions.	Problems relating to the salary income with allowances, perquisites, Profit in lieu of salary and Deductions.	Problem related to determine Income from house property	Profession: Procedure to computation of Professional Income; Computation of Professional Income
S15	SLO-1	The problem relates to the scope of total income.	Problems relating to the salary income with allowances, perquisites, and Deductions.	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 Professional Income
	SLO-2	The problem relates to the scope of total income.	Problems relating to the salary income With allowances, perquisites, and Deductions.	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 Professional Income
S16 - S18	SLO-1	The problem relates to the scope of total income.	Problems relating to the salary income With allowances, perquisites, and Deductions.	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 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 income.	allowances, perquisites, and Deductions.	with allowances, perquisites, Profit in lieu of salary and Deductions.	house property	
Learning Resources/ Reference books		1. V.P. Gaur and D.B. Narang, Income tax law and practice, Kalyani Publications, New Delhi 2. Vinod K. Singhanian, Students Guide to Income Tax, Taxman. Publication, New Delhi 3. H.C Mehrotra, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra.			4. Bhagavathi Pasad , Income Tax Law and Account – Vishwa Prakasan, New Delhi 5. M.Jeevarathinam and C. Vijay Vishnu Kumar, Income Taxlaw and Practice, Vijay Nicole Imprints, Chennai	

Learning Assessment

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

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

Course Designers

Experts from Industry	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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	1. Dr. M. JEEVARATHINAM 2. Ms.A.N Amrin Fathima

Course Code	UCM23503J	Course Name	GST PROCEDURE AND PRACTICES				Course Category	C	Discipline Specific Core										L	T	P	O	C		
																				3	0	3	2	4	
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil															
Course Offering Department		Commerce				Data Book / Codes/Standards		Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To understand the Importance of Business Communication					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To understand various Business language and Presentation					Level of Thinking	Expected Proficiency	Expected Attainment (%)	Disciplinary knowledge	Communication	Critical thinking	Problem solving	Analytical reasoning	Research	Reflective thinking	Self-directed	Leadership Readiness/Qu	Life-long learning	Professional skills	Experiential learning	Employability	Decision making	ICT Skills		
CLR-3 :	To understand the basic concepts of Letter writing																								
CLR-4 :	To familiarizes with report writing																								
CLR-5 :	To know various Modern Forms of Communication																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:					3	75	65	H	M	M	M	H	L	L	L	M	M	L	-	-	-	M	
CLO-1 :	Understand the mechanism of indirect taxes in India.					3	75	65	H	M	M	M	H	L	L	L	M	M	L	-	-	-	M		
CLO-2 :	Create awareness on changes in Indian Indirect tax system					3	75	65	H	H	M	H	H	L	L	L	H	M	-	-	-	L	M		
CLO-3 :	Introduce the concepts of goods and services tax in India					3	75	65	H	H	M	H	H	L	L	L	L	M	L	M	-	-	H		
CLO-4 :	Understand the significance of GST for businesses.					3	75	65	H	H	M	M	H	L	L	L	L	M	-	-	-	-	-		
CLO-5 :	Learn and understand goods and services tax mechanism in India. Get an idea about customs rules, procedures and documentation.					3	75	65	H	H	H	H	H	L	L	L	L	M	-	-	-	-	-		
Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5																
	18		18		18		18		18																
S-1	SLO - 1	Basic Concepts -Concept	Concept of supply		GST Composition levy,		Procedure relating to Levy (GST)		Procedures under GST																
	SLO - 2	Indirect tax	levy of GST, 2017		Exemptions from GST		Implication of levy on GST		Assignment about the procedures for GST																
S-2	SLO - 1	Features of Indirect Taxes	Concept of supply related to composite		Power to grant exemptions		Computation of Taxable Value		Registration under GST law																
	SLO - 2	Difference between Direct and Indirect Taxes	Concept of supply related to mixed supply		Exempted goods under exemption notifications		Determination of Tax liability		Case study about registration under GST law																
S-3	SLO - 1	Concept of GST,	Place, Time and Value of taxable supply,		Exempted services under exemption notifications		Computation of Input tax credit		Tax invoice credit and debit notes																
	SLO - 2	Relevant Definitions under GST law	Practical concept of Time and value determination		Case study related to exemption under GST taxation		Computation of Taxable Value and Tax Liability (IGST) Input Tax Credit		Case study discussion about tax invoice input credit																
S 4 – S6	SLO - 1	Constitutional aspects of GST. GST Council: Constitution	Time value determination –practice		Discussion on GST taxation exemption and levy		Relating to Levy (IGST)		Different GST returns																
	SLO - 2	Assignment on GST constitution	Implication of Time and value concept on GST		Assignment on exemption limit and criteria for GST taxation		Levy calculation related GST		Discussion about the pros and cons of GST																
S-7	SLO - 1	Structure of GST	Significance of consideration. GOODS AND SERVICE TAX ACT		Input tax credit.		simple problems on utilization of Input Tax Credit		Electronic liability Ledger																
	SLO - 2	Functioning of GST	Importance towards GST implications		Registration under GST		Basic problems on Input tax credit																		
S-8	SLO -1	Introduction to Goods and Service Tax	Case study about the GST challenges at beginning		Assignment about GST registration by Small scale business		Meaning of Assessment under GST		Electronic credit Ledger																
	SLO - 2	History of Goods and Service Tax	Discussion of Case study about the GST with different forms		Assignment about GST registration by Medium scale enterprises																				
S-9	SLO -1	Evolution of GST Act in India	The CGST Act, 2017		Taxable turnover		Types of Assessment under GST -		Electronic cash ledger,																
	SLO - 2	Case study of	implication of CGST		Computation process of Taxable turnover under GST		Furnishing Details of Outward and Inward Supplies		Different assessment under 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	Interest 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 bill in GST
S-14	SLO- 1	Subsuming of taxes	Other Definitions related to GST	Exempted Goods and Services Under GST -	Annual return and Final 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	Tax 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 liability	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	Introduction 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	1. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia- Barat's Publication	6. GST Law and Practice – R.G.Saha, S.K.Poddar, Shruthi Prabhakar – Himalaya Publication House.
	2. Indirect Taxation – Balachandran V – Sultan Chand and Sons Publications.	7. Singhania, V. K., & Singhania, M. (2020). Student's Guide to Income Tax Including GST. New Delhi: Taxmann Publication.
	3. GST Ready Reckoner – V.S Datey - Taxmann Publications	8. The ICAI Study Material for Final Course Group-II, Paper-8: Indirect Tax Laws [Module 1, 2, 3 and 4]
	4. GST – Charles – Vijay Nicole Publications	
	5. Goods and Services Tax – Dr M.C. Mehrotra Prof V.P Agarwal – Sahtiya Bhawan Publications	

Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)				
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%
Level 2	Understand									
	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
Level 3	Analyze									
	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create									
	Total	100 %		100 %		100 %		100 %		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, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Dr.G.Sangeetha, Assistant Professor, Department of Commerce, SRM IST, Kattakulathur.

Course Code		UCM23D01J	Course Name		BUSINESS COMMUNICATION			Course Category		D	Discipline Specific Elective Courses															L	T	P	O	C		
																										3	0	2	2	4		
Pre-requisiteCourses			Nil		Co-requisite Courses			Nil			Progressive Courses			Nil																		
Course Offering Department			Commerce			Data Book / Codes / Standards			Nil																							
Course Learning Rationale (CLR):			The purpose of learning this course is to:						Learning			Program Learning Outcomes (PLO)																				
CLR-1 :			To understand the Importance of Business Communication						1			2			3																	
CLR-2 :			To understand various Business language and Presentation																													
CLR-3 :			To understand the basic concepts of Letter writing																													
CLR-4 :			To familiarizes with report writing																													
CLR-5 :			To know various Modern Forms of Communication																													
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:						Level of Thinkin			Expected Proficiency (%)			Expected Attainment (%)																	
CLO-1 :			Fundamental of Business Communication						3			95			90																	
CLO-2 :			Understand various Business language and Presentation						3			95			95																	
CLO-3 :			Theoretical and fundamental concepts of Letter writing						3			90			90																	
CLO-4 :			Know with report writing						3			85			80																	
CLO-5 :			Learn Modern Forms of Communication						3			95			90																	
Duration (hour)		15			15			15			15			15			15															
S-1	SLO-1	Introduction of Business Communication			Practice in Effective Communication			Introduction of Business language			Management Information System(MIS)			Report Writing																		
S-2	SLO-1	Meaning and Definition of Communication			Drafting Notice for Business			Importance of Business language			Definition & Need of MIS			Types of Reports																		
S-3	SLO-1	Nature of businesscommunication			Circular used in Business			Vocabulary words often confused; Wordsoften misspelt			Elements of MIS			Steps of Report writing																		
S-4	SLO-1	Objectives of business communication			Minute used in Business			Oral Presentation Importance			Use of IT in MIS (Conceptual)			process of writing a report																		
S-5	SLO-1	Importance of Communication			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	Process and Types of Communication			CV writing			Power point Presentation, Visual aids.			Role of MIS in Decision Making			apply citation rules (APA style documentation) in reports.																		
S-7	SLO-1	Barriers to communication			Business Letter Writing			Letter writing			Decision Support System (DSS)			Introduction to Modern Forms of Communication																		
S-8	SLO-1	Principles of effective communication			Office Letter			Contents of Letter			Barriers to EffectiveCommunication and			Modern Forms of Communication																		
S-9	SLO-1	Methods of Communication			Content writing for office letter			Kinds of Business Letters: Interview			Ways to Overcome the communication barrier			Fax- e-mail																		
S-10	SLO-1	Channels of Communication			Status Enquiry			Appointments, Acknowledgement andPromotion			Listening: Importance of Listening			Video conferencing																		
S-11	SLO-1	Types of Communication			Letter to enquir about the product			Speciment of Acknowledgement			Types of Listening			Social Networking																		
S-12	SLO-1	Dimensions of Communication			Quotation Order Confirmation			Enquires, Replies and Orders			Barriers to Listening			Blog Writing																		
S-13	SLO-1	Sample Business Letter			Writing of quotation letter			Specimen of Enquies			Overcoming the listening barrier			Content writing																		
S-14	SLO-1	Format for Different Types of Business Letters			Refusal and Cancellation of Order			Speciment of Replies for enquiry and order			Listening situations			Internet Websites and their uses in Business																		
S-15	SLO-1	Template for Business Letter			Credit Collection & Claim			Sales letter, Circulars and Complaints			Developing Listening Skills			Strategic importance in e-communication																		
Learning Resources		1) Randolph H Hudson (1994), Business Communication, Jaico Publishing House, New Delhi 2) Ramachandran (2007), Business Communication, Macmillan Publishers, New Delhi 3) K. Sundar and A. Kumara Raj, Essentials of Business Communication, Vijay Nicole, Chennai							4) Asha Kaul (2006), Effective Business Communication, Prentice Hall of India, New Delhi 5) Meenakshi Raman, Prakash Singh, (2012), Business Communication, Oxford University Press, New Delhi. 6) Jain, V K & Omprakash Biyani, (2012), Business Ethics and Communication, S Chand Co, New Delhi.																							

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

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

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.		1. 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
		Internal Experts
		Ms. A.N. AMRIN FATHIMA

Course Code	UCM23D02J	Course Name	BUSINESS ETHICS			Course Category	D	Discipline Specific Elective Course															L	T	P	O	C
																							3	0	2	2	4
Prerequisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses			Nil																
Course Offering Department		Commerce			DataBook/Codes/Standards			Nil																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																		
CLR-1 :		To provide best practices in business ethics				Level of Thinkin Expected Proficiency (%) Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :		To Explain professional ethics and issue related to professional ethics																									
CLR-3 :		It summarize the importance of corporate governance and business ethics in India																									
CLR-4 :		Business practices and corporate governance will gives clear idea to follow in business																									
CLR-5 :		Different Indian ethos concepts and put them into effect in their work life																									
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				3	80	70	L	H	M	H	H	H	L	M	L	L	M	L	L	L	M	M			
CLO-1 :		Describe about the business ethics followed in business																									
CLO-2 :		Construct how ethics are been followed in business																									
CLO-3 :		Enumerate the ethical decision making process																									
CLO-4 :		Summarize the ethical practices in India																									
CLO-5 :		Relate Indian ethos in business management				3	85	75	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M	M			
Duration (hour)		15		15		15		15							15												
S-1	SLO-1	Business Ethics: Introduction		Introduction to Professional Ethics		Ethical Decision: Introduction			Ethical Practices in Business Management							Indian Ethos: Need,											
S-2	SLO-1	Importance of Business Ethics		Ethics in Production and Product Development		Need for Ethical Decision			Application of Ethical Principles							purpose & relevance of Indian Ethos											
S-3	SLO-1	Characteristics of Business Ethics		Ethics in Marketing		Importance of Ethical Decision Making			Moral and Ethical Problems							Salient feature											
S-4	SLO-1	Objectives of Business Ethics		Ethics in HRM		Moral Philosophies in Decision Making			Issues Related to Business							Indian Heritage in Business Management											
S-5	SLO-1	Principles of Business Ethics		Ethics in Finance and Accounting Professional		Ethical Issues arise for Manager			Contemporary Cases on Corporate Strategy							Management Lessons from Indian Heritage											
S-6	SLO-1	Elements of Business Ethics Management		Ethics in Advertising		Kohlberg's Model			Climate Changes in Business							Concept of Indian Model of Management											
S-7	SLO-1	Challenges in Business Ethics		Ethics in Media Reporting		Ethical Decision Making Process			Concept and Need Corporate Governance							Indian Socio-Political EnvironmentIn Business											
S-8	SLO-1	Ethical Performances		Ethical Codes		Ethical Decision Making Process (Continuation)			Parties to Corporate Governance							Risk Mitigation in Business											
S-9	SLO-1	Five Myths about Business		Managing of Business Ethics in Organization		STEP Model			Agency Theory							Types of Business Ethics in IndianEthos											
S-10	SLO-1	Levels of Business Ethics		Ethical Activities		STEP Model (Continuation)			Stewardship Theory							Leadership Pointers from Kautilya'sArthashastra											
S-11	SLO-1	Stages of Moral Development in Business		Ethical Dilemmas		PLUS Filter Model			Popular Corporate Governance							VEDA Model of Leadership											
S-12	SLO-1	Carol Giligan's Theory		Values, Belief, Norms & Standard		PLUS Filter Model (Continuation)			Japanese Model and Indian Perspective of Corporate Governance							Corporate Rishi Model											
S-13	SLO-1	Meaning of Moral Standards		Introduction on Ethical issues		Case Study on ethical decision			Case Study on Corporate Governance							Case Study on ethics in Indian Companies											
S-14	SLO-1	Universal Standards		Ethical issues and its types		Case Study			Case Study							Case Study											
S-15	SLO-1	Case Study		Case Study on Unethical issues in business concern		Case Study			Case Study							Case Study											
Learning Resources		1. ICSI and Taxmann Publication in Business Ethics and Corporate Governance 2021 2. B N Ghosh Business Ethics and Corporate Governance S Chand Publication 2019				3. International Business Ethics by Charles Mitchell World Trade Press Publication2021 4. Business Ethics: An Indian Perspective by A C Fernando, K P Muralidheeran& E K Satheesh Pearson Publication 2021																					

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

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

Course Designers			
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		Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	
		Internal Experts	
		1. Dr. J Srinivasan	
		Dr. S. THIRUVARANGADAS	
		Dr. S. BHUVANESWARI	

