KGCAS
co-Kreate your Genius

KG COLLEGE OF ARTS AND SCIENCE
Autonomous Institution | Affiliated to Bharathiar University
Accredited with A++ Grade by NAAC
ISO 9001:2015 Certified Institution
KGiSL Campus, Saravanampatti, Coimbatore – 641 035

# Regulations 2025-26 for Undergraduate Programme

**Learning Outcomes Based Curriculum Framework - (LOCF) Model with Choice Based Credit System (CBCS)**

**Programme: Bachelor of Business Administration (B.B.A.)**
**Programme Code: BBA**

**(Applicable for the Students Admitted During the Academic Year 2025-26 Onwards)**

## Eligibility

- The student should have passed the Higher Secondary Examination. (As per the eligibility condition given Ref. BU/R/B3-B4/Eligibility Condition/7960/2025 dated 08/05/2025).
- The candidate should furnish Equivalence certificate other than those from the Tamil Nadu Higher Secondary Examination Board and CBSE Board. The upper age limit for admission will be 21 years (as on 1st July 2025).
- The principal can relax up to three years based on merit. A relaxation of 5 years is permitted for Physically Challenged as per G.O. Ms. No. 239, dated 03.09.1993.

## Program Learning Outcomes (PLOs)

The successful completion of B.B.A. Programme shall enable the students to:

| | |
|---|---|
| **PLO1** | Develop proficiency in critical analysis and problem-solving across Production, Finance, Human Resources, Marketing, and Systems for the contemporary business world. |
| **PLO2** | Equip with a diverse skill set, including decision-making, leadership, research, innovative thinking, and teamwork, to effectively utilise Business Management tools in both industry and entrepreneurial ventures. |
| **PLO3** | Apply and effectively communicate business strategies, and make ethical decisions, complying with social responsibility. |
| **PLO4** | Possess robust skills through lifelong learning for ever-changing business environment. |
| **PLO5** | Leverage digital fluency to implement sustainable solutions emphasising the responsible use of technology to maximise societal impact. |

# B.B.A.

## Distribution of Credits and Hours for all the Semesters

| Part | Course Category | No. of Courses | Hours | | Credits | | Total Credits | Semester |
|---|---|---|---|---|---|---|---|---|
| I | Language - I | 4 | 4 X 4 | 16 | 4 X 3 | 12 | 12 | 1 - 4 |
| II | Language - II | 4 | 4 X 4 | 16 | 4 X 3 | 12 | 12 | 1 - 4 |
| III | Core Theory **(6 Hours/Week)** | 6 | 6 X 6 | 36 | 6 X 4 | 24 | 100 | 2, 3, 5, 6 |
| | Core Theory **(5 Hours/Week)** | 8 | 8 X 5 | 40 | 8 X 4 | 32 | | 1,4, 5, 6 |
| | Core Theory **(4 Hours/Week)** | 1 | 1 X 4 | 4 | 1 X 3 | 3 | | 2 |
| | Core Lab **(4 Hours/Week)** | 5 | 5 X 4 | 20 | 5 X 2 | 10 | | 1, 2,3,4,5 |
| | Allied | 4 | 4 X 4 | 16 | 4 X 3 | 12 | | 1, 2,3,4 |
| | Elective | 2 | 2 X 5 | 10 | 2 X 3 | 6 | | 5, 6 |
| | Project | 1 | 1 X 6 | 6 | 1 X 5 | 5 | | 6 |
| | Internship (IT) | 1 | - | - | 1 X 2 | 2 | | 5 |
| | Skill Enhancement Course (SEC) | 3 | 3 X 2 | 6 | 3 X 2 | 6 | | 3, 4, 6 |
| IV | Foundation Course (FC) | 2 | 2 X 2 | 4 | 2 X 2 | 4 | 14 | 1, 2 |
| | Foundation Course (FC) | 1 | - | - | 1 X 2 | 2 | | 3 |
| | Ability Enhancement Compulsory Course (AECC) | 3 | 3 X 2 | 6 | 3 X 2 | 6 | | 1, 2, 4 |
| | Ability Enhancement Compulsory Course (AECC) - Online Course - MOOC | 1 | - | - | 1 X 2 | 2 | | 3 |
| V | Liberal Arts (Extra-Curricular and Co-Curricular) | - | - | - | 2 | 2 | 2 | 4 |
| | **Total** | **46** | | **180** | | **140** | **140** | - |

## Consolidated Semester wise and Component wise Hours and Credits Distribution

| Semester | Part I | | Part II | | Part III | | Part IV | | Part V | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Hours | Credits | Hours | Credits | Hours | Credits | Hours | Credits | Hours | Credits | **Hours** | **Credits** |
| **I** | 4 | 3 | 4 | 3 | 18 | 13 | 4 | 4 | - | - | **30** | **23** |
| **II** | 4 | 3 | 4 | 3 | 18 | 12 | 4 | 4 | - | - | **30** | **22** |
| **III** | 4 | 3 | 4 | 3 | 22 | 15 | - | 4 | - | - | **30** | **25** |
| **IV** | 4 | 3 | 4 | 3 | 20 | 15 | 2 | 2 | - | 2 | **30** | **25** |
| **V** | - | - | - | - | 30 | 23 | - | - | - | - | **30** | **23** |
| **VI** | - | - | - | - | 30 | 22 | - | - | - | - | **30** | **22** |
| **Total** | **16** | **12** | **16** | **12** | **138** | **100** | **10** | **14** | **-** | **2** | **180** | **140** |

# B.B.A. Curriculum

| Semester - 1 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Max. Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| 25TAM11L | I | Language - I | Tamil - I | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HIN11L | | | Hindi - I | | | | | | |
| 25MAL11L | | | Malayalam - I | | | | | | |
| 25FRE11L | | | French - I | | | | | | |
| 25ENG12L | II | Language - II | English - I | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA13C | III | Core - I | Principles of Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 25BBA14C | III | Core - II | Business Environment | 5 | 3 | 25 | 75 | 100 | 4 |
| 25BBA15P | III | Core Lab - I | Digital Marketing Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| 25BBA16A | III | Allied - I | Mathematics and Statistics for Business | 4 | 3 | 25 | 75 | 100 | 3 |
| 25ENV1FC | IV | FC - I | Environmental Studies | 2 | 2 | 50 | - | 50 | 2 |
| 25SOF1AE | IV | AECC - I | Soft Skills | 2 | 2 | - | 50 | 50 | 2 |
| | | | **Total** | **30** | | | | **700** | **23** |

| Semester 2 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Maximum Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| 25TAM21L | I | Language - I | Tamil - II | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HIN21L | | | Hindi - II | | | | | | |
| 25MAL21L | | | Malayalam - II | | | | | | |
| 25FRE21L | | | French - II | | | | | | |
| 25ENG22L | II | Language - II | English - II | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA23C | III | Core - III | Organisational Behaviour | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA24C | III | Core - IV | Accounting for Managers - I | 6 | 3 | 25 | 75 | 100 | 4 |
| 25BBA25P | III | Core Lab - II | Social Media Marketing Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| 25BBA26A | III | Allied - II | Economics for Executives | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HUM2FC/ | IV | FC - II | Human Rights/ | 2 | 2 | 50 | - | 50 | 2 |
| 25DIM2FC | | | Disaster Management | | | | | | |
| 25IDT2AE | IV | AECC - II | Innovation and Design Thinking | 2 | 2 | - | 50 | 50 | 2 |
| 25IPR2AE | | | Intellectual Property Rights | | | | | | |
| 25END2AE | | | Entrepreneurship Development | | | | | | |
| | | | **Total** | **30** | | | | **700** | **22** |

| Semester - 3 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Maximum Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| 25TAM31L | I | Language - I | Tamil - III | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HIN31L | | | Hindi - III | | | | | | |
| 25MAL31L | | | Malayalam - II | | | | | | |
| 25FRE31L | | | French - III | | | | | | |
| 25ENG32L | II | Language - II | English - III | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA33C | III | Core - V | Management Information System | 6 | 3 | 25 | 75 | 100 | 4 |
| 25BBA34C | III | Core - VI | Operations and Materials Management | 6 | 3 | 25 | 75 | 100 | 4 |
| 25BBA35P | III | Core Lab - III | Web Design and SEO Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| 25BBA36A | III | Allied - III | Quantitative Techniques for Management | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA37P | III | SEC Lab - I | Banking Procedures Lab | 2 | 3 | 40 | 60 | 100 | 2 |
| 25BAT3FC/ | IV | FC - III | Basic Tamil / | - | 2 | 50 | - | 50 | 2 |
| 25ADT3FC | | | Advanced Tamil | | | | | | |
| 25IKS3FC | | | Indian Knowledge Systems (IKS)* | | | | | | |
| 25MOO3AE | IV | AECC - III | Online Course - MOOC | - | - | 50 | - | 50 | 2 |
| **Total** | | | | **30** | | | | **800** | **25** |

| Semester - 4 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Maximum Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| 25TAM41L | I | Language - I | Tamil - IV | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HIN41L | | | Hindi - IV | | | | | | |
| 25MAL41L | | | Malayalam - IV | | | | | | |
| 25FRE41L | | | French - IV | | | | | | |
| 25ENG42L | II | Language - II | English - IV | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA43C | III | Core - VII | Human Resource Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 25BBA44C | III | Core - VIII | Advertising and Sales Promotion | 5 | 3 | 25 | 75 | 100 | 4 |
| 25BBA45P | III | Core Lab - IV | Digital Advertising and Web Analytics Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| 25BBA46A | III | Allied - IV | Business Regulatory Framework | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA47P | III | SEC Lab - II | Data Analysis using Spreadsheet Lab | 2 | 3 | 40 | 60 | 100 | 2 |
| 25QUA4AE | IV | AECC - IV | Quantitative Aptitude | 2 | 2 | - | 50 | 50 | 2 |
| 25EXC4LA | V | Extracurricular and Co-curricular | Liberal Arts | - | - | 50 | - | 50 | 2 |
| **Total** | | | | **30** | | | | **800** | **25** |

| Semester - 5 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Maximum Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| | III | Core - IX | Accounting for Managers - II | 6 | 3 | 25 | 75 | 100 | 4 |
| | III | Core - X | Financial Management | 5 | 3 | 25 | 75 | 100 | 4 |
| | III | Core - XI | Research Methodology | 5 | 3 | 25 | 75 | 100 | 4 |
| | III | Core Lab - V | Tally ERP - Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| | III | Core - XII | Business Taxation | 5 | 3 | 25 | 75 | 100 | 4 |
| | III | Elective - I | Customer Relationship Management<br>Industrial Relations<br>Insurance Principles and Practice | 5 | 3 | 25 | 75 | 100 | 3 |
| | III | SEC | Internship | - | - | 50 | - | 50 | 2 |
| **Total** | | | | **30** | | | | **650** | **23** |

| Semester - 6 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Maximum Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| | III | Core - XIII | Entrepreneurship and Small Business Management | 6 | 3 | 25 | 75 | 100 | 4 |
| | III | Core - XIV | Business Correspondence | 6 | 3 | 25 | 75 | 100 | 4 |
| | III | Core - XV | Strategic Management | 5 | 3 | 25 | 75 | 100 | 4 |
| | III | Elective - II | Consumer Behaviour | 5 | 3 | 25 | 75 | 100 | 3 |
| | | | Organisational Development | | | | | | |
| | | | Investment Management | | | | | | |
| | III | SEC Lab - III | Business Communication Lab | 2 | 3 | 40 | 60 | 100 | 2 |
| | III | Project | Core: Project Work | 6 | 3 | 40 | 60 | 100 | 5 |
| **Total** | | | | **30** | | | | **600** | **22** |
| **Grand Total** | | | | **180** | | | | **4250** | **140** |

# Semester 1

| Semester - 1 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Max. Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| 25TAM11L | I | Language - I | Tamil - I | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HIN11L | | | Hindi - I | | | | | | |
| 25MAL11L | | | Malayalam - I | | | | | | |
| 25FRE11L | | | French - I | | | | | | |
| 25ENG12L | II | Language - II | English - I | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA13C | III | Core - I | Principles of Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 25BBA14C | III | Core - II | Business Environment | 5 | 3 | 25 | 75 | 100 | 4 |
| 25BBA15P | III | Core Lab - I | Digital Marketing Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| 25BBA16A | III | Allied - I | Mathematics and Statistics for Business | 4 | 3 | 25 | 75 | 100 | 3 |
| 25ENV1FC | IV | FC - I | Environmental Studies | 2 | 2 | 50 | - | 50 | 2 |
| 25SOF1AE | IV | AECC - I | Soft Skills | 2 | 2 | - | 50 | 50 | 2 |
| | | | **Total** | **30** | | | | **700** | **23** |

# Part - I: Language I -Tamil I

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25TAM11L | Tamil - I | Language - I | 4 | 3 |

## Course Objectives

The course intends to

- இலக்கிய வளர்ச்சியை அறிந்து கொள்ளுதல்
- இலக்கியம் படைக்கும் திறன்
- இலக்கிய இலக்கண உரைசெய்தல்
- திறனாய்வு முறையினைக் கற்றுத்தேர்தல்

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல். | K1, K2 |
| CLO2 | சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்து கொள்ளுதல். | K2, K3 |
| CLO3 | சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல். | K3 |
| CLO4 | தற்கால இலக்கியங்களான புதுக்கவிதை, சிறுகதை தோன்றி வளர்ந்த பின்புலத்தை அறிதல். | K1, K3 |
| CLO5 | மொழியைப் பிழையின்றி பேச எழுத கற்கத் தேவையானதமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல். நடைமுறை வாழ்வியலுக்குத் தேவைப்படும் ஆங்கிலக் கடிதத்தைத் தமிழாக்கம் செய்தலுக்கான பயிற்சி அடைதல். | K2, K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply | | |

# Part - I: Language I - Tamil - I

| Unit | Content | No. of Hours |
|---|---|---|
| I | **நாட்டுப்பற்று**<br>1. உலகத்தைநோக்கிவினவுதல் - பாரதியார்<br>2. பாரதிதாசன்கவிதைகள் - பாரதிதாசன்<br>• தமிழ்ப்பேறு<br>3. ஒற்றுமையேஉயிர்நிலை - நாமக்கல்கவிஞர்<br>4. தேவதேவன்கவிதைகள் - தேவதேவன்<br>• சாலையும்மரங்களும்செருப்பும்<br>• புதியவீடு<br>5. ஆலாபனை - கவிக்கோஅப்துல்ரகுமான்<br>• போட்டி<br>• பாதை<br>6. புத்தகச்சந்தை - கவிஞர்வாலி | 14 |
| II | **சமூகம்**<br>1. எட்டாவதுசீர்..... - ஈரோடு தமிழன்பன்<br>2. தொலைந்துபோனேன் - கவிஞர்தாமரை<br>3. திருநங்கைகள் காகிதப் பூக்கள் - நா. காமராசன்<br>4. மரங்களைப் பாடுவேன் - வைரமுத்து<br>5. புள்ளிப் பூக்கள் (ஹைக்கூ) - அமுத பாரதி<br>6. நாட்டுப்புறப் பாடல்கள் (தாலாட்டுப் பாடல் , தெம்மாங்குப் பாடல், உழவுத்தொழில்) | 14 |
| III | **சிறுகதை**<br>1. காஞ்சனை - புதுமைப்பித்தன்<br>2. சுமைதாங்கி - ஜெயகாந்தன்<br>3. சோற்றுக் கணக்கு - ஜெயமோகன்<br>4. ஆறு யானைகள் - எஸ்.ராமகிருஷ்ணன்<br>5. மரத்தைக்கர்ப்பம்சுமந்தவள் - ஆண்டாள்பிரியதர்சினி | 12 |
| IV | **இலக்கியவரலாறு**<br>1. மரபுக்கவிதையின்தோற்றமும்வளர்ச்சியும்<br>2. புதுக்கவிதையின்தோற்றமும்வளர்ச்சியும்<br>3. ஹைக்கூகவிதையின்தோற்றமும்வளர்ச்சியும்<br>4. சிறுகதையின்தோற்றமும்வளர்ச்சியும் | 10 |

| Unit | Content | No. of Hours |
|---|---|---|
| V | **இலக்கணம்**<br>1. எழுத்துகள் (முதல்எழுத்துகள், சார்பெழுத்துகள்)<br>2. எழுத்துக்களின்பிறப்பு<br>3. மாத்திரைகள்<br>4. பயிற்சிக்குரியன - மொழிபெயர்ப்பு<br>(ஆங்கிலத்திலிருந்து தமிழுக்குமொழிபெயர்த்தல்) | 10 |
| | **Total Hours** | **60** |

**Reference Books**


| | |
|---|---|
| 1 | பேரா. குருசாமி, ம.ரா.போ. (2014), பாரதிபாடல்கள், ஆய்வுப்பாதிப்பு, தமிழ்ப்பல்கலைக்கழகம், தஞ்சாவூர். |
| 2 | அப்துல்ரகுமான்,(2000), ஆலாபனை, கவிக்கோபதிப்பகம் |
| 3 | தாமரைகவிதைகள், (2012), நியூசெஞ்சுரிபுக்ஹவுஸ் |
| 4 | வரதராசனார் மு, (2021), தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாடமி பதிப்பு. |
| 5 | முனைவர் பஞ்சாங்கம் கா, (2017), தமிழ் இலக்கிய வரலாறு, காவ்யா பதிப்பகம். |
| 6 | முனைவர் வேங்கடராமன் கா. கோ (2008), தமிழ் இலக்கிய வரலாறு, கலையக வெளியீடு. |
| 7 | பரந்தாமனார் அ.கி. (2002), நல்ல தமிழ் எழுத வேண்டுமா?,அல்லி நிலையம். |
| 8 | ராமகிருஷ்ணன் எஸ் (2006), 100 சிறந்த சிறுகதைகள் ( தொகுதி 1 & 2 ) பதிப்பகம்: தேசாந்திரி பதிப்பகம் |
| 9 | குமரன்கோ (2010), தமிழ்இலக்கணம்எளியஅறிமுகம் , சந்தியாபதிப்பகம் |
| 10 | சக்திவேல்சு,(2012), நாட்டுப்புறவியல், மணிவாசகர்பதிப்பகம் |

# Part - I: Language I - Hindi-I

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| **25HIN11L** | **Hindi-I** | **Language-I** | **4** | **3** |

## Course Objectives

The course intends to

- Improve grammatical knowledge.
- Read and learn about articles and think about them.
- Read and understand short stories and the thoughts and life of the people of this state.
- Provide translation knowledge and the ability to read and analyze a message

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the text styles and grammatical elements | K1,K2 |
| CLO2 | Discuss the content of a reading passage | K2,K3 |
| CLO3 | Develop an interest in the appreciation of short stories | K3 |
| CLO4 | Comprehend the grammatical structures and sentence making | K1,K3 |
| CLO5 | Understand the language and developing English to Hindi translation skill | K2,K3 |
| **K1**-Remember; **K2** -Understand; **K3** -Apply | | |

# Part-I: Language I - Hindi-I

| Unit | Content | Hours |
|---|---|---|
| I | **Prose: Nuthan Gadya Sangrah**<br>Lesson 1 - Bharathiya Sanskurthi - Dr.Rajendra Prasad<br>Lesson 3 - Razia - RamavikshaBenipuri<br>Lesson 4 - Makreal - Yespal<br>Lesson 5 - Bahtha Pani Nirmala - 'Ageya'<br>Lesson 6 - Rashtrapitha Mahathma Gandhi - Mukthibodh<br>Lesson 9 - Ninda Ras - Harishankar Parsayi. | 14 |
| II | **Non Detailed Text Short Stories: Kahani Kunj**<br>Pareksha - Premchand<br>Mamtha - Jayashankar Prasad<br>Apnaparaya - Jaynendrakumar<br>Admikabachcha - Yespal<br>Bolaramkajeev - Harishankar Parsayi<br>Vapasi - MannuBhandari | 14 |
| III | **Grammar: Shabdha Vichar Only**<br>(Noun, Pronoun, Adjective, Verb, Tense, Case, Endings) Theoretical & Applied. | 12 |
| IV | **Translation: English -Hindi Only.**<br>Anuvadh Abhyas - III (1 - 15 Lessons Only) | 10 |
| V | **Comprehension**:<br>1 Passage From Anuvadh Abhyas - III (16 - 30) | 10 |
| | **Total Hours** | **60** |

| **Text Books** | |
|---|---|
| 1 | Jayaprakash, (2009), Nuthan Gadya Sangrah, Publisher: Sumitra Prakashan Sumitravas, 16/4, Hastings Road, Allahabad - 211001. |
| 2 | Amithab.V.P.(2011), Kahani Kunj, Publisher: Govind Prakashan Sadhar Bagaar, Mathura, UttarPradesh,-281 001 |