Course Code	UCM23G01J	Course Name	ADVERTISING AND SALES MANAGEMENT				Course Category	G	Generic Elective Course					L	T	P	O	C							
															3	0	2	2	4						
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil															
Course Offering Department		Commerce		Data Book / Codes / Standards				Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																
CLR-1 :	Identify the role of advertisements adopted by organizations				Level of Thinkin	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Enrich the knowledge of IMC tools in advertising							Disciplin ary	Communication skills	Critical thinking	Problem	Analytical reasonin	Research related skills	Reflective	Self- directed	Leadership	Life-long	Professional	Experientia learning	Employability options	Decision making skills	ICT Skills			
CLR-3 :	Relate communication process among advertising agencies																								
CLR-4 :	Understanding about the various branding concepts																								
CLR-5 :	Explain about sale Management																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				3	80	70	L	H	M	H	H	H	L	M	L	L	M	L	L	M	M		
CLO-1 :	Illustrate the concepts of advertising in a organization				3	85	75	M	H	L	M	M	H	L	M	M	L	M	L	L	M	L	L		
CLO-2 :	Describe the role of IMC and media scheduling in advertising				3	75	70	M	H	M	H	M	H	L	M	M	L	M	L	L	M	L	L		
CLO-3 :	Appraise the importance of communication and strategy management in advertising				3	85	80	M	H	M	H	H	H	L	M	M	L	M	M	L	M	M	M		
CLO-4 :	Understanding the need of branding in advertising				3	85	75	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M	M		
CLO-5 :	Plan the use of sale forecasting and sale management in a organization				3	85	75	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M	M		
Duration (hour)		15		15		15		15		15					15										
S-1	SLO1	Introduction to advertising	Introduction to IMC	Communication Process		Brand Creation & Concept of Brand					Sales Management – Introduction														
S-2	SLO1	Concept and Definition of Advertising	Definition and Importance	Nature of Communication		Characteristics of Brand					types of Selling														
S-3	SLO1	Personal Selling vs. Advertising	Tools for IMC	Basic Model of Communication		Brand Evolution					Sales Activities														
S4 -s5	SLO1	Perform an action to buy a product	Make Blogging to imaginary company	Draw Advertising Communication layout		Role play the importance branding					Debating the quality of sale manager														
	SLO2	Experiment Product Campaign	Role playing the role of social media	Role Play the process of Communication in advertising		Mind Map the essential Need for brandingwith related in adidas company					Act as sale manager to promote mobilephones														
S-6	SLO1	Importance of Advertising in Marketing	Modes of Advertising	Creative Strategy		Functions of brand					Selling Skill & Selling Strategies														
S-7	SLO1	Types of Advertising	Key factors influencing media selection	Importance of Creativity in Advertising		Types of brand					Sales Planning Process														
S-8	SLO1	Role of Advertisements	Media Scheduling	Creative Process		Selecting a Brand					Sales Forecasting Methods														
S9 -	SLO1	Perform word of mouth advertising	Debating the media of choosing for advertising	Analysis a case study on coco cola		Presentation on Brand value of Samsung					Analysis Boost company sale details														
s10				marketing strategy																					
	SLO2	Outline role of advertising in company	Prepare estimation for choosing media	Plan creativity process of any brand		Debating the need of branding					Estimate and prepare your own forecasting method														
S-11	SLO1	Functions of Advertising	Types of Scheduling	Advertising Appeal		Branding Concept					Sales Budgeting Process														
S-12	SLO1	Advertising Plan & Advertising Layout	Public Relations	Types of Advertising Appeal		Brand Equity – Meaning					Sales Force Management														
S-13	SLO1	DAGMAR Approach	Process of Public Relations	Emotional Appeal and Rational Appeal		Building Strong Brands & Brand Positioning					Types of Sales Promotion & Sales Promotionand Product Life Cycle														
S14-	SLO1	Prepare how advertising budget	Outline CSR contribution in advertising to build brand	Categorize appeal process for making advertisement		Estimate the Brand Equity of BMW					Case study on Horlicks p[product life cycle														
S15	SLO1	Draw a Advertising Layout for crocs brand	Grading communication tools impact inadvertising	Analysis Britannia advertising in relationalappeal		Create a Blogging on your own brand					Write a report on how advertising influence abusiness														

Learning Resources	1. George E Belch. Advertising and Promotion (11 th edition), Tata McGraw Hill, New Delhi. (2020)	3. Sales and Advertising Management by S.Rajkumar & V.Rajagoplan S.Chand Publishing 2020.
	2. Advertising and Sale Management by Mukesh Trehan & Ranju Trehan 2016	4. Keller, K.L., Parameswaran, A.M.G. and Jacob, I (2015). Strategic Brand Management: Building, Measuring and Managing Brand Equity (4 th Edition). Pearson Education India

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

CLA – 4 can be from any combination of these: Assignments, Seminars, 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

Course Code	UCM23G02J	Course Name	TRAINING AND DEVELOPMENT			Course Category	E	Generic Elective Course										L	T	P	O	C	
																		3	0	2	2	4	
Prerequisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses			Nil												
Course Offering Department		Commerce		Data Book/Codes/Standards			Nil																
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1 : Understand the Basic Concepts of Training						1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 : Identifies the linkages of Learning & Training design						Level of Thinking	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	ICT Skills
CLR-3 : Develop T and formulate training & Group building methods									L	H	M	H	H	H	L	M	L	L	M	L	L	M	M
CLR-4 : Provide insight on training evaluation									M	H	L	M	M	H	L	M	M	L	M	L	L	M	L
CLR-5 : Focuses on the best practices of career management									M	H	M	H	H	H	L	M	M	L	M	M	L	M	M
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				3	80	70	L	H	M	H	H	H	L	M	L	L	M	L	L	M	M
CLO-1 : Gain knowledge on training sources & needs.						3	85	75	M	H	L	M	M	H	L	M	M	L	M	L	L	L	
CLO-2 : Understanding on Learning & Strategic Training						3	75	70	M	H	M	H	M	H	L	M	M	L	M	L	L	M	L
CLO-3 : Have an awareness about the Training methods & implementation						3	85	80	M	H	M	H	H	H	L	M	M	L	M	M	L	M	M
CLO-4 : Gain knowledge about Training Evaluation models						3	85	75	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M
CLO-5 : Familiar with the concept of Career Management						3	85	75	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M
Duration (hour)		15		15		15		15					15										
S - 1	SLO-1	Introduction to Training	Learning - Meaning	Training implementation	Training Evaluation	Executive Development/ Management Development/ Career Management																	
S - 2	SLO-1	Rationale for Training, Culture and Other Contexts	Concepts & Theories of Learning	significance of training implementation	Reasons for Evaluating Training	Need for Management Development																	
S - 3	SLO-1	Training Process, Training Needs Assessment	Principles of Learning	implementation process for making and buying decisions	significance of training evaluation - Evaluation Models	factors affecting Development - Company Strategies for Providing Development																	
S - 4 - S - 5	SLO-1	Presentation onNeed for Training	Describe the significance of Learning	Debate the need for training Implementation	Relate the Training Evaluation needs	outline the scope of career management																	
	SLO-2	Outline the process of Training	Presentation on Theories of Learning	Outline the process for makeand buy decisions	Define the significance of training needs	Draw the need for Career Development																	
S - 6	SLO-1	Components & Sources ofData for Training Needs Analysis	Learning Process - Meaning & Nature	Training Methods - Presentation Methods, Hands-on Methods , Group Building Methods	Training Evaluation Design - Types of Evaluation Designs	Methods & Process of Training & Development																	
S - 7	SLO-1	Needs Assessment Process - Competency Models	Conditions for Effective Learning, Learning Cycle	E-Learning & Use of Technologyin Training	Considerations in Choosing an Evaluation Design	increased Use of New Technologies for Training & Development																	
S - 8	SLO-1	Scope of Needs Assessment	Forces influencing working & learning, Strategic Training	Technology's Influence on Training, Technology & Multimedia	data collection for training evaluation	increased Use of Training Partnerships & Outsourcing Training																	
S - 9 - S - 10	SLO-1	Debate the Importance of training need analysis	Debate the process of learning	Role play - Training Methods	Relate the Components of training evaluation design	enumerate the Process of Training & Development																	
	SLO-2	Relate the Components ofNeed Assessment	Seminar on Factors affecting strategic Training	Draw the various uses of Technology in e-learning	Draw the Data collection methods for Training Evaluation	Experiment the various the technologies used for training & Development																	
S - 11	SLO-1	Implementation of Training Programme	Meaning & significance of training design	Computer-Based Training, Developing Effective Online Learning	Determining Costs & Threats to Validity	Introduction to career management and its Importance																	
S - 12	SLO-1	Training Delivery Competencies - Trainers and Training Styles	principles of training design	Mobile Technology & Training Methods, Intelligent Tutoring Systems	Evaluation Practices in different organizations	A Model of Career Development (Career Stages)																	
S - 13	SLO-1	Trainers Role & Skills for effective trainer	identifying the training objectives - Process	Distance Learning, Technologiesfor	Measuring Human Capital and Training	Career Management Systems																	

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

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

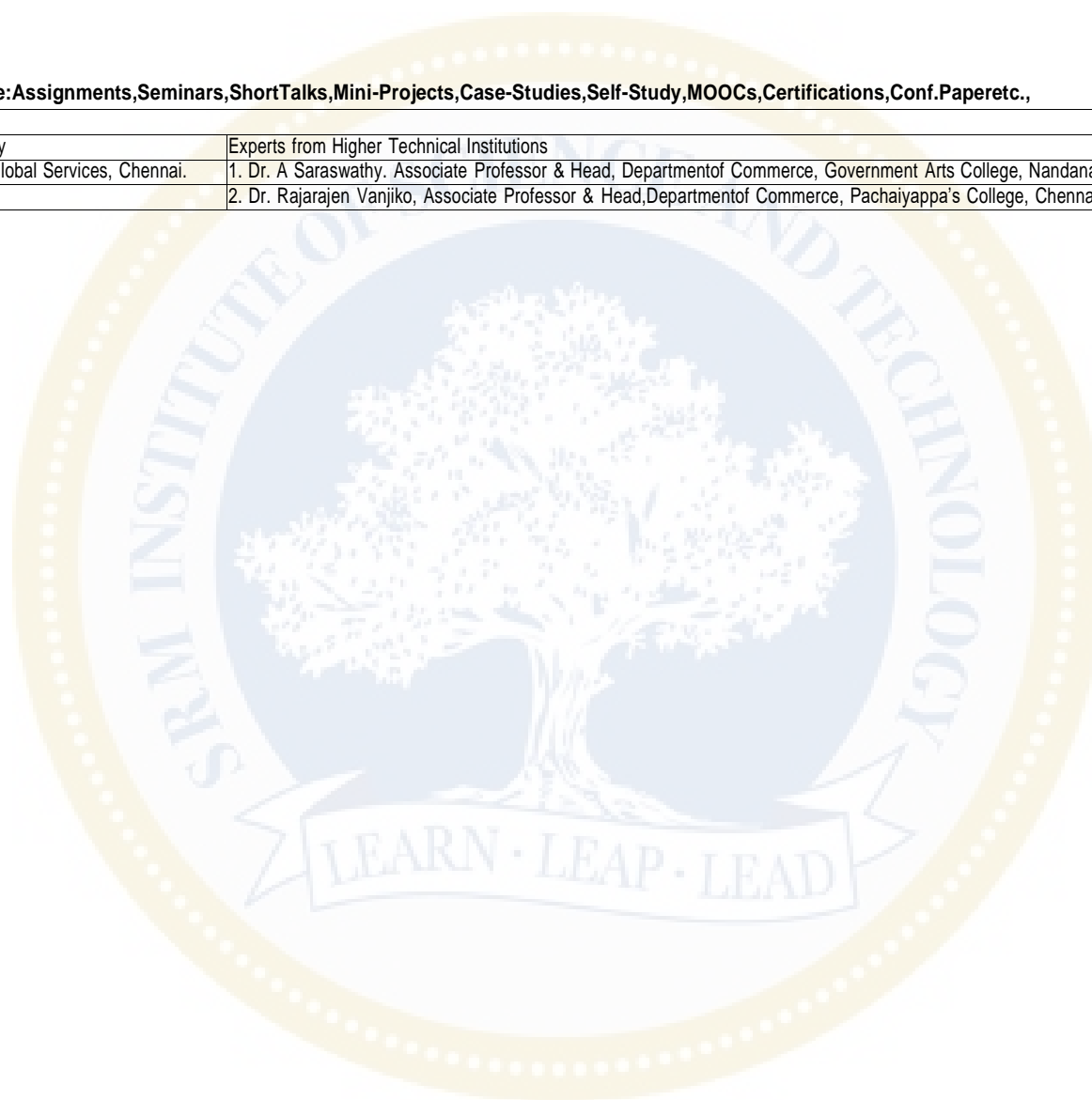
#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

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		Dr. Rajarajen Vanjiko, Associate Professor & Head,Department of Commerce, Pachaiyappa's College, Chennai
		Internal Experts
		1. Mr. R. Mohana Ruban

Course Code	UCM23S03J	Course Name	FUNDAMENTALS OF STOCK MARKET				Course Category	S	Skill Enhancement Courses					L	T	P	O	C								
Prerequisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses		Nil										1	0	1	2	1		
Course Offering Department		Commerce		Data Book/Codes/Standards			NIL																			
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To Understand Basics of stock market analysis and latest trends in today's stock markets				Level of Thinkin	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To know how to operate Demat account and understand mutual Fund							Disciplin	Communication	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective	Self-directed	Leadership	Readiness/Qual	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills			
CLR-3 :	To study and learn the foundations of Marketing Analysis							L	H	M	H	H	L	M	L	M	L	M	L	L	M	M	L	L	M	M
CLR-4 :	To explain how the trading activities are carried on stock market							M	H	L	M	M	H	L	M	M	L	M	L	L	M	L	M	L	M	L
CLR-5 :	To understand the settlement Procedure							M	H	M	H	M	H	L	M	M	L	M	M	L	M	M	L	M	M	M
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				3	80	70	H	H	M	H	H	L	M	M	L	M	M	L	M	L	L	M		
CLO-1 :	summarize the overview of stock market				3	80	70	M	H	L	M	M	H	L	M	M	L	M	L	L	M	M	L			
CLO-2 :	Explain the student to operate Demat account for trading				3	85	75	M	H	M	H	M	H	L	M	M	L	M	M	L	M	M	M			
CLO-3 :	Indicates the types of trading activities				3	75	70	M	H	M	H	M	H	L	M	M	L	M	L	L	L	L	L			
CLO-4 :	Analyze to understand the risk in stock market				3	85	80	M	H	M	H	H	H	L	M	M	L	M	M	L	M	M	M			
CLO-5 :	Manipulate about placing and claim of trade activities				3	85	75	H	H	M	H	H	H	L	M	M	L	M	M	L	L	L	M			
Duration (hour)		6		6		6		6							6											
S-1	SLO-1	Capital Market in India, Investment in Stock Market - Theprocess to invest	Demat - Demat and Depository		Introduction to Commodity Market, Currency Market		Portfolio Management, Trading Account and Free DematOpening							Understanding Stock Quotations, Online trading of stock												
S-2	SLO-1	Primary Market vs Secondary Market	Opening of Demat Account and its application		Trading practices with CommodityMarket		Equity - Cash and Derivative Market, Tools of Trading							Limit Order & Market Order												
S-3	SLO-1	Practical Learning on instruments of Primary and Secndry Markets	Mutual Funds - Introduction to Mutual Funds, Working of Mutual Fund with practices		Future and options		Fundamental Analysis – Economic Analysis with Practices							Trading Pattern & Settlement												
S-4	SLO-1	Indices & Initial Public Offering(IPO)	Types and Benefits of Mutual Fund, Factors Affecting the Choice of MutualFund		Call and Put Options		Industry and Company Analysis with Practices							Broker Registration – Procedure												
S-5	SLO-1	Practices on IPO applications	Debt & Hybrid Mutual Funds		Investment Psychology, Investor Types, Delivery, and IntradayTrading		Best Practices in Trading & Trading Psychology							Qualification of Stock Broker												
S-6	SLO-1	Learn from scratch about IndianStock Markets, How the Indian stock market works	Investment practices on mutual funds		Intraday Trading Strategies		Risk of Investing in the Stock Market							Activities of Brokers & Broker Charges, Settlement Procedure												
Learning Resources/Reference books		1. Introduction to Stock Market by Zerodha.com 2022 2. Stock Market investing by warren Anderson Smart finance publishing 2021						3. An Introduction to stock market and investment by Rod Davis Mcgraw Publication 2020.																		
Learning Assessment																										
	Bloom's Level of Thinking	Continuous Learning Assessment(50%weightage)															Final Examination(50%weightag									
		CLA–1(10%)		CLA–2(10%)		CLA–3(20%)		CLA–4(10%)#																		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level1	Remember	15%	15%	15%	15%																					
	Understand																									
Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%				
	Analyze																									
Level3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%				
	Create																									
	Total	100%		100%		100%		100%		100%		100%		100%		100%		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	1.Dr.J.Srinivasan
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of 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 Outreach (IAPC)	L	T	P	O	C
							0	0	0	0	1
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department	Commerce		Data Book / Codes/Standards	Nil							

Guidelines for Summer Internship:

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

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

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

Duration (hour)	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
	18	18	18	18	18
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
S3	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 marginal costing
	SLO-2 Financial statement analysis – Meaning and 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,
	SLO-2	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	SLO-1	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,
	SLO-2	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,
	SLO-2	Problem related to Common SizeBalance sheet	Problems Related to Profitability, Liquidityand Turnover Ratios	Problem-relatedstatement. To fund flow	Problems related to salesselling overheads budget	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	SLO-1	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.

Learning Resources/ Reference books	1.	S.N. Maheswari, Management Accounting – Sultan Chand & Sons, New Delhi	4.	R.S.N. Pillai & Bhagavathi, Management Accounting – S. Chand & Co. Ltd.,New Delhi
	2.	Manmohan & Goyal, Management Accounting – Sahithiya Bhavan, Agra	5.	T.S. Reddy & Hari Prasad Reddy, Management Accounting – Margham Publications, Chennai
	3.	S.P. Gupta, Management Accounting – Sultan Chand & Sons, New Delhi	6.	A. Murthy and S. Gurusamy, Management Accounting, Vijay Nicole Publishers,

Learning Assessment											
	Bloom's Level of Thinking			Continuous Learning Assessment (50% weightage)							Final Examination (50% weightage)
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	
Level 1	Remember	15%	15%	15%	15%	15%	15%	15%	15%	30%	
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	
	Analyze										
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%	
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	
# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,											

Course Designers		
Experts from Industry	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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	1. Dr. M. JEEVARATHINAM 2. Dr. G. SANGEETHA

Course Code	UCM23602J	Course Name	INCOME TAX LAW AND PRACTICE– II	Course Category	C	Discipline Specific Core										L	T	P	O	C				
																3	0	3	2	4				
Pre-requisite Courses		Nil	Co-requisite Courses	Nil	Progressive Courses		Nil																	
Course Offering Department		Commerce		Data Book / Codes/Standards	Nil																			
Course Learning Rationale (CLR): The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To understand the basics concepts of Capital Gains				Level of Expected Proficiency	Expected Attainment	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To aware about the income from other sources						Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related	Reflective thinking	Self-directed learning	Leadership	Teamwork	Life-long learning	Professional skills	Experiential learning	Employability	Decision making	ICT Skills		
CLR-3 :	To aware about the set-off and carry forward losses and aggregation of income.						H	M	L	M	M	H	-	L	-	H	-	M	-	-	-	M		
CLR-4 :	To know the deduction viz Chapter VI						H	M	-	M	M	H	-	L	L	H	-	M	-	-	-	M		
CLR-5 :	To determine the income from Individual and firm						H	M	-	M	M	H	-	L	-	H	-	M	L	-	-	M		
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:					3	75	65	H	M	-	M	M	H	-	L	-	H	-	M	-	-	-	M	
CLO-1 :	Knowledge gained from capital asset transfer.				3	75	65	H	M	-	M	M	H	-	L	-	H	-	M	-	-	-	M	
CLO-2 :	Enlightened knowledge about income from other sources				3	75	65	H	M	-	M	M	H	-	L	L	H	-	M	-	-	-	M	
CLO-3 :	Comprehensive knowledge in set-off and carry forward losses and Clubbing of income.				3	75	65	H	M	-	M	M	H	-	L	-	H	L	M	-	-	-	M	
CLO-4 :	Solid in computation of deduction viz chapter VI				3	75	65	H	M	-	M	M	H	-	L	-	H	L	M	-	-	-	M	
CLO-5 :	Conversant in computation of income of Individual and Firm				3	75	65	H	M	-	M	M	H	-	L	-	H	-	M	L	-	-	M	
Duration (hour)		Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3				Learning Unit / Module 4				Learning Unit / Module 5										
		18		18		18				18				18										
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;		Income from Other Sources: Definition, The income chargeable only under the head 'Income from other sources, Specified Income u/s 52, General Income u/s 51,		Clubbing of income: Transferring income without transferring asset either by way of an agreement or any other way,				Deduction viz Chapter VI A: Deduction u/s 80C				Assessment of Individual: Computation of Total Income and Tax Liability in Case of Individual										
	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,		Dividends, Winnings from Lotteries / Card games / Crossword etc		Transferring asset on the condition that it can be revoked, Any income arising or accruing to your minor child where child includes both step child and adopted child. The clubbing provisions apply even to minor married daughter.				Problems related to Deduction u/s 80C				Computation of Total Income of Individual										
S2	SLO-1	Transfer, Transaction is not treated as transfer, Cost of acquisition Capital Asset, Provision to determine Cost of Acquisition of Capital Assets / Cost of Improvement/ Indexed Cost and rules to determine Indexed Cost / Improvement.		Employees' contributions to provident fund etc, Interest on Securities, Amount received as a gift to be treated as income,		spouse receives any remuneration, Direct or indirect transfer of assets to your spouse by you for inadequate consideration,				Deduction u/s 80CCC and their relevant Problem				Computation of Total Income of Individual										
	SLO-2	Exemption availed from Capital Gain u/s 54, 54B, 54D, 54EC, 54EE, 54F, 54G, 54GA, 54GB		Income from letting of plant, machinery, or furniture, Income from letting of plant, machinery or furniture with building		Transfer of assets transferred directly or indirectly to your daughter in-law by you for inadequate consideration				Deduction u/s 80CCC and their relevant Problem				Computation of Total Income of Individual										
S3	SLO-1	Exemption availed from Capital Gain u/s 54,		Deductions from income from other sources		Transferring any assets directly or directly for an inadequate consideration to any person or association of persons to benefit your daughter in-law either immediately or on deferred basis				Deduction u/s 80CCD(1) and their relevant Problem				Computation of Total Income of Individual										
	SLO-2	Exemption availed from Capital Gain u/s 54,		Computation of Income under the head of 'Income from other Sources'.		Computation of total clubbing Income with provision				Deduction u/s 80CCD(1B) and their relevant Problem				Computation of Total Income of Individual										
S04 – S06	SLO-1	Exemption availed from 54D, Capital Gain u/s 54EC,		Computation of Income under the head of 'Income from other Sources'.		Computation of total clubbing Income with provision				Deduction u/s 80CCD (2) and their relevant Problem				Computation of Total Income of Individual										

	SLO-2	Exemption availed from 54D, Capital Gain u/s 54EC,	Computation of Income under the head of 'Income from other Sources'.	Computation of total clubbing Income with provision	Deduction u/s 80CCD (2) and their relevant Problem	Computation of Total Income of Individual
S07	SLO-1	Exemption availed from 54EE, Capital Gain u/s 54F,	Computation of Income under the head of 'Income from other Sources'.	Computation of total clubbing Income with provision	Deduction u/s 80D and their relevant Problem	Computation of Total Income of Individual
	SLO-2	Exemption availed from 54G, Capital Gain u/s 54GA, 54GB	Computation of Income under the head of 'Income from other Sources'.	Computation of total clubbing Income with provision	Deduction u/s 80DD, 80U and their 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 from other Sources'.	Set-off and Carry forward Losses: Set off of losses, Intra-head Set off, Inter-head Set Off,	Deduction u/s 80DDB and 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 from other Sources'.	Exception rule of intra and inter Set Off losses, Procedure to Carry forward losses,	Deduction u/s 80E and their relevant Problem	Computation of Total Income of Individual
S09	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80EE and their relevant 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 from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80G and their relevant 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 from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80G and their relevant Problem	Provisions to Compute Book Profit
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the 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 their relevant Problem	Provisions to Compute Book Profit
S13	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the 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 their relevant Problem	Provisions to Compute Book Profit
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the 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 their relevant Problem	Provisions to Compute Book Profit
S14	SLO-1	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80GGA, and their relevant Problem	Provisions to Compute Book Profit
	SLO-2	Computation of Capital Gain with Exemptions	Computation of Income under the head of 'Income from other 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 from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80QGB and 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 from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80RRB and their 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 from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80TTA, 80TTB and 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 from other Sources'.	Computation of total Income with the provisions to set off and carry forward losses.	Deduction u/s 80TTA, 80TTB and their relevant Problem	Computation of firm's total Income

Learning Resources/ Reference books	1.	V.P. Gaur and D.B. Narang, Income tax law and practice, Kalyani Publications, New Delhi	4.	Bhagavathi Pasad, Income Tax Law and Account – Vishwa Prakashan, New Delhi
	2.	Vinod K. Singhania, Students Guide to Income Tax, Taxman. Publication, New Delhi	5.	M.Jeevarathinam and C. Vijay Vishnu Kumar, Income tax Law and Practice, Vijay Nicole Imprints, Chennai
	3.	H.C Mehrotra, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra.		

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

Course Designers		
Experts from Industry	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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	1. Dr. M. JEEVARATHINAM 2. Ms.A.N Amrin Fathima

Course Code	UCM23603T	Course Name	RESEARCH METHODOLOGY FOR SOCIAL SCIENCE				Course Category	C	Discipline Specific Core Course										L	T	P	O	C			
		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil										4	0	0	2	4		
Pre-requisite Courses																										
Course Offering Department		Commerce		Data Book/ Codes/Standards						Nil																
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																	
CLR-1 :		Understand the basic concepts of research, types, process and ethics				1			2			3														
CLR-2 :		Identification of research problem and sample				1			2			3														
CLR-3 :		Familiarize with various source of data collection and hypothesis testing				1			2			3														
CLR-4 :		Disseminate the knowledge about data processing and statistical tools - SPSS				1			2			3														
CLR-5 :		Layout or structure of research report and research publication				1			2			3														
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				Level of Thinking			Expected Proficiency (%)			Expected Attainment (%)														
CLO-1 :		Apply basic concepts, approach and types of research				3			75			75														
CLO-2 :		Formulate research problem and design sample				3			70			70														
CLO-3 :		Know about sources of data collection, hypothesis testing and assumptions				3			75			75														
CLO-4 :		SPSS and its basic understanding and data processing				3			85			85														
CLO-5 :		Analysis of data and research report writing concepts				3			85			85														
															</											

S-10	SLO-1	Identification of Research Gap	Tools used for sampling	Types III and Assumptions	Techniques of interpretation	Publishing research article
	SLO-2	Development of Research Gap	Sampling Errors & Standard Errors	Type IV and Assumptions	Precautions of interpretation	Importance of publishing
S-11	SLO-1	Research ethics	Reason and need to understand	Tools used for analysis- meaning and importance	Importance of Analyze	Ways to publish data
	SLO-2	Importance of research ethics	Controlling error	Types of statistical tools	Importance of Parametric Test and Nonparametric test	Ethical issues related to publishing data
S-12	SLO-1	Plagiarism meaning and types	Significance Value – Assumptions	Importance of Tool Implications	Types of parametric and non parametric test	Mendeley
	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
Learning Resources/Reference books			1. CR Kothari Gaurav Garg, Research Methodology Methods and Techniques 2. Ravilochanan P, Research Methodology, Margham Publications	3. R.Prabhu, T.Raju & V.Krishnapriya, Research Methodology in Business Management, Vijay Nicole Publication, Chennai		

Learning Assessment

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

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

Course Designers

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

Course Code	UCM23D03J	Course Name	E-BUSINESS				Course Category	D	Discipline Specific Elective Course										L	T	P	O	C		
									3	0	2	2	4												
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil															
Course Offering Department		Commerce		Data Book/Codes/Standards				Nil																	
Course Learning Rationale (CLR):				The purpose of learning this course is to:				Learning		Program Learning Outcomes (PLO)															
CLR-1 :				Understand The Key Concepts Of Work Life Balance				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :				Enumerate The Effects And Impact Of Work From Home				Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective	Self-directed learning	Leadership	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
CLR-3 :				To Know About The Quality of Work life																					
CLR-4 :				To understand the concepts & Approaches to employee relations																					
CLR-5 :				Summarize the Statutory Regulations for employee relations																					
Course Learning Outcomes (CLO):				At the end of this course, learners will be able to:				3	75	65	H	L	M	H	L	H	L	M	L	L	M	L	M	M	
CLO-1 :				Gain knowledge about basic concept to Electronic Business				3	75	65	H	H	L	M	M	H	-	M	M	L	M	L	L	M	L
CLO-2 :				Application of E-Commerce				3	75	65	H	H	M	H	-	H	L	M	M	L	M	L	L	M	L
CLO-3 :				Apply Information Technology in Business				3	75	65	H	H	M	H	M	H	-	M	M	L	M	M	L	M	M
CLO-4 :				Awareness on recent trends in Business				3	75	65	H	H	M	H	M	H	-	M	M	L	M	M	L	M	M
CLO-5 :				Knowing the various E-Governance Techniques				3	75	65	H	H	M	H	M	M	L	M	M	L	M	M	-	L	M
Duration (hour)		Learning Unit /Module 1		Learning Unit /Module 2		Learning Unit /Module 3		Learning Unit /Module 4		Learning Unit /Module 5															
		15		15		15		15		15															
S-1	SLO-1	Introduction to e-Commerce		Internet Marketing and e-Tailing		Definition of E-Procurement		Meaning of E – Payment System		Meaning & Definition of E-Startups															
	SLO-2	Introduction to e-Business		Business-to-Consumer (B2C)		Processes of E-Procurement		Features of E – Payment System		Nature of E – Startups															
S-2	SLO-1	Define the e-Commerce and e-Business		Business-to-Business (B2B)		E-sourcing, E-Tendering		Acceptability, Convertibility, Flexibility, Efficiency		Benefits of E – Startups															
	SLO-2	Features of E-Commerce		Consumer-to-Consumer (C2C)		E- Auctioning, E-Ordering		E - Payment System VS Traditional Payment System		Helps Cut Down Expenses, A Better Avenue to Communicate with Your Customers, Easy Inventory Tracking, Better Marketing and Advertising Platform															
S-3	SLO-1	Pervasiveness		Benefits of Consumer-to-Consumer (C2C)		Uses and benefits of E-auctioning in the current scenario		Advantages of E - Payment System		Increased Business Reach, Increased Revenue Generation															
	SLO-2	Accessibility		Consumer-to-Business (C2B)				Disadvantages of E - Payment System		Convenience and Safety															
S-4	SLO-1	Inter-activity, Determination of Place		E-Business		Methods of E-Procurement		Types of E- Payment Systems		Challenges of E – Startups															
S-5	SLO-2	Benefits of E-Commerce		Differences between E-Commerce and E- Business		Benefits of E-Procurement		Debit card, Credit card		Fierce Competition, Unrealistic Expectations,															
S-6	SLO-1	Uses of E-Commerce		Differences; Operation		Time savings, Increased Efficiency		Smart Card, E-wallet		Hiring Suitable Candidates, Partnership Decision Making															
	SLO-2	E-Commerce VS Traditional Commerce		Resources, Business models		Improved communication and collaboration		Net banking, Mobile payments		Financial Management, Cyber Security, Winning Trust of Customers															
S-7	SLO-1	Need for E-Commerce		Coverage		Reduced risk, Increased compliance with legal requirement		Electronic Clearing Services		Steps of Launching Online Business															
	SLO-2	objectives of E-Commerce		Define e-Marketplace		E-Governments & its implementation		Credit and Debit Card Payments		Develop your business plan, Validate your business idea, Be familiar with your competitors															
S8-	SLO-1	Nature of E-Business		Functions of e-market place		E-Government Services		Contactless Cards, Rupay Cards		Create a new product or service, Determine a scalable business plan															
	SLO-2	Scope of E-Business		Matching of buyers and sellers,		Meaning of E-Security		UPI		Establish your financial structure															
S-9-	SLO-1	E-Business Models		Facilitation of transactions		Dimensions of E-Security		RTGS		Locate potential vendors and suppliers,															

10	SLO-2	Brokerage model	Institutional Infrastructure	Integrity, Non repudiation,	NEF	Create your business website, Choose an Ecommerce platform
S- 11	SLO-1	Aggregator Model	E-Market Places	Authenticity, Confidentiality	IMPS	Understand the requirements for starting an 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	online rental marketplace, Hybrid model Hyperlocal 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	Banking and Personal 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
Learning Resources		1. Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006 2. Electronic Commerce: A Managerial Perspective, Turban, E. et al., Prentice Hall-2008.			3. Dr. Sudeshna Chakraborty , Priyanka Tyagi - E Commerce for Entrepreneurs-1st edition BPB Publications 4. Kamlesh K. Bajaj, —E-Commerce- The Cutting Edge of Business, Tata McGraw-Hill, 1st Edition, 200	

Learning Assessment

		Continuous Learning Assessment(50%weightage)								Final Examination(50%weightage)
		CLA-1(10%)		CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level1	Remember	15%	15%	15%	15%	%	15%	15%	15%	30%
	Understand									
Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze									
Level3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create									
	Total	100%		100%		100%		100%		100%

#CLA-4 can be from any combination of these: Assignments, Seminars, 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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	1. Mr. I. Enock, Assistant Professor 2. Dr. Lenin S