# Part - I: Language I -Malayalam I

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| **25MAL11L** | **Malayalam-I** | **Language-I** | **4** | **3** |

## Course Objectives

The course intends to

- Improve grammatical knowledge
- Read and learn about articles and think about them
- Read and understand short stories and the thoughts and life of the people of this state
- Provide translation knowledge and the ability to read and analyze a message

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the text styles and grammatical elements | K1 |
| CLO2 | Discuss the content of a reading passage | K1 |
| CLO3 | Develop an interest in the appreciation of short stories | K2 |
| CLO4 | Comprehend the grammatical structures and sentence making | K3 |
| CLO5 | Understand the language and developing English to Malayalam translation skill | K4 |
| **K1**-Remember; **K2**-Understand; **K3** -Apply;**K4**-Analyse | | |

# Part-I: Language I - Malayalam-I

| Unit | Content | Hours |
|---|---|---|
| I | Novel - Pathummayude Aadu-Vaikam Muhammed Basheer | 14 |
| II | Novel - Pathummayude Aadu-Vaikam Muhammed Basheer | 14 |
| III | Short Story - Ente Priyappeta Kadhakal - Akbar Kakkattil) | 12 |
| IV | Short Story - Ente Priyappeta Kadhakal - Akbar Kakkattil) | 10 |
| V | Composition & Translation (English to Malayalam) | 10 |
| | **Total Hours** | **60** |

| **Text Books** | |
|---|---|
| 1 | Vaikam Muhammed Basheer, (2012), Novel - Pathummayude Aadu, D.C. Books, Kottayam, Kerala |
| 2 | Akbar Kakkattil, (2009), Short Story - Ente Priyappeta Kadhakal |
| **Reference Books** | |
| 1 | Tharakan K.M, (2016), Malayala Novel Sahithya Charitram, N.B.S.Kottayam. |
| 2 | Achuyuthan M, (2014), Cherukatha Innale Innu - M.Achuyuthan D.C Books, Kottayam. |
| 3 | Dr.George K.M, (2011) Sahithya Charitram Prasthanangalilude, D.C.Books Kottayam. |
| 4 | Sukumar Azheekode, (2015), Malayala Sahithyavimarsam, D.C.Books |

# Part - I: Language I -French I

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours/ Week | Credits |
|---|---|---|---|---|
| 25FRE11L | French - I | Language - I | 4 | 3 |

## Course Objectives

The course intends

To understand, speak, read and write simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases concerning themselves, their family and immediate concrete surroundings when people speak slowly and clearly.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Comprehend basic vocabulary | K1 |
| CLO2 | Understand basic syntax and grammar patterns | K2 |
| CLO3 | Converse slowly in known situations | K2 |
| CLO4 | Translate small basic sentences | K3 |
| **K1**-Remember; **K2**-Understand; **K3** -Apply | | |

## Part-I: French-I

| Unit | Content | No. of Hours |
|---|---|---|
| I | Etape0 | 14 |
| | Etape1(Lecons1- 3) | |
| II | Etape2(Lecons1- 3) | 14 |
| III | Etape3 -Leçons1-2 | 12 |
| IV | Etape3-Leçon3 | 10 |
| | Etape4-Leçon1 | |
| V | Etape4 -Leçons2-3 | 10 |
| | **Total Hours** | **60** |

| **Text Book** | |
|---|---|
| 1 | Céline Himber,Corina Brillant, Sophie Erlich, (2008), Adomania1-Methodede francais, Publisher-Hachette Fle |
| **Reference Book** | |
| 1 | Yves Loiseau, Régine, (2014), Latitudes1, Merieux Publisher: French and European Publications Inc. |

# Part-II: Language-II-English-I

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| **25ENG12L** | **English - I** | **Language - II** | **4** | **3** |

## Course Objectives

The course intends to cover

- Various genres of literature.
- Active and passive vocabulary.
- Usage of Grammar and Communication.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Identify aesthetic sense and appreciate poetry, enhancing creativity and understanding relevant to professional environments. | K1 |
| CLO2 | Understand diverse styles of prose, facilitating versatility in writing and inculcating interpersonal skills. | K2 |
| CLO3 | Apply the characters and the narrative techniques in creative writing and content creation ethically. | K3 |
| CLO4 | Employ vocabulary and grammatical proficiency in communication to enhance clarity in workplace interactions. | K3 |
| CLO5 | Enhance overall communication competence. Practicing these skills. In combination reinforces learning and provides students with opportunities to use the language in authentic contexts. | K3 |
| **K1**-Remember; **K2**-Understand; **K3**-Apply | | |

# Part - II: Language - II: English - I

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Poetry**: Nature<br>1. I Wandered Lonelyasa Cloud - William Wordsworth<br>2. The Sparrow - Paul Laurence Dunbar<br>3. Stopping by woods on a snowy Evening - Robert Frost | 12 |
| II | **Prose**: Friendship<br>1. The Man in Black - Oliver Goldsmith<br>2. Of Friendship - Francis Bacon<br>3. The Blessing of Friends - Sir John Lubbock | 12 |
| III | **Short Stories:** Morality<br>1. The Necklace - Guyde Maupassant<br>2. The Lottery - Shirley Jackson<br>3. The Monkey's Paw - W.W.Jacobs | 12 |
| IV | **Language Competency**<br>1. Vocabulary: Synonyms, Antonyms, Word Formation<br>2. Parts of Speech<br>3. Error correction | 12 |
| V | **English for Communication**<br>1. Listening for General and Specific Information.<br>2. Self-Introduction, Introducing others, Greetings.<br>3. Reading a prose passage, Reading a poem and Reading a short story<br>4. Descriptive writing - Writing a short descriptive essay of two to three paragraphs. | 12 |
| | **Total Hours** | **60** |

**Text Books**

| | |
|---|---|
| 1. | Zama,M. (2004). Poetry Down the Ages. Orient Blackswan. |
| 2. | Goldsmith,O. (1869). The Works of Oliver Goldsmith. J. Dicks |
| 3. | Bacon,F., & Montagu,B. (1857). The Works of Francis Bacon (Vol. 1). Parry & McMillan. |

**Reference Books**

| | |
|---|---|
| 1. | Kumar,V.T. Bhavani, Durga.K. Srinivas.YL.(2018). English in use -A text book for College Students. (English, Paperback). |
| 2. | Swan,M.(2005).Practical English usage (Vol.7). Oxford: Oxford university press. |

**Web Resources (Swayam/NPTEL)**

| | |
|---|---|
| 1. | https://nptel.ac.in/courses/109105205 |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA13C | Principles of Management | Core - I | 5 | 4 |

## Course Objectives

The Course intends to cover

- Management principles, concepts and process.
- Motivation theories, leadership styles, communication methods and barriers.
- Indian Knowledge Systems (IKS) and Artificial Intelligence (AI) in Contemporary management concepts to promote holistic and future-ready decision-making.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Remember the fundamentals of Management Concepts. | K1 |
| CLO2 | Interpret planning, decision-making, and MBO principles for effective management. | K2 |
| CLO3 | Identify organising, delegating, and staffing principles in organisational management. | K2 |
| CLO4 | Apply directing principles, motivation, leadership styles, and communication strategies. | K3 |
| CLO5 | Comprehend controlling process, techniques, system requisites, and its relationship with planning and coordination in management. | K2 |
| **K1 -** Remember; **K2 -** Understand; **K3 -** Apply | | |

## CLO - PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 1 | 1 | 1 | 2 | - |
| CLO2 | 1 | 3 | 2 | 1 | 2 |
| CLO3 | 1 | 2 | - | 1 | 1 |
| CLO4 | 1 | 3 | 3 | 1 | 1 |
| CLO5 | 1 | 2 | - | 1 | 1 |
| **3 -** Substantial (High) | | **2 -** Moderate (Medium) | | **1 -** Slight (Low) | |

# Core - I: Principles of Management

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Overview of Management:** Definition - Nature and Scope of Management - Functions of Management - Importance - Roles, responsibilities, and Skills of managers - Levels of Management - Functional areas of Management. **Management thoughts:** Contribution of F.W.Taylor, Henri Fayol, Elton Mayo. | 15 |
| II | **Planning:** Definition - Nature and purpose - Planning process - Importance of planning - Types of plans - Limitations - **Management By Objectives** - Decision making - Definition - Steps, process, and Types of decisions. **IKS Insight**: Decision-making principles from ancient Indian texts - Panchatantra. | 15 |
| III | **Organising:** Definition - Types of organisations - Organisational structure - Span of control - use of staff units and committees. **Delegation:** Delegation and Centralisation, Centralisation and Decentralisation. **Staffing:** Sources of recruitment - Selection Process - Training - Need - Types. **AI in Staffing**: Use of AI in Talent Acquisition, Resume Screening, and Training Personalization. **IKS Integration**: Ancient Indian models of organization and delegation - Gurukul systems and guild-based management. | 15 |
| IV | **Directing:** Nature and purpose of Directing - Principles. **Motivation**: Definition - Theories of Motivation (Maslow's, McGregor's, ERG Theory, Herzberg's two factor theory) - **Leadership:** Definition - Styles. **IKS Perspective**: Leadership Lessons from Thirukkural. **Communication:** Definition - Importance of Communication - Methods of Communication - Types - Barriers. | 15 |
| V | **Controlling:** Meaning and importance of controlling - Control process - Budgetary and Non-Budgetary Control Techniques - Requisites of an effective control system - Relationship between planning and controlling - **Coordination** - Need for Coordination. **IKS insight**: Traditional control mechanisms in Indian administrative systems - Mandala Theory from Arthashastra. | 15 |
| | **Total Hours** | **75** |
| **Text Books** | | |
| 1 | Dinkar Pagare (2018). Principles of Management (6th ed.). Sultan Chand & Sons. | |
| 2 | Stephen P Robbins & Mary Coulter, (2011). Management (11th ed.). Prentice Hall of India. | |
| **Reference Books** | | |
| 1 | Harold Koontz, Heinz Weihrich, Mark V. Cannice, (2020). Essentials of Management: An International Innovation and Leadership Perspective (11th ed.). Tata McGraw Hill. | |
| 2 | A.Sharma (2022), Indian Knowledge Systems - Concepts and Applications, IGNCA Publication. | |
| 3 | D Kumar (2021), Essentials of Artificial Intelligence for Managers, Wiley India. | |
| **Web Resources (Swayam/NPTEL)** | | |
| 1 | https://onlinecourses.nptel.ac.in/noc20_mg58/preview | |
| 2 | https://www.nptelvideos.com/lecture.php?id=1028 | |

| Course Code | Course Name | Category | Hours/ Week | Credits |
|---|---|---|---|---|
| 25BBA14C | Business Environment | Core - II | 5 | 4 |

## Course Objectives

The Course intends to cover

- The fundamental concepts of business environment, its dynamic components, and their influence on business operations and decision-making.
- Indian Knowledge Systems (IKS) and modern technologies like AI for contextual and ethical business practices in contemporary and global settings.
- Impact of LPG on business, trading blocks, and international environment.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Remember the nature of business, forms of business organisations, techniques of environmental analysis. | K1 |
| CLO2 | Understand different economic systems and the role of businesses within them. | K2 |
| CLO3 | Understand the political, legal and technological environment of the business. | K2 |
| CLO4 | Understand the socio-cultural and international environment of the business. | K2 |
| CLO5 | Understand the impact of LPG on businesses and society, trade organisations, trade blocks. | K2 |
| **K1 -** Remember; **K2 -** Understand | | |

## CLO-PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 2 | 1 | 1 | 2 | 1 |
| CLO2 | 2 | 1 | 1 | 1 | - |
| CLO3 | 1 | 1 | 1 | 1 | 2 |
| CLO4 | 1 | 1 | 1 | 1 | 1 |
| CLO5 | 1 | 2 | 1 | 2 | 1 |
| **3** - Substantial (High) | | **2** - Moderate (Medium) | | **1** - Slight (Low) | |

# Core - II: Business Environment

| Unit | Details | No. of Hours |
|---|---|---|
| I | **Business:** Nature and Purpose of Business - Characteristics of Business - Types of Industry - Forms of Business Organisation. **Business Environment:** Concept, nature and significance, Internal and External environment. **Environmental Analysis:** Need, techniques and limitations. | 15 |
| II | **Economic Environment:** Economic systems and their impact on business - Components of economic environment - Economic factors affecting business. **Role of AI** in forecasting macroeconomic trends, consumer behavior, and real-time market analysis. | 15 |
| III | **Political and Legal Environment:** Components - Political and legal factors influencing business. **Technological Environment:** Meaning - Technological factors affecting business and its impact. **IKS Insights**: Decentralized governance models in Indian tradition - Panchayat systems and dharmic law codes influencing ethical business behavior. | 15 |
| IV | **Socio-cultural Environment:** Meaning, Characteristics of Socio-cultural environment. **Environmental and Social Governance (ESG):** Meaning and importance - Components. **International Environment:** Components and importance. **IKS Perspective**: Traditional Indian international trade practices, ancient maritime trade with Southeast Asia, Middle East - Ethical trading principles in Indian scriptures. | 15 |
| V | **Impact of LPG:** Liberalisation - Meaning - Privatisation - Benefits & pitfalls - Globalisation - Meaning & rationale for Globalisation - Impact of Globalisation on India, Role of WTO & GATT - Trading blocks - ASEAN (Association of Southeast Asian Nations), European Union (EU), South Asian Association for Regional Cooperation (SAARC), Brazil, Russia, India, China, and South Africa (BRICS). | 15 |
| | **Total Hours** | **75** |

| | |
|---|---|
| **Text Books** | |
| 1 | Y.K Bhushan (2005), Fundamentals of Business Organisation & Management (17th ed.), Sultan Chand & Sons. |
| 2 | Francis Cherunilam (2024), Business Environment: Text and Cases, (27th Revised Edition) Eastern Book Company. |
| **Reference Books** | |
| 1 | Bernard Marr (2020), Artificial Intelligence in Practice: 50 Companies Using AI to Solve Problem, Wiley. |
| 2 | M Somasundaram, (2021), Exploring Bharatiya Management Thought, Chinmaya Vishwavidyapeeth. |
| 3 | Raajarajeswari M. A., Prabha D & Kowsalya P, (2021) Basics of Business Environment, (1st Edition) Charulatha Publications. |
| **Web Resources (Swayam/NPTEL)** | |
| 1 | https://onlinecourses.swayam2.ac.in/nou24_mg04/preview |
| 2 | https://onlinecourses.swayam2.ac.in/imb24_mg33/preview? |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA15P | Digital Marketing Lab | Core Lab - I | 4 | 2 |

## Course Objectives

The course intends to cover

- Key concepts such as branding, content strategy, digital platforms, keyword research, and blogging, while emphasizing hands-on experience through tools like Canva, Blogger, Medium, and Google Trends.
- Practice in designing brand identity, planning digital content, analyzing online presence, and creating content for diverse audiences.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Apply STP (Segmentation, Targeting, Positioning) and market research fundamentals to real-time business scenarios. | K1 - K3 |
| CLO2 | Analyze brand identity and visual elements, and demonstrate the ability to create basic brand assets such as logos using digital design tools like Canva. | K1 - K4 |
| CLO3 | Conduct effective market research using digital tools and present key insights. | K1 - K3 |
| CLO4 | Design and implement content marketing strategies | K1 - K3 |
| CLO5 | Apply content writing techniques and blogging tools to create and publish structured blog posts and articles. | K1- K3 |
| **K1 -** Remember; **K2 -** Understand; **K3 -** Apply; **K4 -** Analyse | | |

## CLO-PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 3 | 2 | 1 | 1 | 2 |
| CLO2 | 3 | 2 | 2 | 2 | 3 |
| CLO3 | 3 | 2 | 2 | 2 | 2 |
| CLO4 | 2 | 2 | 2 | 2 | 2 |
| CLO5 | 2 | 2 | 1 | 2 | 2 |
| **3** - Substantial (High) | | **2** - Moderate (Medium) | | **1** - Slight (Low) | |

## Core Lab - I: Digital Marketing Lab

| Unit | Details | No. of Hours |
|---|---|---|
| I | **Introduction:** Overview - Introduction to Marketing - STP of Marketing (Segmentation, Targeting, Positioning) - Market Research - Types of Market Research. **Marketing vs. Branding vs. Advertising:** Key Differences - Real-time Examples - Role in Business Growth. **Branding:** Brand Identity - Importance of Brand Identity - Branding Colors - Introduction to Color Psychology and Color Therapy. **Design Tools:** Basics of Logo Design - Logo Designing using Canva.<br>1. Identify STP for a Product Present your findings in a slide or infographic.<br>2. Create a Market Research Survey. Share it with 10 classmates and present basic insights using charts in Google Sheets.<br>3. Prepare a color palette for a fictional brand (e.g., organic skincare, tech startup). Justify your color choices using color psychology principles. Present using Canva.<br>4. Design a basic logo using Canva after understanding logo design principles. | 10 |
| II | **Market Research:** Concepts of Digital Marketing - Course Pathway Overview - AI and its Impact on Digital Marketing - Creation of Presentations Using Canva - Hands-on Analysis of Brand Website, Social Media, Blogs, Reviews, and User Experience - Secondary Market Research on Two Industry Players - Social Media Analysis - Questionnaire Design for Studying Buying Decisions and Digital Presence - Primary Data Collection (50 Samples) - Data Analysis and Interpretation - Identifying Gaps in Digital Strategy and Suggesting Improvements.<br>1. Brand Digital Presence Audit: Select any well-known brand. Analyse and report on:<br>a. Website layout, features, user interface (UI) and user experience (UX)<br>b. Social media platforms used (Instagram, LinkedIn, Twitter, etc.)<br>c. Blog quality and frequency<br>d. Customer reviews and ratings<br>Present your findings in a slide deck using Canva.<br>2. Design a questionnaire using Google Forms to study: Buying Behaviour Digital brand influence (social media, ads), Online reviews and their impact, collect 50 valid responses. Perform: Frequency analysis, Charts (bar, pie), Cross-tabulations (e.g., age vs. platform used). Provide 3 key insights based on your data.<br>3. Based on your earlier brand analysis, identify at least 3 gaps in their digital strategy. Suggest realistic improvements (e.g., better use of Instagram reels, responsive website, customer feedback loop). Submit as a Canva poster. | 20 |
| | **Content Marketing:** Meaning and Importance of Content for a Brand - Content Strategy and Its Three Pillars - Types of Content and Content Bucketing - Trending Content Ideas and Understanding the Second Customer - Consumer Journey and AIDA Model - Content Calendar Creation - Buyer Persona Development. | |

| Unit | Details | No. of Hours |
|---|---|---|
| III | 1. Define a mock brand (e.g., a student-run bakery or digital service). Outline a content strategy based on:<br>a. Purpose (Why are you creating content?)<br>b. Pillars (What themes will you cover?)<br>c. Distribution (Where will you publish it?)<br>Present as a 1-slide Canva visual.<br>2. **AIDA Model Mapping:** Choose a product (e.g., online course, mobile phone). Create content examples for each stage of the AIDA model: Attention, Interest, Desire, Action. Submit as a Canva poster.<br>3. **Create a Weekly Content Calendar**. Choose a brand in service business. Create a 7-day content calendar including:<br>a. Date<br>b. Platform (Instagram, Blog, YouTube, etc.)<br>c. Content type (post, reel, story)<br>d. Caption/Description<br>Use MS-Excel for this task. | 10 |
| IV | **Keyword Research:** Definition and Importance of Keywords - Types of Keywords - Tools for Keyword Research.<br>1. Use a Free Keyword Research Tool like: Google Trends, Uber Suggest, KeywordTool.io, Answer the Public. Choose a topic (e.g., Plant-Based Diet, Digital Marketing Course). List the top 10 keywords suggested by the tool. Also mention:<br>1. Search volume (if available)<br>2. Competition (low/medium/high)<br>2. Compare Keywords Using Google Trends: Compare 3 keywords (e.g., "vegan diet", "keto diet", "paleo diet") in Google Trends. Take a screenshot of the trend graph and write a 2-3 line insight based on the results. | 10 |
| V | **Content Writing and Blogging:** Meaning and Importance of Blogging - Content Writing Styles - Using Blogger and Medium Platforms - Blog Writing Practice - Content Writing Formats - Writing Articles and Reports.<br>1. Create a Blog on Blogger/Medium: Sign up on Blogger.com or Medium.com. Create a free blog account and set up:<br>a. Blog name<br>b. Theme/template<br>c. Short "About" section<br>Share the blog URL with the instructor.<br>2. Write and Publish a Blog Post: Write a blog post (300-400 words) on a topic of your choice (e.g., "AI in Daily Life" or "Why I Love Minimalist Design"). Include:<br>a. Title<br>b. Subheadings<br>c. At least one image<br>Publish it on Blogger and share the live link. | 10 |
| | **Total Hours** | **60** |

| | |
|---|---|
| **Text Books** | |
| 1 | Dave Chaffey, Fiona Ellis-Chadwick (2019), Digital Marketing, 7th Edition, Pearson Education. |
| **Reference Books** | |
| 1 | Philip Kotler, Hermawan Kartajaya, Iwan Setiawan (2017), Marketing 4.0: Moving from Traditional to Digital, Wiley. |
| 2 | Ryan Deiss, Russ Henneberry (2020), Digital Marketing for Dummies, 2nd Edition, Wiley. |
| 3 | Alastair L Day, (2012). Mastering Financial Modelling in Microsoft Excel: A Practical Guide to Business Calculations (3rd ed.). FT Press. |
| **Web Resources (Swayam/NPTEL)** | |
| 1 | https://onlinecourses.swayam2.ac.in/cec25_mg19/preview |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA16A | Mathematics and Statistics for Business | Allied - I | 4 | 3 |