Course Code	UCM23D04J	Course Name	FINANCIAL MARKETS			Course Category	D	Discipline Specific Elective Course										L	T	P	O	C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

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

#CLA–4 can be from any combination of these: Assignments, Seminars, 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	Mr K Murugan, Assistant Professor (Selection Grade), Department of Commerce, College of Science and Humanities, SRM IST, Ramapuram Campus
	2. 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

Course Code	UCM23G03J	Course Name	SERVICE AND RELATIONSHIP MARKETING				Course Category	G	Generic Elective Courses					L	T	P	O	C							
															3	0	2	2	4						
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil															
Course Offering Department		COMMERCE				Data Book / Codes/Standards				Nil															
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																
CLR-1	Learners will understand the concept of Service and RelationshipMarketing.				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2	Learners would find factors create awareness on consumerbehaviour in service context.							Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical	Research related skills	Reflective	Self-directed learning	Leadership	Readiness/Qual	Life-long	Professional	Experiential	Employability options	Decision making skills	ICT Skills		
CLR-3	Learners will familiarize with the basic factors of service quality.							H	M	M	H	M	H	L	M	M	L	M	L	L	M	M			
CLR-4	Enable the learners to build and manage the customerrelationship.							M	H	L	M	M	H	L	M	M	L	M	L	L	M	L			
CLR-5	Gaining the better understanding about service Excellence andPerformance Measurement.							H	H	M	H	M	M	L	M	M	L	M	M	L	L	M			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				3	75%	65%	H	M	M	H	M	H	L	M	M	L	M	L	L	M	M		
CLO-1	Have an awareness about the Service and Relationship Marketing				3	75%	65%	M	H	L	M	M	H	L	M	M	L	M	L	L	M	L			
CLO-2	Gain knowledge on consumer behaviour in service context				3	75%	65%	H	H	M	H	M	M	L	M	M	L	M	L	L	L	L			
CLO-3	Familiarizes the concept of service quality				3	75%	65%	M	H	M	H	M	H	L	M	M	L	M	M	L	M	M			
CLO-4	Learn the skill to build and manage the customer relationship				3	75%	65%	H	M	M	H	H	M	L	M	M	L	M	M	L	M	M			
CLO-5	Gain knowledge about service Excellence and PerformanceMeasurement				3	75%	65%	H	M	M	H	H	M	L	M	M	L	M	M	L	L	M			
Duration (hour)	Learning Unit / Module1			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 to Service and Relationship Marketing	Customer behavior and decision- making in service contexts	Service blueprinting and process mapping			Relationship types and stages			Service leadership and organizational culture															
S-2	SLO-1	Definition and characteristics ofservices	Customer expectations and perceptionsof service quality	Service customization and personalization			Relationship marketing strategies and tactics			Service standards and performance metrics															
S-3	SLO-1	Relationship marketing concepts and goals	Customer complaints and servicerecovery strategies	Service innovation and new service development			Customer loyalty and retention			Service recovery and service guarantees															
S 4- S5	SLO-1	Enumerate the various service sectors	Analysis the Role of technologyand social media in Service Sector.	Assess the hyperlocal delivery model of Zomato			Key marketing metric to measure the CRM and CLV			List the tools to measure the Service Quality															
	SLO-2	Aanalysis the pros and cons of relationship marketing between Hotel and Tourism industry	Develop the strategies for Customer retention	Analysis the customer experience of Telecommunication			Calculate the customer life time value of hotel industry			Enumerate the RATER Scaling echniques for Service quality measurement															
S 6	SLO-1	Customer value and customersSatisfaction	Service differentiation and positioning	International and cross-cultural service management			Ethics and social responsibility inrelationship marketing			Employee engagement and service behavior															
S-7	SLO-1	Service quality and its dimensions	Role of word-of-mouth in servicemarketing	Service quality gaps and measurement tools			Customer satisfaction and loyaltymeasurement			Continuous service improvement andinnovation															
S-8	SLO-1	Managing customer expectations	Customer segmentation and targeting	Service recovery and service guarantees.			Role of customer service in relationship marketing			Managing service crises and handlingnegative feedback															
S-9 -S 10	SLO-1	Assessing the failures inthe Service sector	Market research on service marketing – Case study	Evaluate the approaches of continuous improvement in service industry			Analysis the feedback of Amazon by using closed loop feedback method			Formalize the process of benchmarking in the National HealthService															
	SLO-2	Develop the strategies to overcome the service failure	Analyses the communicationmix of Ola	Analysis the gap between the expectationand perception of Customers			Evaluate the process for handling customer complaints			Bestpractices for developing the tourism sector															
S-11	SLO-1	Types of services	Service pricing strategies	Service excellence and its importance			Personalization and customization in relationship marketing			Service audit and evaluation															

S-12	SLO - 1	Role of service in the economy	Service distribution channels	Service logistics and supply chain management	Building customer trust and rapport	Service performance and financial analysis
S-13	SLO -1	Marketing mix for services and 7Ps of service marketing	Service communication and promotion	Service sustainability concept	Managing service partnerships and alliances	Service quality certification and accreditation
S - 14-S - 15	SLO - 1	Built SWOT Analysis of any one service sector	Understanding the basis of Service branding of Air Lines	Identify the dimensions of CSR in TCS	Summarizes the Customer experience management of McDonalds	Evaluation of quality improvement Frameworks for Health care
	SLO -2	Identify recent trends in service marketing	Demonstrate the Customer relationship marketing dimensions of Zara – case study	Service marketing control as practice : A Case study	Case study in Service innovation	Service innovation - Business model approach

Learning Resources/ Reference books	1. Services Marketing: People, Technology, Strategy by V. A. Zeithaml, A. Parasuraman, and Dwayne D. Gremler			3. Relationship Marketing: New Strategies, Techniques and Technologies to Win the Customers You Want and Keep Them Forever by Evert Gummesson		
	2. Services Marketing and Management: An International Perspective by S. Ramesh Kumar			4. Customer Relationship Management: Concepts and Technologies by V. Kumar and Werner Reinartz		

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

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

Course Designers		
Experts from Industry		Internal Expert
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.		Dr. C. Sahila
		Dr. P. Maheswari

Course Code	UCM23G04J	Course Name	WORK LIFE BALANCE AND EMPLOYEE RELATION			Course Category	G	Generic Elective Course					L	T	P	O	C									
													3	0	2	2	4									
Prerequisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses			Nil															
Course Offering Department		Commerce		Data Book/Codes/Standards			Nil																			
Course Learning Rationale (CLR):				The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
CLR-1 :				Understand The Key Concepts Of Work Life Balance				Level of Thinking	Expected Proficiency	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :				Enumerate The Effects And Impact Of Work From Home							Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills	
CLR-3 :				To Know About The Quality of Work life							L	H	M	H	H	H	L	M	L	L	M	L	L	M	L	M
CLR-4 :				To understand the concepts & Approaches to employee relations							M	H	L	M	M	H	L	M	M	L	M	L	L	L	M	L
CLR-5 :				Summarize the Statutory Regulations for employee relations							M	H	M	H	M	H	L	M	M	L	M	M	L	M	L	M
Course Learning Outcomes (CLO):				At the end of this course, learners will be able to:				3	80	70	H	H	M	H	H	H	L	M	M	L	M	M	L	L	M	
CLO-1 :				Explain the basic concept of work life balances				3	85	75	M	H	L	M	M	H	L	M	M	L	M	L	L	M	L	
CLO-2 :				Summarize the impact of work life balances on work from home				3	75	70	M	H	M	H	M	H	L	M	M	L	M	L	L	L	L	
CLO-3 :				Construct workplace counseling among employees				3	85	80	M	H	M	H	H	H	L	M	M	L	M	M	L	M	M	
CLO-4 :				Illustrate the employee relations in workplace management				3	85	75	H	H	M	H	H	L	M	M	L	M	M	L	L	M	M	
CLO-5 :				Apply employees act in the organizations				3	85	75	H	H	M	H	H	L	M	M	L	M	M	L	L	M	M	
Duration (hour)		15		15		15			15					15												
S - 1	SLO-1	work life balance : Meaning & Definition	Concept of Work from home	Quality of work life	Employee Relations : Concepts & Introduction	Employee relations environment																				
S - 2	SLO-1	Concepts of Worklife balance	nature & problems	work life and Work Ethics	Overview of Employee Relations	Development of the Trade Union Movement - Trade disputes Law																				
S - 3	SLO-1	gender issues on work life	signs of imbalance in life and effects	employee services & creating a work life setting	Importance of Employee Relations	Employment Equality Act & Maternity Protection Act																				
S - 4 - S 5	SLO-1	Group Discussions on Worklife balance	Debate the problems of worklife imbalance	Role play - Work Ethics	Demonstrate the scope of Employee relations	Case study - Functions of Trade Union																				
	SLO-2	Relate the Components of Work life balance	Seminar on Factors affecting worklife balance	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 society	stress management	Workplace counseling	Employee Relations Management	Safety, Health and Welfare in the workplace																				
S - 7	SLO-1	individual and cultural identities	Need and purpose	Models & training of Workplace counseling	Tools of Employee Relations Management	Labour relations commission																				
S - 8	SLO-1	core values & institutional roles	measures to overcome from stress	Unethical behavior in workplace	Core Issues of Employee Relations Management	Labour court																				
S - 9 - S 10	SLO-1	Group Discussions on industrial Revolution	Role play on Stress management measures	Students play on Workplace counseling	Relate effective Employee Relationship Management	Role play - Labour relations commissions																				
	SLO-2	students play on institutional roles	Demonstrate the causes of stress	Enumerate the unethical behaviour of employees in workplace	Group Discussion on Employee Relationship Management	Draw a chart on Safety, Health and Welfare I measures in the workplace																				
S - 11	SLO-1	Purpose of work - dimensions	time management - Need and purpose	Employee problem counseling	Strategic Employee Relations Management	Employee appeals tribunal - Joint labour committees																				
S - 12	SLO-1	physical dimensions	effective time management techniques	Employee absenteeism - Problems of Absenteeism	Nature & scope of Strategic Employee Relations Management	Equality officers - Rights commissioners																				
S - 13	SLO-1	spiritual dimensions	Creating a balance at work	Employee Turnover	Different Strategy Levels in an Organization - Strategy and Employment Policies	Minimum notice and Terms of Employment																				
S - 14 - S -15	SLO-1	Discuss the purpose of worklife balance	Outline a flow chart for the Needof Time management	Group Discussion on Employee Absenteeism	Identify Effective Strategic Employee Relations Management	Role play on Employee appellate tribunal																				

	SLO-2	<i>Debate the spiritual dimensions</i>	Group Discussion on Time management techniques	<i>Debate on Employee problem Counseling</i>	<i>Relate various Employee Relation Strategies</i>	<i>Case study - Terms of Employment</i>
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Learning Resources	<ol style="list-style-type: none"> 1. A HAND BOOK ON WORK-LIFE BALANCE by Dr. C. Swarnalatha · 2017 2. Work Life Balance fundamentals by CB Rao Chand Publication 2018
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Learning Assessment

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

#CLA-4 can be from any combination of these: Assignments, Seminars, 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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	1. R. MOHANA RUBAN

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

Guidelines:

- Students should undergo a detailed mini research project, and should be submitted by the end of Sixth Semester.
- The field of specialization is Human Resources, Marketing, Finance and related commerce and management-based topics.
- The project work should be neatly presented in not less than 60 pages and not more than 70 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 for headings)
- The report should contain the details regarding Introduction, 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.
- 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 Assessment (50% weightage)		Final Evaluation (50% weightage)	
	Review – 1	Review - 2	Project Report	Viva Voce
Mini Project Work	20%	30 %	30 %	20 %

Semester VII

Course Code	UCM23701J	Course Name	ADVANCED COST ACCOUNTING	Course Category	C	Discipline Specific Core Course	L	T	P	O	C
							3	0	3	2	4

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)														
CLR-1:	To understand the basic concepts of Job costing	1 2 3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To study the various concepts and methods of Service Costing	Level of Thinking	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective	Self-directed learning	Leadership	Readiness/Qual	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills
CLR-3:	To familiarize with the accounting treatment of Process Costing	Expected Proficiency (%)	H	M	H	H	H	H	H	H	L	H	L	M	L	H	H
CLR-4:	To understand the methods of marginal costing	Expected Attainment (%)	H	H	H	H	H	H	H	H	H	H	L	H	L	H	H
CLR-5:	To study the various methods of variance		H	H	H	H	H	H	H	H	H	H	L	H	L	H	H
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																
CLO-1:	Apply the basic concepts of job, batch costing	3	75	65													
CLO-2:	Efficient implication of concepts and methods of operating costing	3	75	65													
CLO-3:	Make an accounting treatment for process costing	3	75	65													
CLO-4:	Ascertain the techniques of Marginal Costing	3	75	65													
CLO-5:	Apply the methods and techniques of variance Analysis	3	75	65													

Duration(Hour)	21	21	21	21	21
S-1	SLO	Meaning of job Costing-objectives, characteristics	Operating or Operation costing-meaning-operating costing units	Process costing-meaning and characteristics	Marginal costing: meaning and definition of marginal costing-features of marginal costing
SS-2	SLO	Advantages and disadvantages of job costing	Operating costing in some service industries	Types of Industries using process costing-advantages and disadvantages	Advantages and disadvantages of marginal costing
S-3	SLO	Ascertainment of job cost- Problems relates to job costing	Transport costing-advantages of operating costing in transport industries	Difference between process costing and job costing	Meaning of Variable Cost, fixed cost and semi-variable cost
S-4	SLO	Estimation of job cost-EBQ	Costing procedure in transport costing	Costing procedure and important aspects of process costing	Meaning Absorption costing-difference between marginal costing and absorption costing
S-5	SLO-1	Problems Relates to job costing	Accumulation or collection of costs	Process losses and its treatment	Marginal Costing Break even Analysis
S-6	SLO-2	Meaning of Batch costing-features of batch costing	Presentation and computation of cost unit in road transport business	Problems on process costing	Uses of BEP Analysis -Limitations of BEP Analysis
S-7	SLO-1	Objectives of batch costing and industries that use batch costing	Problems related to Transport costing	Problems with treatment of losses	Cost-Volume Profit Analysis- calculation of contribution, Margin of safety, fixed cost, variable cost- formula
S-8	SLO-2	Ascertainment of batch costing	Problems related to Transport costing	Problems	Problems on BEP and CVP Analysis
S-9	SLO-1	Problems related to batch costing	Power house or boiler house costing	Inter-process profits -Transfer price and accounting method	Problems on BEP and CVP Analysis
S-10	SLO-2	Contract costing-meaning, features of contract costing	Problems	Problems related to Inter process profit	Problems on BEP and CVP Analysis
S-11	SLO-1	Distinction between job costing and	Costing for cinema theatre	Problems related to Inter process profit	Problems on BEP and CVP Analysis

		contract costing				of labour variances
S-12	SLO-2	Recording cost of 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	SLO-1	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 in 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	By product costing-meaning and accounting treatment (only theory)	Product elimination decision -problems	Problems related to sales variances

Learning Resources	1. T.S.Reddy&Y.HariPrasadReddy–CostAccounting,MarghamPublications,Chennai. 2. S.P.JainandNarang–CostAccounting,KalyaniPublishers,NewDelhi.	3. R.S.N.PillaiandBagavathi-SChand-NewDelhi
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Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment(50%weightage)								Final Examination(50%weightage)
		CLA-1(10%)		CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		Theory
		Theory		Theory	Practice	Theory	Practice	Theory	Practice	
Level1	Remember	15%	15%	15%	15%	%	15%	15%	15%	30%
	Understand									
Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze									
Level3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create									
	Total	100%		100%		100%		100%		100%