## Course Objective

The Course intends to cover

- The applications of Mathematics and Statistical techniques in business decisions.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Remember the concept of financial methods to calculate various types of interest. | K1 |
| CLO2 | Explain matrix operations, rank, inverse, and solving linear equations using the inverse matrix method. | K2 |
| CLO3 | Apply the various statistical measures to interpret data obtained from a sample or population. | K3 |
| CLO4 | Determine the measures of variation and index number. | K3 |
| CLO5 | Execute correlation methods and interpret time series trends. | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; | | |

## CLO - PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 2 | 2 | 1 | 2 | 1 |
| CLO2 | 1 | 2 | 1 | 2 | 1 |
| CLO3 | 2 | 2 | 1 | 2 | - |
| CLO4 | 2 | 2 | 1 | 2 | 1 |
| CLO5 | 2 | 2 | 1 | 2 | 1 |
| **3** - Substantial (High) | | **2** - Moderate (Medium) | | **1** - Slight (Low) | |

# Allied - I: Mathematics and Statistics for Business

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Mathematics of Finance:** Simple interest - Compound interest - Effective rate of interest -Annuity-Present Value -Discounting of bills- True Discount-Banker's gain. | 12 |
| II | **Matrices:** Fundamental ideas about matrices and their operational rules - Rank of a matrix - Inverse of a matrix- Solving system of simultaneous linear equation by Inverse Matrix Method. | 12 |
| III | **Statistics:** Meaning and definition -Scope and limitations - Collection of data - Primary data and secondary data- Presentation of data by diagrammatic and graphical method. **Measures of central tendency:** Arithmetic Mean - Median and Mode. | 12 |
| IV | **Measures of variation:** Standard deviation - Mean deviation and Quartile deviation. **Index number:** Unweight and Weighted indices. | 12 |
| V | **Simple correlation:** Karl Pearson's co-efficient of correlation- Spearman's rank correlation. **Analysis of time Series:** Uses - Components -Methods of measuring trend. | 12 |
| | **Total Hours** | **60** |
| **Text Books** | | |
| 1 | Navanitham.PA (2023). Business Mathematics and Statistics, Jai Publishers.<br>Part I<br>Unit I: Chapter 2 Pg. No.43-88<br>Unit II: Chapter 4 Pg. No.147 - 168, 175 - 197<br>Part II<br>Unit III: Chapter 1 Pg. No.1 - 25<br>Chapter 3 Pg. No. 28 - 35<br>Chapter 6 Pg. No. 98 - 147<br>Chapter 7 Pg. No. 159 - 250<br>Unit IV : Chapter 8 Pg. No. 301 - 359<br>Chapter 10 Pg. No. 444 - 457<br>Unit V : Chapter 12 Pg. No. 503 - 522<br>Chapter 14 Pg. No. 579 - 601 | |
| **Reference Books** | | |
| 1 | S.P Gupta (2007) "Statistical Methods", Sultan Chand & Sons, 34th Edition. | |
| 2 | P.R Vittal, (2003), "Business Mathematics", Margham publications 2nd edition. | |
| 3 | S.P. Rajagopalan (2009), Sattanathan .R, "Business Statistics and Operation Research", Tata McGraw Hill Publishing Company Ltd., 2nd edition. | |
| **Web Resources (Swayam/NPTEL)** | | |
| 1 | https://nptel.ac.in/courses/111105124 | |

# Part - IV: Foundation Course

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25ENV1FC | Environmental Studies | FC- I | 2 | 2 |

| Unit | Content |
|---|---|
| I | The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness. |
| II | **Natural Resources:**<br>Renewable and non-renewable resources:<br>Natural resources and associated problems.<br>- Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.<br>- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.<br>- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.<br>- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.<br>- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.<br>- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.<br>Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles. |
| III | **Ecosystems**<br>- Concept of an ecosystem.<br>- Structure and function of an ecosystem.<br>- Producers, consumers and decomposers.<br>- Energy flow in the ecosystem.<br>- Ecological succession.<br>- Food chains, food webs and ecological pyramids.<br>- Introduction, types, characteristic features, structure and function of the following ecosystem: -<br>a. Forest ecosystem<br>b. Grassland ecosystem<br>c. Desert ecosystem<br>d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). |

| Unit | Content |
|---|---|
| IV | **Biodiversity and its Conservation**<br>- Introduction-Definition: genetic, species and ecosystem diversity.<br>- Bio geographical classification of India.<br>- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.<br>- Biodiversity at global, National and local levels.<br>- India as a mega-diversity nation.<br>- Hot-spots of biodiversity.<br>- Threats to biodiversity: habital loss, poaching of wildlife, man-wildlife conflicts.<br>- Endangered and endemic species of India.<br>- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. |
| V | **Environmental Pollution Definition**<br>- Causes, effects and control measures of: -<br>a. Air pollution<br>b. Water pollution<br>c. Soil pollution<br>d. Marine pollution<br>e. Noise pollution<br>f. Thermal pollution<br>g. Nuclear hazards<br>- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.<br>- Role of an individual in prevention of pollution.<br>- Pollution case studies.<br>- Disaster management: floods, earthquake, cyclone and landslides. |
| VI | **Social Issues and the Environment**<br>- From Unsustainable to Sustainable development.<br>- Urban problems related to energy.<br>- Water conservation, rain water harvesting, watershed management.<br>- Resettlement and rehabilitation of people; its problems and concerns. Case studies.<br>- Environmental ethics: Issues and possible solutions.<br>- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.<br>- Wasteland reclamation.<br>- Consumerism and waste products.<br>- Environment Protection Act.<br>- Air (Prevention and Control of Pollution) Act.<br>- Water (Prevention and Control of Pollution) Act.<br>- Wildlife Protection Act. - Forest Conservation Act.<br>- Issues involved in enforcement of environmental legislation.<br>- Public awareness. |

| Unit | Content |
|---|---|
| VII | **Human Population and the Environment**<br>- Population growth, variation among nations.<br>- Population explosion-Family welfare Programme.<br>- Environment and human health.<br>- Human Rights.<br>- Value Education.<br>- HIV/AIDS.<br>- Women and Child Welfare.<br>- Role of information Technology in Environment and human health.<br>- Case Studies.<br>**Biosafety and Biosecurity**<br>The basic principles of biosafety.<br>- Biological hazards and assess risk in laboratory settings.<br>- Biosafety protocols to minimize risks associated with biological agents.<br>- Role of biosafety in the protection of public health, environment, and nationalsecurity.<br>The theoretical knowledge as well as practical applications to prepare learners for real-world biosafety challenges.<br>1. Introduction to Biosafety<br>- Definition and importance of biosafety.<br>- Historical perspective on biosafety incidents.<br>- Biosafety vs. biosecurity: Key differences.<br>2. Biological Hazards and Risk Assessment<br>- Classification of biological agents (e.g., bacteria, viruses, fungi, parasites).<br>- Risk assessment methodology: Identifying hazards, evaluating risks, and control measures.<br>3. Biological Waste Management<br>- Types of biological waste: Solid, liquid, sharps, etc.<br>- Waste disposal techniques: Autoclaving, incineration, chemical disinfection.<br>- Environmental impact and regulations surrounding waste management.<br>4. Standard Operating Procedures (SOPs) and Safety Practices<br>- Developing and implementing SOPs for laboratory safety.<br>- Practices for handling, storing, and disposing of biological materials. |
| VIII | **Field Work (Practical).**<br>- Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain.<br>- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.<br>- Study of common plants, insects, birds.<br>- Study of simple ecosystems-pond, river, hill slopes, etc. |
| | **Total Hours** **30** |

**Reference Resources**

| | |
|---|---|
| 1. | https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf |
| 2. | Biosafety in Microbiological and Biomedical Laboratories (CDC, NIH). (BMBL) 6th Edition |
| 3. | Sateesh, M. K. (2010). Bioethics and Biosafety. New Delhi: I. K. International Pvt Ltd. |
| 4. | Additional Readings: Relevant journal articles, government publications, and guidelines (e.g., WHO, CDC, European Union, etc.).<br>https://www.iberdrola.com/innovation/what-is-biosafety |

# Part - IV: Ability Enhancement Compulsory Course (AECC)

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25SOF1AE | Soft Skills | AECC - I | 2 | 2 |

## Course Objectives

The course intends to cover

- The essential soft skills that is crucial for success in today's dynamic and interconnected workplace.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the comprehensive skills to participate actively in conversation, writing short texts with expression | K1, K2, K3 |
| CLO2 | Infer the cohesive devices to describe and discuss any objects, pictures using compound, complex sentence forms. | K2, K3 |
| CLO3 | Comprehend the logic in the given situation to organize the ideas to write formal and informal letters. | K2, K3 |
| CLO4 | Understand the given material to organize it in a logical sequence to present a paragraph with main and supporting ideas with concluding sentences. | K3 |
| CLO5 | Present valuable ideas in conversation to emulate the main ideas and key points in short essays. | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; | | |

# Ability Enhancement Compulsory Course - I: Soft Skills

| Unit | Module | Details | No. of Hours |
|---|---|---|---|
| I | | **Presentation Skills** | |
| | 1 | **Getting to Know You:** Grammar: Introduction to Tenses, Everyday English, Role-Play. Reading Activity: Different ways of communication. Activities: Fill in the blanks (Listening), Self Introduction (Speaking). | 6 |
| | 2 | **My Day:** Grammar: Present simple positive & negative/Adverbs of Frequency, Vocabulary & Speaking about Daily Activities. Listening: Observe and Answer/ Telling the time. Activities: Reading & Writing: Describe where you live. | |
| | 3 | **Your World:** Grammar: Possessive determiners. Listening: Positive & negative contractions. Reading & Writing: Personal profile. Activities: Talk about countries, nationalities (Vocabulary & Speaking). | |
| | 4 | **The World of Work:** Grammar: Yes/No & Wh Questions. Vocabulary & Speaking: Jobs. Listening: Recognize the schwa sound. Activities: Opening and closing an email (Reading & Writing). | |
| | 5 | **Places and Things:** Grammar: There is / there are, articles. Vocabulary & Speaking: Talk about rooms & furniture. Listening: Directions. Reading & Writing: Imperatives. | |
| | 6 | **24 Hours:** Grammar: Likes & Dislikes. Vocabulary & Speaking: Speak about hobbies and interests. Reading: Match the photos with descriptions. Writing: Write complete sentence using prompt. Activities: Observe & answer (Listening). | |
| | | **Practice**: Listening & Speaking Presentations - Talking about how you learn - Understanding key information in a presentation - Writing sentences about you. | |
| II | | **Confidence** | |
| | 1 | **Clothes and Shopping:** Grammar: Modal verbs/Adverbs of Frequency/Adjectives and Adverbs. Vocabulary & Speaking: Shopping. Reading & Writing: Product Review. Activities: Observe & answer (Listening). | 6 |
| | 2 | **Travel & Transport:** Grammar: Past simple questions. Vocabulary & Speaking: Talk about holidays. Listening: At the train station. Activities: Email - A perfect holiday (Reading & Writing). | |
| | 3 | **Health & Fitness:** Grammar: Past simple irregular verbs; Listening: Listen & Answer; Reading & Writing: Time sequencers; Activities: Talk about a healthy lifestyle (Vocabulary & Speaking) | |
| | 4 | **Music:** Grammar: Present perfect simple; Vocabulary & Speaking: Survey about music; Listening: Listen two people talk about music; Activities: Use adjectives and create sentences (Reading) | |
| | 5 | **Let's go shopping:** Vocabulary & Speaking: Town Survey; Listening: Listen and answer; Reading & Writing: Read and match; Activities: Countable & Uncountable **(**Grammar) | |
| | | **Practice**: Writing a personal statement. | |

| | | | |
|---|---|---|---|
| III | **Creativity** | | |
| | 1 | **Cooking & Eating:** Grammar: Some & Any, Quantifiers. Vocabulary & Speaking about Food & Drink. Activities Kitchen conversation (Listening). Reading an article & answering. | 6 |
| | 2 | **Survival:** Grammar: Comparison of adjectives. Activities Describing people (Speaking and Vocabulary). Listening to an audio & Answering. Reading & Writing: Read and Answer. | |
| | 3 | **Working Together:** Grammar: Verb + Noun phrases. Activities Technology (Vocabulary & Speaking). Listening: Listen & Answer. Reading & Writing: Notice. | |
| | 4 | **Music:** Grammar: Present perfect simple. Activities Survey about music (Vocabulary & Speaking). Listen to two people talking about music (Listening). Reading: Use adjectives and create sentences. | |
| | 5 | **Culture and Arts:** Grammar: Present perfect.Vocabulary & Speaking activity: Speak on the phone. Activities: Listen and answer. Reading & Writing activity: Review. | |
| | | **Practice**: Writing comparison sentences & paragraphs. | |
| IV | **Problem-Solving** | | |
| | 1 | **Do's and Don'ts:** Grammar, Modal Verbs. Activities Roleplay (Speaking). Holidays in January (Listening). Reading an article & answering. | 6 |
| | 2 | **Body:** Grammar: First conditional. Vocabulary & Speaking about Personality & Appearance. Activities Conversations about personality (Listening), Reading & Writing: Read and Answer about your skills. | |
| | 3 | **Speed:** Grammar: Present simple passive. Vocabulary & Speaking about relationships. Listening: Listen & Answer. Reading and Error spotting. | |
| | 4 | **Work:** Grammar: Adverbs of manner. Vocabulary & Speaking about work advice. Listening: Observe & Answer; Reading: Read & check your ideas. | |
| | | **Practice**: Writing argumentative and descriptive essays. | |
| V | **Critical Thinking** | | |
| | 1 | **Influence:** Grammar: would / past habits. Listening: Sentence Correction. Activities Your inspiration (Speaking). Picture description (Reading).Rewrite the sentences (Writing). | 6 |
| | 2 | **Money:** Grammar: Second conditional. Activities: Radio programme (Listening). Talk about games (Speaking). Reading & Writing: Fill in the blanks. | |
| | 3 | **Things that changed the world:** Grammar: articles. Activities :Talk about chewing gum (Speaking & Listening). Reading & Writing: Read and write a book review. | |
| | | **Practice**: Writing Emails, reports and proposals. | |
| | | **Total Hours** | **30** |

## Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

| Max Marks | Marks for | | Components for CIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 100 | CIA | ESE | CIA | | Model | | Attendance | Active Engagement | Total |
| | 25 | 75 | Actual | Weightage | Actual | Weightage | 5 | 5 | 25 |
| | | | 50 | **5** | 75 | **10** | | | |

## Question Paper Pattern

| Component | Duration in Hours | Section A | | | Section B | | | Section C | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Type of Question | No. of Questions | Marks | Type of Question | No. of Questions | Marks | Type of Question | No. of Questions | Marks | |
| CIA | 2 | MCQ | 8 | 8x1=8 | Either or | 3 | 3x6=18 | Either or | 3 | 3x8=24 | 50 |
| Model Exam / **ESE** | 3 | MCQ | 10 | 10x1=10 | Either or | 5 | 5x5=25 | Either or | 5 | 5x8=40 | 75 |

## Components for Internal Assessment and Distribution of Marks for CIA (Lab)

| Max Marks | Marks for | | Components for CIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | CIA | ESE | Test | | Model | | Experiments / Programs | Observation | Total |
| 100 | 40 | 60 | Actual | Weightage | Actual | Weightage | Marks | 5 | 40 |
| | | | 50 | **10** | 60 | **15** | **10** | | |

## Examination Pattern

| Component | Duration in Hours | Marks | | | Total Marks |
|---|---|---|---|---|---|
| | | Practical Exam | Record | Weightage | |
| Test | 2 | 50 | - | **10** | 50 |
| Model | 3 | 60 | - | **15** | 60 |
| Experiments | - | - | - | **10** | 10 |
| Observation | - | - | - | **05** | 05 |
| **Total Marks - CIA** | | | | **40** | **40** |
| **ESE** | 3 | 50 | 10 | - | **60** |

## Components for Internal Assessment and Distribution of Marks for CIA (Foundation Course -Theory)

| Max Marks | Marks for | | Components for CIA | | | | |
|---|---|---|---|---|---|---|---|
| 50 | CIA | ESE | CIA | | Model | | Total |
| | 50 | - | Actual | Weightage | Actual | Weightage | |
| | | | 50 | **25** | 50 | **25** | **50** |

## Question Paper Pattern

| Duration in Hours | Mode of Exam | Type of Questions | No. of Questions | Marks |
|---|---|---|---|---|
| 2 | Offline | Open Choice | 5 (Out of 8) | 5 x 10=50 |

## Components for and Distribution of Marks for ESE (Theory) Ability Enhancement Compulsory Courses (AECC) & Question Paper Pattern

| Duration in Hours | Mode of Exam | Type of Questions | No. of Questions | Marks |
|---|---|---|---|---|
| 2 | Online | MCQ | 50 | 50x1=50 |

# Semester 2

| Semester 2 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Maximum Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| 25TAM21L | I | Language - I | Tamil - II | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HIN21L | | | Hindi - II | | | | | | |
| 25MAL21L | | | Malayalam - II | | | | | | |
| 25FRE21L | | | French - II | | | | | | |
| 25ENG22L | II | Language - II | English - II | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA23C | III | Core - III | Organisational Behaviour | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA24C | III | Core - IV | Accounting for Managers - I | 6 | 3 | 25 | 75 | 100 | 4 |
| 25BBA25P | III | Core Lab - II | Social Media Marketing Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| 25BBA26A | III | Allied - II | Economics for Executives | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HUM2FC/ | IV | FC - II | Human Rights/ | 2 | 2 | 50 | - | 50 | 2 |
| 25DIM2FC | | | Disaster Management | | | | | | |
| 25IDT2AE/ | IV | AECC - II | Innovation and Design Thinking/ | 2 | 2 | - | 50 | 50 | 2 |
| 25IPR2AE/ | | | Intellectual Property Rights/ | | | | | | |
| 25END2AE | | | Entrepreneurship Development | | | | | | |
| | | | **Total** | **30** | | | | **700** | **22** |

## Part - I: Language - I:Tamil - II

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25TAM21L | Tamil - II | Language - I | 4 | 3 |