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

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Course Code	UCM23D05J	Course Name	INTERNATIONAL MARKETING	Course Category	D	Discipline Specific Elective Course															L	T	P	O	C
																					3	0	3	2	4
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses			Nil														
Course Offering Department		Commerce		Data Book / Codes/Standards		Nil																			
Course Learning Rationale (CLR): The purpose of learning this course is to:						Learning			Program Learning Outcomes (PLO)																
CLR-1 : To provide knowledge on the fundamental concepts of marketing						1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 : To understand the entry mode into international market						Level of Thinkin Expected Proficiency (%) Expected Attainment (%)	3	75	65	Disciplinar y	Communicat ion	Critical thinkin g	Proble m	Analytical reasonin g	Research related skills	Reflective	Self- directed	Leadershi p	Life- long learning	Professiona l skills	Experientia l learning	Employability	Decisio n	ICT Skills	
CLR-3 : To gain knowledge about International product management																									
CLR-4 : To have an understanding about pricing policy																									
CLR-5 : To understand the concepts of international logistics																									
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:						3	75	65	H	H	L	H	L	-	M	H	M	L	H	H	L	H	L		
CLO-1 : Familiarize with Global marketing procedures						3	75	65	H	H	L	M	L	H	L	L	M	M	H	H	M	H	M		
CLO-2 : Awareness about entering into global market						3	75	65	H	H	M	H	L	H	M	L	M	M	L	H	H	M	H	L	
CLO-3 : Knowledge about international marketing trends						3	75	65	H	H	M	H	L	H	M	L	M	M	L	H	H	H	L	H	
CLO-4 : Have practical knowledge about modes of operation.						3	75	65	H	H	M	H	L	H	L	M	M	M	L	H	H	M	L		
CLO-5 : Practical exposure of export and import						3	75	65	H	H	M	H	L	H	M	H	M	M	M	H	L	L	L		
Duration (hour)	Learning Unit / Module 1		Learning Unit / Module 2		Learning Unit / Module 3		Learning Unit / Module 4		Learning Unit / Module 5																
	18		18		18		18		18																
S-1	SLO 1	Meaning marketing (IM) of international	Regulatory bodies	standardization vs. differentiation		Advertising issues		Issues Related to exports																	
	SLO 2	Definition marketing (IM) of international	Laws pertaining to International marketing	Product development		Advertising regulations		processing an ExportOrder																	
S-2	SLO 1	Nature of International Marketing	Laws pertaining to International marketing	International product lifecycle		Advertising media		processing an ExportOrder																	
	SLO 2	Characteristics of internationalmarketing	International Market Entry Strategies- meaning	Product diversification		Advertising strategies		Entering into export contract,																	
S-3	SLO 1	Scope of international marketing	Framework of market entry strategies	Product customization		Advertising strategies		Entering into export contract,																	
	SLO 2	Significance of internationalmarketing	Indirect Exporting,	International marketing channels		Merits of international advertisement		Export Pricing and Costing																	
S 4	SLO 1	Principles of InternationalMarketing	Merits of indirectexporting	Importance's		demerits of international advertisement		Export Pricing and Costing																	
	SLO 2	Need of International marketing	Demerits of indirect exporting	Factors affecting channels		Global logistics management - meaning		Legal issues in IM																	
S-5	SLO 1	International market-entry opportunities;	Direct Exporting,	Marketing industrial products andservices globally		Steps in internationallogistics management		Ethical issues in IM																	
	SLO 2	Reasons for entering internationalmarkets	Merits	Meaning of pricing		Steps in internationallogistics management		Nature of InternationalBusiness Disputes																	
S-6	SLO 1	Problems Faced in Internationalmarketing	Demerits	Need for pricing		International Logistics Functions		Proposed Action																	
	SLO 2	Challenges in internationalmarketing	Foreign Direct investment	Pricing for international markets.		Outbound Logistics Functions		International Dispute Settlement Machinery																	
S 7	SLO 1	International marketing vs.domestic marketing	Foreign direct investment	Pricing for international markets.		Demand Forecasting		International Dispute Settlement Machinery																	
	SLO 2	driving and restraining forces inintentional marketing	Joint venture,	Case study related to Pricing for international markets.		Significance of International Logistics		ethical Consideration inIM																	
S-8	SLO 1	The international marketing environment – meaning	Merits of joint venture	International product positioning,		Managing Rising Logistics Costs		Marketing Communications																	
	SLO 2	Political environment	demerits of joint venture	Branding –meaning		Logistic Effect on SupplyChain Management		Export Marketing Documentation																	
S-9	SLO 1	Political risk environment	Mergers	International Branding		Managing the Logistics of a Global Organization		Significance of export documentation																	

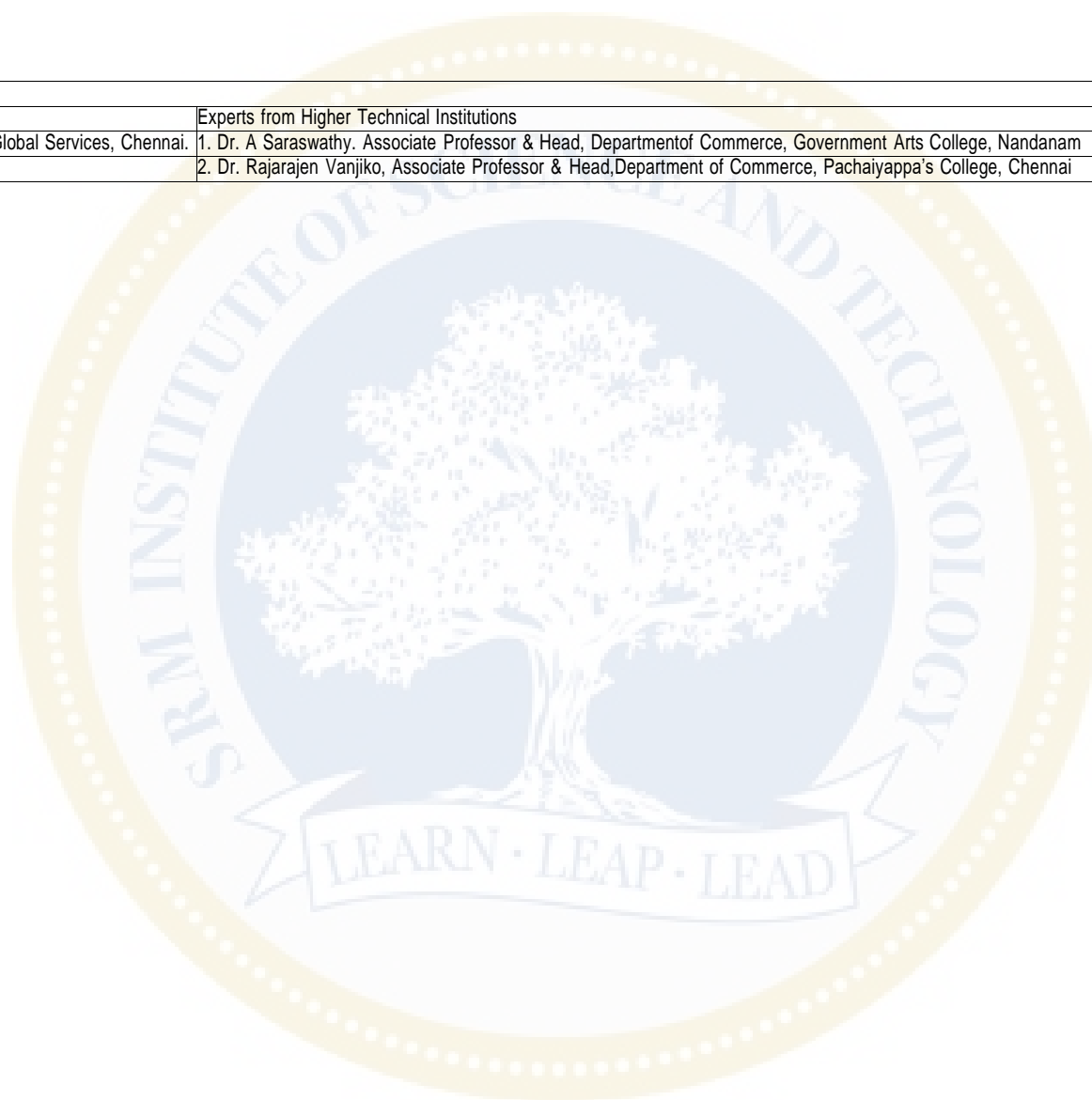
	SLO 2	Implication of political environment	Strategies for mergers	Essential requirements of International branding	International Logistics Vs. Supply Chain Management	declaration forms
S-10	SLO 1	Legal environment	Merits and demerits of Mergers	Steps in Branding	Problem with International Logistics	disposal of export documentation form
	SLO 2	Legal implications on international marketing	Acquisitions	Steps in Branding	Political and Legal System	Export benefits and incentives
S-11	SLO 1	Legal systems and Laws	Strategies required for acquisitions	International packaging-meaning	Economic Conditions	different types of export incentive
	SLO 2	Laws pertaining to international marketing	Strategic Alliances	Essential requirements of packaging	Competition	different types of export incentive
S-12	SLO 1	Technological environment	Techniques involved in strategic alliances	Dumping	Availability of Technology	market development assistance
	SLO 2	Social environment	Merits and demerits of strategic alliances	Price Distortion	Geography	market development assistance
S-13	SLO 1	Cultural environment	Franchising	Price Distortion	Financial Issues	export promotion of capital 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 distribution systems – 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 technological environment	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 marketing research approaches – meaning	Sales promotion -meaning	Functions	Target Plus Scheme
	SLO 2	methods of payment in international trade	International marketing research process	Techniques	Benefits	Target Plus Scheme
S-17	SLO 1	international trade theories	International marketing research process	Advantages	Developing marketing strategies program for international marketing	Contemporary issues in
	SLO 2	role of MNC's in international marketing,	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 Exim policy	marketing

Learning Resources/ Reference books	1. Philip R. Cateora, John L. Graham , International Marketing, 11/e ,Tata McGraw-Hill Co. Ltd ,2002	3. Philip T. Kotler, Principles of marketing, 17th edition pearson,2017
	2. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000..	4. Keifer Lee & Steve Carter , GLOBAL MARKETING MANAGEMENT, OU Press, 2009 5. Masaaki &Helsen, GLOBAL MARKETING MANAGEMENT, John Wiley & sons Inc, 2004 6. Micheal R. Czinkota and Ilkka A. Ronkainen, GLOBAL MARKETING, CENGAGE Learning, 2007

Learning Assessment

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

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	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	



Course Code	UCM23D06J	Course Name	TOTAL QUALITY MANAGEMENT				Course Category	D	Discipline Specific Elective										L	T	P	O	C
																			3	0	3	2	4
Pre-requisite Courses			Co-requisite Courses						Progressive Courses														
Course Offering Department			Commerce			Data Book/Codes/Standards																	
Course Learning Rationale (CLR):					The purpose of learning this course is to:				Program Learning Outcomes (PLO)														
CLR-1 :					To Make them aware the basic concept of quality and its dimensions																		
CLR-2 :					To Familiarize the students with quality of cost and various profound																		
CLR-3 :					To Facilitate the students to understand the continuous improvement of quality																		
CLR-4 :					To Make them to learn and identify the benchmarking and house of quality																		
CLR-5 :					To Students will be exposed ISO and its importance																		
Course Learning Outcomes (CLO):					At the end of this course, learners will be able to:																		
CLO-1 :					Measure the expectation of customers																		
CLO-2 :					Acquaint with quality cost and quality guru's principles																		
CLO-3 :					Apply the gained knowledge of 5S and other tools of quality																		
CLO-4 :					Find the practices of market leaders and their QFD process																		
CLO-5 :					Explore the concept of service quality and ISO																		
Duration(hour)		12		12		12		12		12		12											
S-1	SLO-1	Meaning and Definition of Quality		Cost of Quality Meaning and Definition		Continuous Process Improvement		Definition of Benchmarking		Total Productive Maintenance													
	SLO-2	Concept of Quality		Examples of 'Cost of Quality'		The Juran Trilogy		Levels of Benchmarking		Meaning and Definition of Total Productive Maintenance													
S-2	SLO-1	Dimensions of Quality		Designing Organization for Quality and Quality Policy		Deming's Wheel		Strategic Benchmarking		Planning for Total Productive Maintenance													
	SLO-2	Application / Usage of Quality for General Public / Consumers		Total Quality Management (TQM) and Senior Management		Problem Solving Method		Operational Benchmarking		Learning the New Philosophy													
S-3	SLO-1	Application of Quality for Producers or Manufacturers		Quality Management System		Identify the Opportunity		Types of Benchmarking		Promoting the Philosophy													
	SLO-2	Factors affecting Quality		Elements of Quality Management System		Analyze the Current Process		Benefits and Reasons of Benchmarking		Training													
S-4 -S6	SLO-1	Quality Management		Quality Policy		Develop the Optimal Solution(s)		Reasons for Benchmarking		Gap model													
	SLO-2	Total Quality Management Meaning and Definition		Elements of Quality Management Policy Statement		Implement Changes		Process of Benchmarking		Need for ISO 9000													
S-7	SLO-1	Characteristics of TQM		Examples of the Quality Policy		Study the Results		Xerox Twelve-step Process		ISO family of Standards													
	SLO-2	Nature of TQM		Quality Objectives		Standardize the Solution		Motorola's Five-step Process		Quality management system													
S-8	SLO-1	The TQM Practices Followed by Multinational Companies		Quality Manual		Plan for the Future)		Cost of Benchmarking		Steps in ISO 9000 Certifications													
	SLO-2	Approaches to Total Quality Management: An Introduction		Quality Documentation		Kaizen		Some Issues of Benchmarking		Statistical Process Control													
S-9	SLO-1	The Deming Management Philosophy		Pillars of Quality Management System		Re-engineering		Meaning of Quality Function Deployment		Benefits of SPC													
	SLO-2	System of Profound Knowledge		Eight Principles of Quality Management		Steps to Re-engineer the Process		Development of Quality Function Deployment		Statistical Quality Control (SQC)													
S-10 -	SLO-1	Deming's 14 Points for Management		Generic Model for Implementing Quality		Build the Re-engineering Organization		Benefits of QFD		Advantages of Statistical Quality Control													

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
	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 – S18	SLO-1	Framework for Quality and Performance Excellence	TPM- Performance measures	Features of Six Sigma Methodology	FMEA Process	ISO 14000 Series Standards Requirements of ISO 14001
	SLO-2	Just-in-Time (JIT)	Procedure of Design Affinity Diagram	Benefits of Six Sigma Methodology	Risk Priority Numbers in FMEA	Benefits of EMS.

Learning Resources	1. Dr. V. Jayakumar, Dr.R.Raju, Total Quality Management, Lakshmi Publications, 2005 2. Poornima M. Charantimath., Total Quality Management, Pearson Education, 2019 3. Subburaj Ramasamy., Total Quality Management, Tata McGraw–Hill, 2019	4. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd. 5. Kanishka Bedi., Quality Management, Oxford University Press, 2019
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Learning Assessment

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			CLA-1(10%)		CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
			Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level1	Remember	15%	15%	15%	20%	15%	15%	15%	15%	30%	
	Understand										
Level2	Apply	20%	20%	20%	15%	20%	20%	20%	20%	40%	
	Analyze										
Level3	Evaluate	15%	15%	15%		15%	15%	15%	15%	30%	
	Create										
	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

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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.P.Sivasakkaravarthi
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	2.Dr G.Venkatesh

Course Code		UCM23G05J	Course Name	LOGISTICS MANAGEMENT			Course Category	G	Generic Elective Course					L	T	P	O	C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil								3	0	2	2	4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Pre-requisite Courses			Nil			Co-requisite Courses			Nil			Progressive Courses			Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Course Offering Department			Commerce			Data Book/Codes/Standards			Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
Course Learning Rationale (CLR):				The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
CLR-1 :				Provide the basic knowledge of logistics management				1			2			3																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLR-2 :				Enable the students about the Customer services.				Level of Thinking			Expected Proficiency (%)			Expected Attainment																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLR-3 :				Identify the function of Multimodal Transportation				Disciplinary knowledge			Communication skills			Critical thinking			Problem solving			Analytical reasoning			Research related skills			Reflective			Self-directed learning			Leadership			Life-long learning			Professional skills			Experiential learning			Employability options			Decision making skills			CT Skills																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
CLR-4 :				Understand the functions of warehouse				1			2			3																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLR-5 :				Enable the students about the export and documentation of logistics				4			5			6			7			8			9			10			11			12			13			14			15																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
Course Learning Outcomes (CLO):				Understand Derivatives markets and to device suitable strategies				Level of Thinking			Expected Proficiency (%)			Expected Attainment																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLO-1 :				Explain the competencies and knowledge of students to become International logistics management professionals				3			80			70																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLO-2 :				Orient students in the Customer services in logistics				3			85			75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLO-3 :				Apply the Basic knowledge of IMultimodal Transportation				3			75			70																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLO-4 :				Enhance their ability and professional skills Warehouse management				3			85			80																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLO-5 :				Explain Students to understand international Logistics management				3			85			75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Duration (hour)		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15		15	

	SLO-2	Outline the need for Logistic Optimization	presentation on financial issues in logistics performance	Outline the various Tariff structures	Define the Charter parties	Draw the need for Rail logistics
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Learning Resources	1 International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons.	2. Vinod V. Sople (2016) Logistic Management (7th Edn.) Pearson Limited
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Learning Assessment