## Course Objectives

The Course intends to cover

- தமிழ் இலக்கியம் கற்பதன் மூலம் நாகரிகம் மற்றும் பண்பாட்டைப் புரிந்துகொள்ளுதல்.
- தனிப்பட்ட வளர்ச்சி, படைப்பாற்றல் திறனை வளர்த்தல்.
- வாழ்வியல் அறங்களைக் கற்றல் மற்றும் வாழ்வைச் செழுமையாக்க உதவும் நன்னெறிகளை அறிதல்.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | அற இலக்கியங்கள் வழி வாழ்வியல் ஒழுக்கங்களைப் பின்பற்றுதல் | K1 - K3 |
| CLO2 | பக்தி இலக்கியங்கள் வழி பக்தி நெறிகளை உணர்தல். | K1 - K3 |
| CLO3 | உரைநடை இலக்கிய படைப்பாளர்களின் சிந்தனைகளைக் கற்று பின்பற்றுதல் | K1 - K3 |
| CLO4 | தமிழ் இலக்கிய வரலாற்றில் அற இலக்கியம் மற்றும் உரைநடையின் தாக்கம் குறித்து அறிதல் | K1- K3 |
| CLO5 | இலக்கணங்களைக் கற்று பிழையின்றி எழுதுதல். | K1 - K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply | | |

| Unit | Content | No. of Hours |
|---|---|---|
| I | **(அறம்)**<br>1. திருக்குறள்(மூன்று அதிகாரங்கள்)<br>• புகழ்<br>• வினை செயல்வகை<br>• நெஞ்சொடு கிளத்தல்<br>2. திரிகடுகம்(10, 16, 19, 26, 42 பாடல்கள் மட்டும்)<br>3. பழமொழி நானூறு( 2,7,21,54,69,119,130,184,267,375 பாடல்கள் மட்டும்) | 14 |
| II | **(பக்தி)**<br>1. தாயுமானவர் பாடல்கள்(பராபரக் கண்ணி முதல் 10 பாடல்கள்)<br>2. உமர்கயாம் பாடல்கள் (தனிப்பாடல்கள்) - கவிமணி தேசிகவிநாயகம் பிள்ளை<br>3. வள்ளலார் பாடல்கள்(திருவருட்பா - வள்ளலார் விண்ணப்பம்)<br>4. இயேசுகாவியம் - மலைப்பொழிவு - கண்ணதாசன்<br>5. சித்தர் பாடல் - சிவவாக்கியார் பாடல் | 14 |
| III | **(கலை மற்றும் பண்பாடு )**<br>1. அறம் எனப்படுவது - அமுதன்<br>2. ஏட்டில் எழுதா இலக்கியம் - ஔவை துரைச்சாமி<br>3. கீழடி - தொல்லியல் துறை, வெளியீடு<br>4. மனம் எனும் சொர்க்கவாசல் - டாக்டர் எம்.எஸ்.உதயமூர்த்தி<br>5. ஆளுமைத் திறன் - அறிவுக்கதிர். அரசுப்பணி சிறப்பிதழ் | 12 |
| IV | **(இலக்கிய வரலாறு)**<br>1. பதினெண் கீழ்க்கணக்கு நூல்கள்<br>2. உரைநடையின் தோற்றமும் வளர்ச்சியும் | 10 |

| Unit | Content | No. of Hours |
|---|---|---|
| V | **(இலக்கணம்)**<br>1. சொல்லின் வகைகள்<br>2. வேற்றுமைத் தொகைகள்<br>3. பகுபத உறுப்புகள் | 10 |
| | **Total Hours** | **60** |

| **Reference Books** | |
|---|---|
| 1 | கவிஞர் கண்ணதாசன், (2006, 6-ஆம் பதிப்பு), இயேசு காவியம், கலைக்காவிரி பதிப்பகம். |
| 2 | நடராசன் தி.சு. (2013, 16-ஆம் பதிப்பு), உரைகளும் உரையாசிரியர்களும், நியூ செஞ்சுரி புக் ஹவுஸ். |
| 3 | முனைவர் சேதுராமன் சி.(2010, முதல் பதிப்பு), அபிராமி அந்தாதி, நியூ செஞ்சுரி புக் ஹவுஸ். |
| 4 | முனைவர் பஞ்சாங்கம் கா. (2017, 4-ஆம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, காவியா பதிப்பகம். |
| 5 | வரதராசன் மு. (2021, 34-வது பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதமி பதிப்பு. |
| 6 | செல்வநாயகம் வி.(2003, முதல் பதிப்பு), தமிழ் உரைநடை வரலாறு, அடையாளம் பதிப்பகம். |
| 7 | பேரா. முனைவர் பாக்கியமேரி, (2022, 6-ம் பதிப்பு), வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, நியூசெஞ்சுரி புக் ஹவுஸ்(பி). லிட். |
| 8 | டாக்டர் உதயமூர்த்தி எம். எஸ்.(2016, முதல் பதிப்பு), எண்ணங்கள், வெளியீடு கங்கை புத்தக நிலையம். |
| 9 | புலவர்.பொன்மணிமாறன், (2011, முதல் பதிப்பு) அடோன் தமிழ் இலக்கணத் தொகுப்பு, அருண் பப்ளிஷிங். |
| 10 | குமரன் கோ (2010, முதல் பதிப்பு), தமிழ் இலக்கணம் எளிய அறிமுகம் , சந்தியா பதிப்பகம். |

# Part - I: Language - I: Hindi - II

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25HIN21L | Hindi - II | Language - I | 4 | 3 |

## Course Objectives

The Course intends to cover:

- A basic understanding of contemporary poetry can be gained and the nature of modern poetry can be realized.
- Realizing the nature of drama and its nature and improving the knowledge of reading and understanding the nature of contemporary plays.
- Understands the benefits of correspondence and can enhance the correspondence you need.
- Translation is especially useful for translating from Hindi to English

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Get a basic understanding of renewal poetry and the essence of the poem | K1 |
| CLO2 | It is possible to understand the genre of Drama | K2 |
| CLO3 | Translating skill improved specially from English to Hindi | K2, K3 |
| CLO4 | Knowledge is gained by using phrases and idioms | K3 |
| CLO5 | Learners can express opinion in small sentences | K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse | | |

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Modern Poetry :** Panchvati By Mythli Sharan Gupt | 14 |
| II | **One Act Play:** Ekaniki Piyush<br>1. Owrangjeb ki aakirirath- Ramkumar varma<br>2. Ek din - Lakshminarayan Misra 3. Vapasi - Vishnuprabhakar<br>4. Badsurath rajkumari - Krishnachandra 5. Aakket - Harijeeth | 14 |
| III | **Letter Writing :** (Leave Letter, Job Application, Ordering Books, Letter to Publisher, Personal Letter) | 12 |
| IV | **Conversation:**(Doctor & Patient, Teacher & Student, Storekeeper & Buyer, Two Friends, Booking Clerk & Passenger at Railway Station, Auto rickshaw driver and Passenger)Ref : Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan Vani Prakashan, New Delhi. | 10 |
| V | **Translation:** Hindi-English only Lessons - 1-15 only Anuvadh Abyas -III | 10 |
| | **Total Hours** | **60** |

**Text Book**

| | |
|---|---|
| 1. | Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022), Nouvelle Génération A1, Didier FLE |

**Reference Books**

| | |
|---|---|
| 1. | Kavya Parasar, Dr.Bolanath,(2018) Jawahar Pusthakalay, Sadar Bazaar,Mathura-U.P.281001. |
| 2. | Sone ki Varsha (2020) Dakshin Bharat Hindi Prachar Sabha, Chennai - 600 017 |

# Part - I: Language - I: French - II

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25FRE21L | French - II | Language - I | 4 | 3 |

## Course Objectives

The course intends to

- Understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of concrete needs.
- Recognize key aspects of Francophone cultures such as greetings, etiquette, daily life, and basic geography of French-speaking countries.
- Write short, simple texts such as postcards, emails, or short descriptions about themselves and their immediate environment.
- Construct simple sentences using correct word order and basic vocabulary.
- Develop sensitivity to cross-cultural differences in communication and social practices.
- Read and understand short, simple texts such as personal messages, advertisements, menus, and schedules.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Improve all the four French language skills (speaking, listening, reading, and writing) (Effective communicators) | K1 |
| CLO2 | Comprehend French and other Francophone nations' cultures and civilizations. | K2 |
| CLO3 | Comprehend the fundamentals of language structure, vocabulary, grammar, and phonetics (language skill). | K3 |
| CLO4 | The French DELF-A1 Certification is appreciated. | K3 |
| CLO5 | Developing Communication Skills | K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4**-Analyse | | |

| Unit | Content | No. of Hours |
|---|---|---|
| I | Portraits(pg 50-60) Grammaire: pg(140-144) | 14 |
| II | Communication(pg 61-65) Grammaire: pg(145-146) | 14 |
| III | Temps Libre(pg 66-68) Grammaire: pg(147) | 12 |
| IV | Mots Et Expressions((pg 69-76) Grammaire: pg(148-151) | 10 |
| V | Communication(pg 77-81) Grammaire: pg(152-155) | 10 |
| | **Total Hours** | **60** |

**Text Book**

1. Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022), Nouvelle Génération A1, Didier FLE.

**Reference Book**

1. Nathalie Hirschsprung, Tony Tricot, (2017) Cosmopolite, Hachette.

# Part - I: Language - II: English - II

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Category | Hours /Week | Credits |
|---|---|---|---|---|
| 25ENG22L | English - II | Language - II | 4 | 3 |

## Course Objectives

The course intends to cover

- The literary elements in poetry.
- The critical contemplation and writing in styles of prose texts.
- The modernist techniques and ethics in the narratives of short stories.
- The interpersonal skills essential in the work environment.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Identify the common techniques underlying free verse and traditional forms of poetry for crafting poems. | K1 |
| CLO2 | Understand humour in prose texts psychologically to master the oratory skills. | K2 |
| CLO3 | Employ empathy and morale in diplomatic Day-to-day circumstances. | K3 |
| CLO4 | Strengthen the writing skills for documentation. | K3 |
| CLO5 | Demonstrate flexibility and mobility in the sequel LSRW Skills. | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply | | |

## Part - II: Language - II: English - II

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Poetry**: Motherhood<br>1. My Grand Mother's House - Kamala Das<br>2. Of mother, among others things - A.K Ramanujam<br>3. Night of the Scorpion - Nissim Ezekiel | 12 |
| II | **Prose**: Humour<br>1. With The Photographer - Stephen Leacock<br>2. Travel by Train - J.B.Priestley<br>3. On Forgetting - Robert Lynd | 12 |
| III | **Short Stories:** Integrity<br>1. The taxi driver - K.S. Duggal<br>2. A Retrieved Reformation- O Henry<br>3. Kabuliwala - Rabindranath Tagore | 12 |
| IV | **Language Competency : Vocabulary**<br>1. Homonyms, Homophones, Homographs Portmanteau words<br>2. Verbs and Tenses, Subject Verb Agreement<br>3. Error Correction Vocabulary : Synonyms, Antonyms, Word Formation | 12 |
| V | **English for Communication**<br>1. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks<br>2. Participating in a meeting: face to face and online<br>3. Reading news and weather reports<br>4. Preparing first drafts of short assignments. | 12 |
| | **Total Hours** | **60** |

| **Text Books** | |
|---|---|
| 1. | Ezekiel Nissim, (1989). Collected Poems 1952-1988, Oxford University Press. |
| 2. | Hewings, M., (2000). Advanced English Grammar, Cambridge University Press. |
| **Reference Books** | |
| 1. | Bakshi, S.P. & Sharma, R., (2019). Descriptive English, Arihant Publications (India) Ltd. |
| 2. | Cameron S & Dempsey L., (2019). The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing. |
| 3. | Sherman B., (2014) Skimming and Scanning Techniques, Liberty University Press. |
| **Web Resources (Swayam / NPTEL)** | |
| 1. | https://nptel.ac.in/courses/109103020 |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA23C | Organisational Behaviour | Core - III | 4 | 3 |