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

#CLA-4 can be from any combination of these: Assignments, Seminars, 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	Dr. J. Sabitha
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	Mr. R. Mohana Ruban

Course Code	UCM23G06J	Course Name	PERFORMANCE MANAGEMENT				Course Category	G	Generic Elective Course										L	T	P	O	C
																			3	0	2	2	4
Pre-requisite Courses		Nil	Co-requisite Courses		Nil			Progressive Courses			Nil												
Course Offering Department		Commerce			Data Book/Codes/Standards				Nil														
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)														
CLR-1 : Learners will grasp fundamental concepts and practices of performance management						1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 : Learners will be able to develop comprehensive performance plans						Level of Thinking Expected Proficiency (%) Expected Attainment (%)			Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective	Self-directed learning	Leadership	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills
CLR-3 : Learners will implement effective performance monitoring																							
CLR-4 : Learners will analyze performance data																							
CLR-5 : Learners will design strategies for performance improvement and reward systems																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				3	75	65	L	M	M	M	H	H	M	M	L	L	M	L	M	H	H
CLO-1 : Fundamental concepts and practices of performance management						3	75	65	M	H	M	M	M	H	M	M	L	L	M	M	M	M	H
CLO-2 : Develop comprehensive performance plans, integrating key components KRA, KPI						3	75	65	M	H	M	H	M	H	L	M	M	L	M	L	M	M	H
CLO-3 : Effective performance monitoring and review strategies, utilizing various methodologies						3	75	65	M	H	M	H	H	H	L	M	M	M	M	M	M	M	H
CLO-4 : Analyze performance data generate insightful reports						3	75	65	M	H	M	H	H	H	L	M	M	M	M	M	M	M	H
CLO-5 : Performance improvements and reward system						3	75	65	M	H	M	H	H	H	L	M	M	L	M	M	M	L	H
Duration (hour)		15		15		15		15			15						15						
S-1	SLO-1	Definition importance and, Objectives of performance management		Introduction to performance planning		Introduction of performance monitoring			Introduction to performance data analysis			Identifying performance gaps											
S-2	SLO-1	Functions of performance management, Performance management vs performance appraisal		Setting performance objectives, KeyResult Areas (KRA)		Methods of performance monitoring			Techniques for analyzing performance data			Designing Performance Improvement Plans(PIP)											
S-3	SLO-1	Performance managementprocess, Role of HR in performance management		Key performance indicators(KPIs)		The role of continuous feedback in performance management			Performance rating systems			Role of training and development in performance improvements											
S-4-S5	SLO-1	Case Study analysis: Performance management system of a successful company		Case Study: Effective performance planning in an organization		Group discussion: feedback in performance management			Role play: performance rating systems			Case Study: Performance improvement plans											
	SLO-2	Group Discussion: Evolving practices in performance management		Workshop: Designing a performance development plan		Case study: methods of performance management			Guest lecture: Techniques for analyzing performance data			Group discussion: performance gaps											
S-6	SLO-1	Strategic alignment of performance management ,Performance management and culture		Job description and role clarification		Coaching for performance improvement			Performance normalization: Prosand cons			Strategies for performance improvement											
S-7	SLO-1	Individual vs Teamperformance		Managing and aligning expectations		Conducting mid-term reviews			Creating performance reports			Reward and recognition systems: definition and importance											
S-8	SLO-1	Performance management indifferent organizational context		Performance and potential appraisal		Preparing for annual appraisals			Designing performance dashboards			Designing effective reward systems											
S-9-S10	SLO-1	Case Study: Strategic alignmentof performance management and culture		Case study Performance appraisal		Case Study: Preparing for annual appraisals			Case study: performance reports			Case Study: An effective reward system in an organization											
	SLO-2	Group Discussion:Performance management in different organizations		Group discussion: role clarification		Role play: Conducting a performance review meeting			Role Play: Designing performance dashboards			Guest Lecture: The role of rewards in enhancing performance											
S-11	SLO-1	Performance management for remote		Constructing performance development plans		Self- assessment techniques, Impact of			Ethical consideration in performance			Performance based compensation:Pros											

		employees		organizational culture on performance monitoring	reporting	and cons
S-12	SLO-1	Cultural sensitivity in performance management	Role of mentoring and coaching in performance development, Succession planning and talent management	Peer reviews and 360- degree feedback, Effective communication in performance reviews	Legal consideration in performance management	Non- monetary rewards and recognition
S-13	SLO-1	Criticism and challenges in performance management	Employee engagement and performance, Employee retention and performance	Using technology tools for performance monitoring	Performance counselling: Definition and process, Skills for effective performance counseling	Linking performance management to employee motivation, Performance management and employee well-being
S-14	SLO-1	Case Study Cultural Sensitivity in performance management	Group discussion: Challenges in performance planning and development	Case study: 360 degree feedback	Role play: Conducting a performance counseling session	Case Study: rewards and recognition
S-15	SLO-2	Group Discussion: Performance management for remote employees	Case study: employee engagement and performance	Group discussion: Effective communication in performance	Case study: Legal consideration in performance management	Group discussion: performance based compensation
Learning Resources		1. Aguinis, H. (2022). <i>Performance Management (5th ed.)</i> . Sage Publications Murphy, K. R., Cleveland, J. N., & Hanscom, M. E. (2018). <i>Performance appraisal and management</i> . SAGE Publications 2. Hutchinson, S. (2013). <i>Performance management: Theory and practice</i> . Kogan Page Publishers. 3. Varma, A., & Budhwar, P. (2019). <i>Performance management systems: An</i>			1 Rao, T. V. (2016). <i>Performance management: Toward organizational excellence</i> . SAGE Publications India 2 Sahu, R. K. (2009). <i>Performance management system</i> . Excel Books India. 3 Aguinis. (2007). <i>Performance management</i> . Pearson Education India.	

Learning Assessment

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

#CLA-4 can be from any combination of these: Assignments, Seminars, 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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Course Code	UCM23G07J	Course Name	RETAIL MANAGEMENT & CONSUMER BEHAVIOUR	Course Category	G	Generic Elective Course										L	T	P	O	C					
																3	0	2	2	4					
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses				Nil													
Course Offering Department		Commerce		Data Book/Codes/Standards				Nil																	
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																
CLR-1 :	Learners will understand the basic fundamental concepts.				Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Learners will find helpful in developing a sound retailing policy.							Disciplinary knowledge	Communication skills	Critical thinking	Problem	Analytical reasoning	Research related skills	Reflective	Self-directed learning	Leadership	Life-long	Professional	Experiential	Employability options	Decision making skills	ICT Skills			
CLR-3 :	Learners can Manage Retail stores and its operations.							H	M	H	M	M	M	L	H	H	H	H	L	L	M	M			
CLR-4 :	Learners will develop an understanding of underlying concepts and issues in Consumer behaviour in marketing.							H	M	H	M	M	H	L	H	H	H	H	L	L	H	H			
CLR-5 :	Consumer behavior helps companies understand what their customers wants and needs.							H	M	M	H	M	H	L	H	H	H	H	L	L	M	M			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				3	75	65	H	M	H	M	M	M	L	H	H	H	H	L	L	M	M		
CLO-1 :	Understanding of the retail history and its function.				3	75	65	H	M	H	M	M	H	L	H	H	H	H	L	L	H	H			
CLO-2 :	Buying process, Retail market strategy and target market				3	75	65	H	M	M	H	M	H	L	H	H	H	H	L	L	M	M			
CLO-3 :	Concept of Consumer Behaviour & describe Consumer research process in detail.				3	75	65	H	M	M	H	M	H	L	H	H	H	H	L	L	M	M			
CLO-4 :	Evaluate the factors affecting consumer behaviour in detail.				3	75	65	H	M	M	H	M	H	L	H	H	H	H	L	L	M	M			
CLO-5 :	Assess the impact of consumer's motivation, personality on the buying behaviour.				3	75	65	H	H	M	M	M	H	L	H	H	H	H	L	M	H	H			
Duration(hour)		15		15		15		15		15		15													
S-1	SLO-1	Definition and Meaning of Retailing	Meaning and Definition of Merchandise	The Retail Strategy		Factors influencing Consumer Behaviour					Types of consumer decisions														
S-2	SLO-1	Scope of retailing	Managing Merchandise Assortments,	Financial Strategy		External Influences					Consumer Decision Making Process														
S-3	SLO-1	Functions of Retailing, Significance of Retailing	Merchandise Planning Systems	Retail Locations		Culture, Sub Culture					Models of Consumer Behaviour – TheEconomic Model														
S-4 – S-5	SLO-1	Mind Mapping on Retailing.	Role Play on Buying Merchandise	Students Play on Direct marketing		Classification on Social Class, Reference Groups & Family.					Presentation on Psychoanalytical Model.														
	SLO-2	Assessment on Prospects of retailingin India	Preparation of National brands or Private labels.	Chart work on Micromarketing in retailing		Poster Presentation on Internal Influences of Consumer Behaviour.					Presentation on The Howard Sheth Model of Buying Behaviour.														
S-6	SLO-1	Retail Formats and their evolution	Retail Pricing	Micromarketing & efficient consumer response		Needs & Motivations					Nature of Organizational Buying														
S-7	SLO-1	The impact of scalability of store formats	Store Planning	advertising in retailing		Personality, Lifestyle					Influences on Organizational Buying Behaviour														
S-8	SLO-1	Retail Mix	Store Planning	Definition and Nature of Consumer Behaviour		Values, Learning, Memory					Organizational Buying Decision														
S-9 – S-10	SLO-1	Briefing about Theories of RetailDevelopment.	Determining the Store Layout and Design	Mind Mapping of the Scope of Consumer Behaviour		Project Based Learning - Beliefs & Attitudes.					Consumer Behavior Analysis and Marketing Strategy														
	SLO-2	Assessment on creation on preparation of Retail Life Cycle.	Poster Making on Retailing image Mix.	Constructive Approach - Consumer Behaviour's Applications in Marketing		Inquiry Based Learning- Approaches to Consumer Behavior Research					Problem Recognition														
S-11	SLO-1	Concept of retailers	the space Mix	Consumer research process		Relevance of Marketing Research with Consumer Behaviour					Information Search														
S-12	SLO-1	Functions performed by retailers	Visual Merchandising	Defining Research Objectives		Market Segmentation					Alternative Evaluation														
S-13	SLO-1	Emerging trends in retailing	Visual Merchandising	Collecting & Evaluating Secondary Data,		Basis for Segmentation					Purchase Selection														
S-14 – S-15	SLO-1	Case Study: Identify the career opportunitiesin retailing	Demonstrate: Customer Service	Project Based Learning: Primary Research Design &Collecting Primary Data		Mind Mapping: Alternatives available for segmentation					Project Based Learning: Post purchase Evaluation														
	SLO-2	Demonstration on Types Of Retailers	Role Play: Service Quality Gaps and Service recovery	Project Based Learning: Analyzing Data & Report Preparation		Mind Mapping on Consumer Productpositioning					Poster Presentation: Buying patternin the new digital era.														

Learning Resources	1) 2019 Retail Management & Effective Management strategy for Manager by Prabu TL	4) Consumer Behaviour – Satish K Batra, S H HKazmi
	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 Debra L. Stephens,2023.	

Learning Assessment

Learning Assessment		Bloom's Level of Thinking		Continuous Learning Assessment(50%weightage)								Final Examination(50%weightage)
				CLA-1(10%)		CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#		
				Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
20%	20%	15%	15%	15%	15%	15%	15%	15%	15%	15%	30%	
	Understand											
20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	40%	
	Analyze											
10%	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	30%	
	Create											
	Total	100%		100%		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, Government Arts College, Nandanam	Ms. A.N. AMRIN FATHIMA
	2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College,Chennai	

Course Code		UCM23G08J	Course Name	STRESS MANAGEMENT		Course Category	G	Generic Elective Courses (G)					L	T	P	O	C							
													3	0	2	2	4							
Pre-requisite Courses		Nil		Co-requisite Courses		Nil		Progressive Courses		Nil														
Course Offering Department			Commerce			Data Book/Codes/Standards			Nil															
Course Learning Rationale (CLR):			The purpose of learning this course is to:				Learning		Program Learning Outcomes (PLO)															
CLR-1 :			Learner will understand meaning and principles of stress.				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :			Learner will analyze sources of and coping strategies for stress				Level of Thinking (Bloom)	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	Employability options	Decision making skills	ICT Skills
CLR-3 :			Learner will Understand the employee counseling and it types																					
CLR-4 :			Learner will know about the meaning of emotional intelligence.																					
CLR-5 :			Learner will identify the factors determining emotional intelligence																					
Course Learning Outcomes (CLO):			At the end of this course, learners will be able to:																					
CLO-1 :			Know the fundamental terminology and frameworks of Stress Management				3	75	65	H	H	M	H	H	H	M	H	L	H	M	M	M	H	H
CLO-2 :			Analyze and evaluate the various coping strategies to overcome stress.				3	75	65	H	H	L	H	M	H	L	M	M	H	M	L	L	M	L
CLO-3 :			Identify and implement job related stress management strategies				3	75	65	H	H	H	H	M	H	H	M	M	H	M	L	L	H	L
CLO-4 :			Knowledge about strategies needed for effective counseling				3	75	65	H	H	M	H	H	H	L	M	M	H	M	M	L	M	M
CLO-5 :			Understand skills, abilities and tools needed to develop emotional intelligence				3	75	65	H	H	H	H	H	L	M	M	M	H	M	M	L	H	M
Duration(hour)		15		15		15		15																
S-1	SLO-1	Stress – meaning, definition, concept	Individual stressors – meaning, definition, concept	organizational stressors meaning, definition, concept,causes,	employee counseling;definition, needs for counseling	Origin, meaning, EmotionalIntelligence																		
S2	SLO-1	Stress – meaning, definition, concept	Individual stressors – meaning, definition, concept	organizational stressors meaning, definition, concept,causes,	type of counseling	Origin, meaning, EmotionalIntelligence																		
S3	SLO-1	distress Vs eustress	Individual stressors – meaning, definition, concept	extra organizational stressors -meaning, definition, concept, causes,	type of counseling	Origin, meaning,definition,concept, Emotional Intelligence																		
S-4 S5	SLO-1	Case Study related to Stress Management -Indian Context	Case Study related tocauses of individual stressors	Group Discussions related tocause of Organizational Stressors	Blended Learning- types ofcounseling	value of emotional intelligence Emotional																		
	SLO2	Case Study related to Stress Management -IndianContext	Poster PresentationIndividual Stressor	Soft Skill Training -practice	workshop on related to Non directing Counseling	Guest Lecture EmotionalIntelligence																		
S6	SLO-1	Fight Vs flight situation	causes of individual stressors,	coping strategies	non – directive- counseling	emotional intelligence andcompetence																		
S7	SLO-1	Principles of Stress	causes of individual stressors,	coping strategies.	non – directive- counseling	measurement of intelligence																		
S8	SLO-1	Principles of Stress	causes of individual stressors,	Job stress-Meaning	non – directive- -counseling	IQ test and others.																		
S-9 S10	SLO-1	Case Study -Causesof Stress	Blended Learning- causesof group stressors	case Study related to JobStress	Role playing: conductingcounseling	Poster Presentation- measurement of intelligence																		
	SLO2	Group DiscussionCauses of Stress	Flipped Instruction - copingstrategies for Group Stressors	Chat Preparation and Presentation Job stress	Flipped Instruction participative- counseling	Role playing IQ test and others.																		
S11	SLO-1	Causes of Stress	coping strategies -GroupStressor	Job stress-Meaning	participative- counseling	Effects of Stress																		
S12	SLO-1	Sources of stress	coping strategies-GroupStressor	Job stress and health- Impactof stress on employee Performance	participative- counseling	Stress level Vs Performance																		
S-13	SLO-1	Sources of stress	group stressors, meaning,definition, concept	Preventing Job Stress	participative- counseling	Making organization healthy																		
S-14- S15	SLO-1	Chat Preparation and Presentation -Free Living- StressManagement	Case study -causes of individual stressors- groupstressors and Coping strategies	case study -Reducing Stress to ensure healthy industrialrelations	Effects of Counseling.	Case study -Making organization healthy.																		
		Group Discussion related to sources ofStress	Poster Presentation	Case Study related to Jobstress and Preventive measures	Role playing -the managercounseling role	case study related to Organizational Strategiesin removal of stress																		