## Course Objectives

The Course intends to cover

- The importance and scope of organisational behaviour, perception, motivation techniques, and transactional analysis.
- Morale, Attitude, Group dynamics, counselling and their impact on employee productivity.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand organisational behaviour, individual differences, and behavioural frameworks in IKS. | K1 - K2 |
| CLO2 | Understand perception and motivation with mindfulness and modern techniques. | K1 - K2 |
| CLO3 | Analyse job satisfaction, morale, and employee attitude affecting productivity. | K1 - K4 |
| CLO4 | Understand group dynamics, conflict resolution, and supervisory styles. | K1 - K2 |
| CLO5 | Comprehend leadership and counseling concepts for organisational effectiveness. | K1 - K2 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse | | |

## CLO - PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 3 | 1 | 1 | 1 | 1 |
| CLO2 | 2 | 2 | 1 | 1 | 1 |
| CLO3 | 2 | 2 | 1 | 1 | - |
| CLO4 | 2 | 2 | 1 | 1 | - |
| CLO5 | 2 | 3 | 1 | 1 | 1 |
| **3** - Substantial (High) | | **2** - Moderate (Medium) | | **1** - Slight (Low) | |

# Core - III: Organisational Behaviour

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Organisational Behaviour:** Introduction, importance, and scope of organisational behaviour - Individual differences - **IKS** insights on behavioural framework. **Intelligence tests**: Measurement of intelligence, types and applications - AI based adaptive IQ tests. **Personality tests:** Nature, types and uses**.** | 13 |
| II | **Perception**: Perceptual process - Factors affecting perception. **IKS:** Mindfulness and perception training in Indian tradition - influence of meditation on clarity. **Motivation**: Financial and non-financial motivation - Techniques of motivation - Theories of Motivation (Vroom's Expectancy Theory, Mc Clelland's Theory) - Transactional Analysis - Brainstorming. | 13 |
| III | **Job Satisfaction:** Meaning - Factors, Morale - Importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - Job enlargement. | 10 |
| IV | **Group Dynamics:** Meaning - importance. **Hawthorne Experiment:** Process - importance - Cohesiveness. **Conflict:** Types of Conflict - Resolution of conflict - Sociometry - Group norms - Supervision - Training for supervisors. | 12 |
| V | **Leadership:** Styles - Types - Theories (Trait, Managerial Grid, Fiedler's contingency). **Counseling:** Meaning - Importance of counselor - Types of counseling - Merits of counseling. **AI in Counselling:** AI based employee wellness chatbots and mental health platforms. | 12 |
| | **Total Hours** | **60** |

| **Text Books** | |
|---|---|
| 1 | L.M.Prasad (2024), Organisational Behaviour, 6th Revised ed., Sultan Chand and Sons. |
| 2 | S.S.Khanka (2020), Organisational Behaviour (Text and Cases), 4th ed., S. Chand. |
| 3 | D.Prabha, K.Vishnupriya, P.Manonmani & S.Vaishnavi (2023), Organizational Behaviour, REST Publishers. |
| **Reference Books** | |
| 1 | Ben Eubanks (2022), Artificial Intelligence for HR: Use AI to Support and Develop a Successful Workforce, 2nd edition, Kogan Page. |
| 2 | R. M. Matthijs Cornelissen, Girishwar Misra, Suneet Varma (2013), Foundations and Applications of Indian Psychology, Pearson India. |
| 3 | Fred Luthans, Brett C. Luthans, Kyle W. Luthans (2020), Organisational Behaviour: An Evidence Based Approach, 14th edition, Information Age Publishing. |
| 4 | C.B.Gupta (2020), A Textbook of Organisational Behaviour, S.Chand and Company Limited. |
| **Web Resources (Swayam/NPTEL)** | |
| 1 | https://onlinecourses.swayam2.ac.in/cec24_mg01/preview |
| 2 | https://onlinecourses.swayam2.ac.in/imb24_mg48/preview |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA24C | Accounting for Managers - I | Core - IV | 6 | 4 |

## Course Objectives

The Course intends to cover:

- Accounting fundamentals and principles in financial recording and reporting.
- Preparation of bank reconciliation statements and methods of depreciation.
- Preparation of final accounts, with adjustment entries for trading and non-trading concerns.

## Course Learning Outcome

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Remember fundamental accounting concepts, principles, and procedures to record financial transactions. | K1 |
| CLO2 | Understand double entry accounting, practical bookkeeping methods, error identification and rectification. | K1 - K2 |
| CLO3 | Prepare final accounts, including trading, profit and loss account, balance sheet, with adjustment entries, to present financial data effectively. | K1 - K3 |
| CLO4 | Analyse bank reconciliation statement and depreciation methods for precise financial management. | K1 - K4 |
| CLO5 | Prepare final accounts of non-trading concerns, including income and expenditure statement, payments, and receipts. | K1 - K3 |
| **K1 -** Remember; **K2 -** Understand; **K3 -** Apply; **K4 -** Analyse | | |

## CLO-PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 3 | 1 | - | 1 | 2 |
| CLO2 | 1 | 1 | - | 1 | 2 |
| CLO3 | 2 | 2 | 2 | 1 | 2 |
| CLO4 | 1 | 2 | 2 | 1 | 2 |
| CLO5 | 2 | 2 | 2 | 1 | 2 |
| **3** - Substantial (High) | | **2** - Moderate (Medium) | | **1** - Slight (Low) | |

# Core - IV: Accounting for Managers - I

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Accounting:** Objectives, Scope, Principles, Branches of accounting, Uses & Limitations, Concepts & Conventions. **Accounting equations**: Meaning, components of accounting, effects of transactions. **Basic Accounting Procedure**: Journal entry, rules of debit & credit, methods - Double entry system - its advantages. **Ledger**: Meaning, utility, posting entries. (Theory 40 % and Problem 60%). | 20 |
| II | **Bookkeeping:** Subsidiary books - Cashbook - types of cash book - Single column, double column and Triple column. Trial Balance - Objectives, preparation. **Suspense Accounting:** Meaning, utility & preparation. **Accounting Errors:** Meaning and Types of errors, Rectification of errors. (Theory 20 % and Problem 80 %). | 20 |
| III | **Final Accounts:** Meaning, need & objectives, types - Manufacturing Account - Trading Account - Profit & Loss Account - Balance Sheet - Problems with Adjustments. (Only Problem). | 18 |
| IV | **Bank Reconciliation Statement (BRS):** Meaning, causes of differences, need & importance, preparation & presentation of BRS. **Depreciation:** Meaning, Methods of charging depreciation (Straight line, Written down value, Depletion and Annuity method). (Only Problem). | 17 |
| V | **Accounting for Non-trading concerns:** Characteristics of Non-trading concerns - Differences between Trading and Non-trading Institutions - Income & Expenditure Account - Receipts & Payments Account and Balance Sheet. (Theory 20 % and Problem 80%). | 15 |
| | **Total Hours** | **90** |

| **Text Books** | |
|---|---|
| 1 | T.S.Reddy & A.Murthy (2024), Financial Accounting. Margham Publications. |
| 2 | S.P.Jain (2024), Advanced Accountancy, Kalyani Publishers. |
| **Reference Books** | |
| 1 | R.L.Gupta & V.K.Gupta (2021), Financial Accounting,Sultan Chand & Sons. |
| 2 | S.N.Maheshwari (2022), Financial Accounting (12th ed.), Vikas Publishing House. |
| 3 | M.C.Shukla, S.C.Gupta & T.S.Grewal (2019), Financial Accounting, S. Chand Publishing. |
| **Web Resources (Swayam/NPTEL)** | |
| 1 | https://swayam.gov.in/nd2_cec20_mg23/preview |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA25P | Social Media Marketing Lab | Core Lab - II | 4 | 2 |

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Introduction to Social Media Marketing:** Overview of Facebook, Instagram, LinkedIn and YouTube - Choosing platforms based on Buyer persona - Social Media Optimization vs. Social Media Marketing - Latest platform trends (Reels, Shorts, Stories, Live).<br>**Exercises:**<br>1. Identify buyer persona for a given brand and recommend the top 2 - 3 platforms with justification.<br>2. Prepare a platform comparison table (audience demographics, content formats, strengths).<br>3. Create a Canva poster on 5 latest trends for Facebook, Instagram, LinkedIn, and YouTube. | 12 |
| II | **Setting Up and Optimising Business Profiles:** Facebook Business page setup & Optimisation - Instagram Business profile setup - LinkedIn company page setup - YouTube channel setup - Branding profiles (Profile Picture, Cover Image, Bio, Call To Action (CTA) Buttons).<br>**Exercises:**<br>4. Create and optimise a business profile/page for Facebook and Instagram.<br>5. Design branded profile and cover images for all 4 platforms using Canva.<br>6. Prepare a profile optimisation checklist for each platform. | 14 |
| III | **Content creation for Social media:** Content types for Facebook, Instagram, LinkedIn, and YouTube - Caption writing & hashtags - visual design guidelines - Canva for creatives - Basics of video creation for reels, shorts, and LinkedIn videos.<br>**Exercises:**<br>7. Create 3 post types (static, reel/short, story) for one brand.<br>8. Write engaging captions with platform-specific hashtags.<br>9. Prepare a mini visual brand kit for your mock brand. | 12 |
| IV | **Advertising on Social Media:** Introduction to Meta Ads manager - Facebook & Instagram Ad types (Reach, Engagement, Lead Generation, Traffic) - Audience targeting basics - Ad budgeting - Basics of LinkedIn Ads and YouTube Ads.<br>**Exercises:**<br>10. Create an Ad campaign plan for Facebook or Instagram (objective, audience, budget, creative).<br>11. Design an Ad creative (image or short video).<br>12. Compare Facebook Ad vs. Instagram Ad performance insights. | 12 |

| Unit | Content | No. of Hours |
|---|---|---|
| V | **Measuring Social Media Performance** - Key metrics for Facebook, Instagram, LinkedIn, and YouTube