Learning Resources	Organisational Behaviour – L.M. Prasad - Sultan Chand – 2016 2HumanResource Management-Uday Kumar Halder&Jothika Sarkar S Chand & Sons.	.Organizational Behaviour – John New Strom, Keith David, Tata McGraw Hill edition 3 – Human Resource Management- Uday Kumar Halder&JothikaSarkar S Chand & Sons.P
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment(50%weightage)								Final Examination(50%weightage)	
		CLA–1(10%)		CLA–2(10%)		CLA–3(20%)		CLA–4(10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	30%	-
	Understand										
Level2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%	-
	Analyze										
Level3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	30%	-
	Create										
	Total	100%		100%		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, Government Arts College, Nandanam	Dr. K. PUNITHA, Assistant Professor,

Course Code	UCM23P04L	Course Name	INTERNSHIP - 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-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department		Commerce	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
- 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
- Marks Will be awarded as follows – Internal Viva 50 Marks and End Semester Viva 50 Marks
- 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% weightage)		Final Evaluation (50% weightage)	
	Review – 1	Review – 2	Report	Viva-Voce
Project Work / Internship	20%	30 %	30 %	20 %

Course Code	UCM23P05L	Course Name	PROJECT PHASE - I	Course Category	P	Project / Higher Technical Institution	L	T	P	O	C
							0	0	8	2	4
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department	Commerce		Data Book / Codes/Standards			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 for headings)
- 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% weightage)		Final Evaluation (50% weightage)	
	Review – 1	Review – 2	Project Report	Viva-Voce
Project	20%	30 %	30 %	20 %

SEMESTER - VIII

Course Code	UCM23801T	CourseName	FINANCIAL MANAGEMENT				Course Category	C	Discipline Specific Core Course										L	T	P	O	C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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Course Offering Department			Commerce		Data Book / Codes / Standards				Time Value of Money Table																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
CLR-1 :		To understand the basic concepts of financial management				1			2			3																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
CLR-2 :		To study about various sources of finance				Expected			Proficiency (%)			Expected			1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
CLR-3 :		To familiarize with the principles and practices of financial management				Thinking			Attainment (%)			Disciplin			Communication			Critical thinking			Poble			Analytical			Reasonin			Research			related skills			Reflectiv			Self-			directed			Leadership			Life-			Profe			Experient			Employability			Decision			making skills			ICT Skills																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
CLR-4 :		To study the techniques of working capital management																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

	SLO – 2	Profit planning	Capital Structure theories	Computation of preference share capital	Importance of accounts payable management	Theories of Dividend policy
S-9	SLO – 1	Emerging Challenges faced by the Finance Manager	Provisions and Computation of Net Income Approach	Computation of preference share capital	The process of accounts payable management	SEBI guidelines for issue of preferential shares
	SLO – 2	Methods and sources of raising funds - Sources of Long-Term Finance	Provisions and Computation of Net Income Approach	Computation of dividend price approach	Determinants of trade credit	Relevance & Irrelevance theories – Walter's Model,
S-10	SLO – 1	Short term – Venture capital, Lease, Term loan its features,	Provisions and Computation of Net Operating Income Approach	Computation of dividend price approach – Market value	Advantages of payable management	Computation of Walter's approach in dividend policy
	SLO – 2	advantages and limitations of long term and short term funds	Provisions and Computation of Net Operating Income Approach	Computation of Earning price approach	Introduction to inventory management & its types	Computation of Walter's approach in dividend policy
S-11	SLO – 1	Factors Determining Long- Term Financial requirements	Provisions and computation of MM approach	Cost of retained earnings,	Need for monitoring and control of inventories	Computation of MM approach in dividend policy
	SLO – 2	Financial planning & its Objectives	Provisions and computation of MM approach	Computation of Composite cost	Techniques of inventory management	Computation of MM approach in dividend policy
S-12	SLO – 1	Importance of financial planning	Provisions and computation of Traditional approach	Weighted average cost	Introduction to ABC analysis	Computation of Godern's approach in dividend policy
	SLO – 2	& limitations of Financial planning	Provisions and computation of Traditional approach	Weighted average cost	procedure for implementing ABC analysis	Computation of Godern's approach in dividend policy
Learning Resources	1 Panday I.M. (2005) Financial Management; Vikas Publishing House, New Delhi 2 Maheshwari S.N. (2003) Elements of Financial Management Sultan Chand and Sons, New Delhi			3 Khan M.Y and Jain P.K (2006) Financial Management, Text and Problems; Tata McGraw Hill, New Delhi 4 Dr. Murthy. A (2014) Financial Management, Margham Publications 5 Dr. T. Srinivasan, Financial Management, Vijay Nicole Publications		

Learning Assessment

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

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

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maers Global Services, Chennai.	1. Dr. A Saraswathy. Associate Professor & Head, Department of Commerce, Government Arts College, Nandanam	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 Code	UCM23D07J	Course Name	INTELLECTUAL PROPERTY RIGHTS				Course Category	D	Discipline Specific Elective										L	T	P	O	C										
																				3	0	2	2	4									
Pre- Requisite Courses		Nil				Co-Requisite Courses				Progressive Courses					Nil																		
Course Offering Department		Commerce				Date Book / Codes / Standards				Nil																							
Course Learning Rationale (CLR):						The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																				
CLR-1 :						Enlightening and understanding the basic concepts Intellectual Property Rights				1			2			3			1														
CLR-2 :						Manage the Intellectual Property Rights				Level of Thinking (Bloom)			Expected Proficiency (%)			Expected Attainment (%)			Disciplinary knowledge														
CLR-3 :						Educate the factors influence Intellectual Property Rights				3			80			70			Communication skills														
CLR-4 :						Aware the IPR Process				3			85			75			Critical thinking														
CLR-5 :						Enlighten the structure of IPR				3			85			70			Problem solving														
										3			75			80			Analytical reasoning														
										3			85			75			Research related														
Course Learning Outcomes (CLO):						At the end of this course, learners will be able to:				3			80			70			Reflective														
CLO-1 :						Apply the basic concepts of understanding the Intellectual Property rights				3			85			75			Self-directed learning														
CLO-2 :						Efficient management of Intellectual Property Rights				3			85			70			Leadership Readiness/Qu														
CLO-3 :						Known influence factors of IPR				3			75			80			Life-long learning														
CLO-4 :						Ascertain the Intellectual Property Rights				3			85			70			Professional														
CLO-5 :						Know the structure of Intellectual Property Rights				3			75			80			Experiential learning														
Duration (hour)						15				15				15				15				15											
S-1	SLO - 1	Introduction to IPR - Meaning				Patents – Definition				Trademarks – Definition – Meaning				Copyrights – Introduction-				Cyber law issues – Introduction															
	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 IPR				Kind of Patent				Requirement of Trademarks				Evolution of Copyrights				Role of IPR in India -															
	SLO - 2	Its Pros and Cons				Different forms of inventions protected by patent				Characteristics of Trademarks				Case study of copyrights evolution				Liabilities of IPR in India															
S-3	SLO - 1	Industrial Property				Patentable				Kind of signs used in Trademarks				Why the copyrights need protection?				Criminal laws															
	SLO - 2	Need of IPR				Non-patentable Invention				Case study of different signs of trademarks				Protection of copyrights				Data safety															
S-4	SLO - 1	Artistic property				Process Patent				Types of Trademarks				Law of Copyrights				Online privacy															
	SLO - 2	Literary property				Product patent				Discussion of types and its implication				Amendment of copyright laws				Geographical Indication of goods - Meaning															
S-5	SLO - 1	Difference between IPR property				Legal requirement for patent				Pros and cons of Such types				Implementation of laws in copyrights				Evolution of Geographical indication of good															
	SLO - 2	Challenges for IPR				Case study for process of patent				Group discussion of pros and cons ofsuch types				Challenges of copyrights law				Case study related to GI															
S-6	SLO - 1	Sui-Generis Systems				Granting of Patent				Purpose of Trademark				Fundamental of copyrights				Types of Geographical indication of goods															
	SLO - 2	Requirement of IPR				Case study and group discussion				Discuss the drive of trademark in business				Discussion of copyrights fundamental				Pros and cons of each types															
S-7	SLO - 1	Rationale for Protection of IPR				Rights of Patent				Functions of Trademark				Rights of reproduction				Why GI is need															
	SLO - 2	Basis for protection of IPR				Exclusive patent discussion				Roles of trademark				Implications of reproduction				Requirement of GI															
S-8	SLO - 1	Fundamentals for Protection of IPR				Patent –application Process of Patent				Trademark protection				Rights to perform the work publicity				How GI Processed															
	SLO - 2	IPR – Assignment for student discussion				Formalities of Patent process				Case study of trademark protection				Implication of work publicity rights				Phases of GI															
S-9	SLO - 1	Impact of IPR on development				Searching a patent				Trademark Registration				Copyrights Ownership issues				GI and its elements															
	SLO - 2	Case study on IPR Impact				Drafting of Patent				Phases of Registration				Discussion of ownership issues in copyrights				GI Laws in India															

Course Code		UCM23D08J	Course Name		RESEARCH PUBLICATION ETHICS			Course Category		D	Discipline Specific Elective										L	T	P	O	C												
																					3	0	2	2	4												
Pre-requisite Courses			Nil		Co-requisite Courses					Progressive Courses										Nil																	
Course Offering Department			Commerce		Data Book / Codes/Standards			Nil																													
Course Learning Rationale (CLR):					The purpose of learning this course is to:					Learning			Program Learning Outcomes (PLO)																								
CLR-1 :					To understand the basic concepts of Research Publications					1			2		3																						
CLR-2 :					To practice the preparation of journal articles					Expected			Proficiency (%)		Expected																						
CLR-3 :					To learn about the publication ethics					Attainment																											
CLR-4 :					To know the need of publication ethics and its practice																																
CLR-5 :					To practice the publication without plagiarism																																
Course Learning Outcomes (CLO):					At the end of this course, learners will be able to:					Level of			Thinking		Expected		Proficiency (%)		Expected		Attainment																
CLO-1 :					To recognize the basic concepts of Research Publications					3			75		75																						
CLO-2 :					To train the preparation of journal articles					3			70		70																						
CLO-3 :					To acquire about the publication ethics					3			75		75																						
CLO-4 :					To know the need of publication ethics and its practice					3			85		85																						
CLO-5 :					To preparation for the publication without plagiarism					3			85		85																						
Duration (hour)			15		15			15			15			15			15			15																	
S-1	SLO-1	Introduction to Philosophy: Definition		Publication Ethics: Introduction		Open access publicationsand initiatives – Introduction			PUBLICATION MISCONDUCT – Introduction			DATABASES AND RESEARCH METRICS																									
	SLO - 2	Nature of philosophy		Definition of publication ethics		Meaning – Open Access Initiative			Different forms of Publication Misconduct			Meaning – Databases and Research Metrics																									
S-2	SLO-1	Scope, Concept		Publication Ethics its need		Open Access Initiatives in India -			Group Discussion – FFP importance			Indexing - meaning																									
	SLO - 2	Branches		Importance of Publication ethics		Indian National Science Academy (INSA)			Need of FFP understanding			Databases - Meaning																									
S-3	SLO-1	Ethics: Definition		Best Practices/ Standard Setting Initiatives and Guidelines: COPE		Indian Academy of Sciences (IAS) -			Group Discussion – FFP and authorship –			Citation databases: - Introduction – meaning																									
	SLO - 2	Moral Philosophy		COPE understanding		IndianJournals.com - Indian MEDLARS Centre			Scope towards Conflicts of interest - FFP			Evolution of Citation databases																									
S-4	SLO-1	Nature of Moral Judgements		Best Practices/ Standard Setting Initiatives and Guidelines: WAVE		Software tool to identify predatory publications - meaning			Group Discussion – Conflicts of interest scope and its implications			Citation databases: Web of Science,																									
	SLO - 2	Reactions		WAVE understanding		Detail understanding of software tools			Assignment of conflict of interest in research			Discussion of WoS																									
S-5	SLO-1	Ethics with respect to science		Conflicts of Interest - meaning		How to identify predatory publications			Group discussion – publication ethics			Citation databases: Scopus																									
	SLO - 2	Discussion towards ethics towards science		Types of conflicts of interest		Factors			Assignment towards publicationethics implications			Discussion towards Scopus																									
S-6	SLO-1	Ethics with respect to Research		Publication Misconduct: Definition		Journal finger / journal suggestion tools viz. JANE- Finder,			Publication misconduct - Complaints and appeals: examples and fraud from Indiaand abroad			Practical: Citation related concept																									
	SLO - 2	Discussion towards ethics with respect to research		Publication misconduct - Concept		Journal finger / journal suggestion tools viz. Elsevier Journal - Finder,			Case study of publication complaints			Practical implication towards Citation concept																									
S-7	SLO-1	Intellectual Honesty		Problems that lead to unethical behaviour and vice-versa		Journal finger / journal suggestion tools viz. Springer, Journal Suggester,			Publication misconduct - Complaints and appeals: examples and fraud from Indiaand abroad			Research Metrics - ImpactFactor of Journal as per Journal Citation Report,SNIP																									
	SLO - 2	Why and for what intellectual honesty required		Case study about unethical behaviour		Journal suggestion tools - discussion			Case study			Research Metrics - ImpactFactor of Journal as per Journal Citation Report, SJR,																									

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,
	SLO - 2	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 Publication ethics, Authorship	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
	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	Impact of Violation of Publication ethics, Authorship	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
	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	SLO-1	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 -
	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 skill	Assignment for publication impact	Discussion on professionalism
S-15	SLO-1	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
Learning Resources	1. Resnik, D. B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm 2. Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. https://doi.org/10.1038/489179a o Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN: 978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf					3. MacIntyre, Alasdair (1967) A Short History of Ethics. London

Learning Assessment										
	Bloom's Level of	Continuous Learning 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
Level 1	Remember	20%	20%	20%	20%	15%	15%	15%	15%	30%
	Understand									-
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze									-
Level 3	Evaluate	10%	10%	10%	10%	15%	15%	15%	15%	30%
	Create									-
	Total	100 %		100 %		100 %		100 %		100%

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

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

Course Code	UCM23D09T	Course Name	BUSINESS ENVIRONMENT	CourseCategory	D	Discipline Specific Elective Course	L	T	P	O	C												
							4	0	0	2	4												
Pre-requisiteCourses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																		
Course Offering Department	COMMERCE			Data Book / Codes / Standards	Nil																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To impart knowledge on the concept of business environment & its significance			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To know the Economic environment factors and its impact on business			Level of Thinking	Expected Proficiency (%)	Expected Attainment	Disciplinary knowledge	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Readiness/Quick learning	Life-long learning	Professional skills	Experiential learning	Employability options	Decision making skills	ICT Skills		
CLR-3 :	To familiarize the social environment and CSR						H	L	H	H	H	H	M	H	H	L	L	L	L	L	L	H	H
CLR-4 :	To understand the political environment and FDI						H	H	H	H	H	M	M	H	H	L	L	M	L	H	H	H	
CLR-5 :	To learn the digitalization of business						H	H	H	H	H	H	M	H	H	L	L	H	L	H	H	H	
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1 :	To analyze various categories that are constituting the business environment			3	95	90	H	L	H	H	H	H	M	H	L	L	L	M	L	H	H		
CLO-2 :	To apply the Environmental policy to change the structure of the economy and the transition thereof from the past to the present scenario.			3	95	90	H	M	H	H	H	H	M	H	L	L	L	L	L	H	H		
CLO-3 :	To apply various constitution provisions & how government play different roles for the smooth functioning of an organization & evaluate the importance of CSR in an economy			3	95	90	H	H	H	H	H	M	M	H	H	L	L	M	L	H	H		
CLO-4 :	Summarize the basics of foreign investments that are helpful for the economy			3	95	90	H	H	H	H	H	H	M	H	H	L	L	H	L	H	H		
CLO-5 :	To develop the understanding of natural and technological factors that play an important part in an organization's function			3	95	90	H	H	H	H	H	H	M	H	H	L	L	H	L	H	H		
Duration (hour)	12		12	12			12						12										
S-1	SLO-1	An Overview of Business Environment – Concept and significance	Economic Environment – History of Economic Systems	Social Environment – Concept			Political Environment - Functions of state						Natural and Technological Environment -										
	SLO-2	Types of Environment – Internal, External ,	Market, Planned and Mixed Economy	Features of social structure of Indian economy			Types of Political Systems						Natural resources and sustainability										
S-2	SLO-1	Micro Environment	Nature of economic environment	Socio – cultural environment			Risks posed by Political Systems						Renewable resources										
	SLO-2	Macro Environment	Elements of economic environment	Elements of cultural environment			Political Institutions – Legislature						Non-renewable resources										
S-3	SLO-1	Competitive structure of industries	Economic system and business environment	Characteristics of Cultural environment			Political Institutions - Executive						Environmental issues related to Business Global Warming										
	SLO-2	environmental analysis and strategic management	Economic factors & growth strategy	Nature of culture on business			Political Institutions - Judiciary						Carbon credits, Industries and Pollution.										
S-4-5	SLO-1	Managing diversity	basic economic system,	Impact of culture on business			Role of Government in business						Innovation in technological environment										
	SLO-2	Scope and Characteristics of business	economic planning,	Cultural Elements- Language, Religion, Family, Aesthetics, Education, etc			Relationship between business and government						Technology and Competitive Advantage										
S-6	SLO-1	Objectives and uses of business environment	Economic policies- new industrial policy	culture and globalization,			economic roles of government						technological leadership and followership										
	SLO-2	Importance of business environment	FEMA	social responsibilities of business			Government and legal environment						Sources of technological dynamics,										
	SLO-1	Approaches of Environment Forecasting	Economic planning in India	social audit			Responsibilities of business towards government						impact of technology on globalization										
S-7	SLO-2	Professionalization in business environment – Cause and effects	Economic Policies and Conditions	business ethics			Responsibilities of government towards business						transfer of technology, technology adaption										
S-8	SLO-1	Public enterprises and public utilities & its characteristics	Monetary policies	corporate governance			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
	SLO-2	Forms of public enterprises – Department management,	Competition Law	Corporate Social Responsibility - CSR concept	Intellectual Property Rights.	Features of technology
S-10	SLO-1	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	Characteristics of public enterprises	Liberalization policies of Indian economy	Social Responsibility of Business towards different groups	Financial System and its components	Digitalisation of Business
S-11	SLO-1	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 public enterprises	Globalization policies of Indian economy	Business Ethics	Foreign Investments, Foreign Direct Investments	PESTLE
S-12	SLO-1	Public utilities – Introduction , Characteristics	Liberalization, Privatization and Globalization of Indian Economy	Corporate Governance	Need for FDI in developing countries	SWOT
	SLO-2	Forms of public utility undertakings	Trends and Issues	Social Audit	Factors influencing FDI	Porter's Five Forces Model

Learning Resources/ Reference books

1. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. 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 Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	30%	-	30%	-	30%	-	30%	-	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers

Experts from Academic	Internal Experts
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	

Course Code	UCM23D10T	Course Name	ENTREPRENEURSHIP MANAGEMENT	Course Category	D	Discipline Specific Elective Course	L	T	P	O	C
							4	0	0	2	4
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil					
Course Offering Department	Commerce	Data Book/Codes/Standards		Nil							

Course Learning Rationale(CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes(PLO)														
CLR-1:	To know the Concept of Entrepreneurship, Types of Entrepreneurships and E-Cell				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To provide necessary input for entrepreneurial effort and planning and Ownership Structures				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary	Communication skills	Critical thinking	Problem solving	Analytical	Research related skills	Reflective thinking	Self-directed learning	Leadership	Life-long learning	Professional skills	Experiential	Employability options	Decision making skills	ICT Skills
CLR-3:	To gain the knowledge about entrepreneurial development programs and financial Assistance programme																					
CLR-4:	To have an understanding about Project Formulation Specimen Project Report																					
CLR-5:	To gain better understanding about Problems faced by Women Entrepreneurs Development of women Entrepreneurship Rural Entrepreneurship																					
Course Learning Outcomes(CLO):		At the end of this course, learners will be able to:																				
CLO-1:	Familiarize with concepts, theories, role on economic development, skills and importance, significance and activities of e-cell,				3	80	70	H	-	M	H	L	M	-	-	L	L	M	H	M	L	M
CLO-2:	Awareness about Business plans and the type of ownership				3	85	75	M	H	L	M	L	M	-	H	M	L	L	M	M	-	H
CLO-3:	Have practical knowledge about Institutional finance				3	75	70	-	-	M	H	L	-	-	-	M	-	M	H	M	L	M
CLO-4:	Knowledge about Evaluation Project and Formulation of project				3	85	80	M	H	M	H	L	M		-	M	-	L	H	M	M	-
CLO-5:	Practical exposure of Women, Rural Entrepreneurship and Industrial sickness				3	85	75	H	-	M	-	-	-		H	M	L	M	-	H	-	M

Duration (hour)	12	12	12	12	12
S-1	SLO 1 Entrepreneurship – Meaning,	Business Idea Generation	Entrepreneurial Development Programme – Concept	Project Report – Meaning	Women Entrepreneurship – Meaning
	SLO 2 Definition and Characteristics	Sources of Business Idea	Functions of Entrepreneurial Development Programme	Importance of Project report	Women Entrepreneurship - Definition and needs
S-2	SLO 1 Qualities of Entrepreneurs	Identifications of Business Idea	Phases of Entrepreneurial Development Programme	Project Life Cycle	Growth of Women Entrepreneurship in India
	SLO 2 Theories of Entrepreneurship	Business plan	Institutional financial support to Entrepreneurs	Project Life cycle - Its Different phases	Problems of Women Entrepreneurs
S-3	SLO 1 Types of Entrepreneurs	Need for identifying Business plan	Central level Institution overview	Project Management	Government initiatives for the development of Women Entrepreneurs in India
	SLO 2 Types of Entrepreneurs based on Danhof	Components of Business Plan	State level Institution overview	Content of Project Report	MUDRA yojana scheme
S-4	SLO 1 Role of Entrepreneurs in the Economic Development	Project Formulation	SIPCOT and its functions	Project Appraisal -Concept	Bharatiya Mahila bank
	SLO 2 Skills and traits required for Entrepreneur	Forms of Ownership	NSIC – Objectives and functions	Techniques of Project Appraisal	Developing women entrepreneurs In India
S-5	SLO 1 Factors influencing Entrepreneurship	Sole Proprietorship – Meaning	NIESBUD - Objectives and functions	Methods of Project Appraisal	Government initiatives for the development of Entrepreneurs in India
	SLO 2 Importance of Entrepreneurship	Sole Proprietorship –Pros & Cons	SISI institutes - Objectives and functions	Feasibility Analysis	Startup India - Mission
S-6	SLO 1 Intrapreneurship - Concept	Partnership - Meaning	IDBI - Objectives and functions	Preparation of Feasibility Report	Make in India- Mission
	SLO 2 Difference between Intrapreneurship & Entrepreneurship	Partnership -Pros & Cons	SIDO – its functions	Market Feasibility	Stand up India - Mission
S-7	SLO 1 Social Entrepreneurship - Concept	Joint Stock Company - Concept	Small Scale Industries	Technical Feasibility	Skill India - Mission
	SLO 2 Types of Social Entrepreneurship	Joint Stock Company -, Pros & Cons	Financial support to SSI	Financial Feasibility	Case study
S-8	SLO 1 Community Development through Social Value	Limited Liability	MSME – Meaning and Role in India	Sources of Finance	Problems faced by Rural Entrepreneurs

	SLO 2	Motivations of Social Entrepreneurs	Partnership and Corporation - Introduction	Incentives for SSI	Case study	Remedies and Opportunities for Rural Entrepreneurship
S-9	SLO 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
	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.
S-10	SLO 1	Advantages of joining in E-Cell	Merger and Acquisition of Business- Concept	Concessions	Importance of Project control	Industrial Sickness – Meaning
		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
	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
S-12	SLO 1	Entrepreneurship in the present global scenario	Case study	Case study	Case study	Case study
	SLO 2	Entrepreneurship in India	Case study	Case study	Case study	Case study

Learning Resources	<ol style="list-style-type: none"> 1. Clifford M.Baumbach & Joseph R.Mancuso , ENTREPRENEURSHIP AND VENTURE MANAGEMENT, edition: 2,, publisher name: prentice-Hall ,year of publication:1987 2. . Prentice Hall Gifford Pinchot, INTRAPRENEURING, Harper & Row Ram K.Vepa, HOW TO SUCCEEDIN SMALL SCALE INDUSTRY ,edition: , publisher name: Harper&row,year of publication 1986 3. Vikas Richard M.Hodgets, EFFECTIVE SMALL BUSINESS MANAGEMENT , edition:3, publisher name:cengage south-western,year of publication:2005 	<ol style="list-style-type: none"> 4. Academic Press Dan Steinhoff & John F.Burgess, SMALL BUSINESS MANAGEMENT FUNDATMENTALS, McGraw Hill,edition:illustrated, publisher name: wiley, publication: 1997 5. Jack M.kaplan Anthony c.warren, Patterns of entpreneurship management,edition: third editionYear of punlication:2009 6. Shivganesh Bhavava Entrepreneurial Managgement, publisher name: Responese business booksfrom sage publication: 2008
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Learning Assessment

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

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

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mrs. Abirami Manoj, General Manager, Maersk Global Services, Chennai.	1. 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

Course Code	UCM23G09J	Course Name	DIGITAL MARKETING				Course Category	G	Generic Elective Course										L	T	P	O	C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Pre requisite Courses		Nil		Co-requisite Courses			Nil			Progressive Courses			Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Course Offering Department		Commerce			Data Book/Codes/Standards			Nil																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLR-1 :		Explain the Role of Digital Marketing in Business				1			2			3			1			2			3			4			5			6			7			8			9			10			11			12			13			14			15																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLR-2 :		Describe about virtual reality and mobile marketing				Level of Thinking			Expected Proficiency (%)			Expected Attainment (%)			Disciplinary			Communication skills			Critical thinking			Problem solving			Analytical reasoning			Research related skills			Reflective thinking			Self-directed learning			Leadership			Life-long learning			Professional skills			Experiential learning			Employability options			Decision making skills			ICT Skills																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
CLR-3 :		Teach about how SEO are working in a business																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

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 of ad tools
S-14-15	SLO-1	Case study: Amazon leverages CRM to become E- Commerce giant.	Case study: Design your own bucket by KFC	Case study: GUCCI digital strategy	Case study: Hubspot	Case Study: ICICI Bank Building India's Most Social Bank on face book
	SLO-2	Case study: Recent increase conversion rate with holistic PPC campaign optimization	Case study: Great Indian freedom sale by Amazon India	Case study: NIKE content marketing	Case study: Beard brand	Case study: Harris Teeter

Learning Resources	1. Fundamentals of Digital Marketing by Pearson Bhatia Puneet 2. Social Media Marketing for Dummies Shiv Singh	3. Digital Marketing –Kamat and Kamat-Himalaya 4. Digital Marketing, V. Ahuja, Oxford University Press 5. Digital Marketing – Charles, Vijay Nicole Publishing
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Learning Assessment

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

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

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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	

Course Code	UCM23G10J	Course Name	STRATEGIC MANAGEMENT			Course Category	G	Generic Elective Courses										L	T	P	O	C	
																		3	0	2	2	4	
Pre- Requisite Courses		Nil			Co-Requisite Courses			Progressive Courses			Nil												
Course Offering Department		Commerce			Date Book / Codes / Standards			Nil															
Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)															
CLR-1 :		To introduce the concept of Strategic Management			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :		To create awareness on Corporate Restructuring			Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary	Communication skills	Critical thinking	Problem solving	Analytical reasoning	Research related skills	Reflective thinking	Self-directed learning	Leadership	Life-long	Professional skills	Experiential learning	Employability options	Decision making skills	CT Skills	
CLR-3 :		To familiarize the concepts of Global Strategic Environment																					
CLR-4 :		To familiarize the concepts of a Global market																					
CLR-5 :		To enable the learners make strategic choice and to implement strategy in a global market																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																					
CLO-1 :		Have an awareness about the foundations of Global Strategic Management			3	80	70	L	H	M	H	L	H	M	H	L	L	M	H	M	H	H	
CLO-2 :		Generate idea about the changes in the international business era			3	85	75	M	H	L	M	L	H	M	H	M	L	M	H	M	H	H	
CLO-3 :		Become familiar on the concepts of Global Strategic Environment			3	75	70	M	H	M	H	L	H	M	H	M	L	M	H	M	H	H	
CLO-4 :		Get knowledge on the concepts of a Global market			3	85	80	M	H	M	H	L	H	M	H	M	L	M	H	M	H	H	
CLO-5 :		Become familiar on making strategic choices and Have an awareness on implementation of strategy in a global market			3	85	75	H	H	M	H	L	H	M	H	M	L	M	H	M	H	H	
Duration (hour)		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module		Learning Unit/ Module	
		15		15		15		15		15		15		15		15		15		15		15	
S-1	SLO-1	Introduction to Strategic Management – Definition, Nature		Introduction and Need for Corporate Restructuring		Approaches to Strategic decision making		Strategy Implementation - Issues in implementation		Global Strategic Management -Introduction													
S-2	SLO-1	Scope and Significance of Strategic Management		Forms of Corporate Restructuring		Constructing scenarios		Project implementation		Global Issues and Challenges instrategic management													
S-3	SLO-1	Business Purpose and Objectives		Evaluation of Strategic Alternatives		International Product Life Cycle		Control Procedure and Resource Allocation		Strategies for competing in Global Marketsand local market													
S-4 – S-5	SLO-1	Business Policy – Nature and Scope		Types of Strategic Alternatives		Strategic options at Corporate level		Corporate Ethos, Culture and Ethics		Multi-country organizational strategies													
S-6	SLO-1	Significance and Elements of BusinessPolicy		HR and Marketing Strategies		Modernisation, Integration and Diversification of Corporate-Level Strategies		Management of Change		Guidance for success as a global competitor													
S-7	SLO-1	Strategic Formulation – Vision andMission		Financial and Operational Strategies		Turn Around, Liquidation and Disinvestmentof Corporate-Level Strategies		Strategic Evaluation		Applying Strategic Management Process													
S-8	SLO-1	Environmental Scan – InternalEnvironment		Portfolio Techniques and its Techniques		Strategies at various levels		Monitoring and control of formulationand Implementation		Strategies for Governing Public Private Participation of Business Sector in India													
S-9 – S-10	SLO-1	External Environment		Profit Impact of Market Strategy (PIMS)		Competitiveness – detailed study		Techniques of Evaluation and Control		CSR - Strategies of linking CSR with Profitand Sustainability for obtaining business benefit													
S-11	SLO-1	SWOT Analysis - Company 1		Process of Firms' Internationalization		Strategies in hyper-competitive industries		Evaluation – Strategic, operational and Budgetary Control		Strategies for Environmental Accounting and Auditing													
S-12	SLO-1	Formulating Strategic Alternatives and strategic choices		SWOT analysis – Company 2		International entry options		PERT/CPM and VarianceAnalysis		Strategic for growing green Economies													
S-13	SLO-1	Strategic Formulation - Input stages, Matching Stages and Decision Stages		Case studies on Resource planning		Consulting strategies for globalentrants		Measuring Organisational Performance and Taking Corrective action		Case Study on the implementation ofgreen economies													
S-14 –	SLO-1	Cultural Aspects of Strategic Choice		Case study		Case study		Case Study		Case study on multi-national organizational strategies													

S-15	SLO-1	<i>Functional Strategies</i>	<i>Case study</i>	<i>Case study</i>	<i>Case Study</i>	<i>Case study on multi-national organizational strategies</i>
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Learning Resources	1. Hill, Charles W.L. and Gareth R. Jones, Strategic Management: An Integrated Approach, Cengage Learning, India. 2. Ungson, G.R. and Yim-Yu-Wong, Global Strategic Management, M.E. Sharpe.	3. Davidson, W.H., Global Strategic Management, John Wiley, New York. 4. Thompson, Arthur A. and A. J. Strickland, Strategic Management, McGraw Hill, New York.
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Learning Assessment										
	Bloom's Level of Thinking	CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)		Final Examination (50% weightage)
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory
		15%	15%	15%	15%	15%	15%	15%	15%	30%
Level 1	Remember									
	Understand									
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	40%
	Analyze									
Level 3	Evaluate	15%	15%	15%	15%	15%	15%	15%	15%	30%
	Create									
	Total	100 %		100 %		100 %		100 %		100 %

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

Course Designers		
Experts from Industry	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 2. Dr. Rajarajen Vanjiko, Associate Professor & Head, Department of Commerce, Pachaiyappa's College, Chennai	1. Dr. D.Bhuvaneshwari, Assistant Professor, FSH, SRM IST 2. Dr. P.Sankar, Associate Professor, FSH, SRM IST

Course Code	UCM23P06L	Course Name	PROJECT PHASE - II	Course Category	P	Project / Higher Technical Institution	L	T	P	O	C
							0	0	12	2	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, Suggestions 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				
Project	Continuous Learning Assessment(50% weightage)		Final Evaluation (50% weightage)	
	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %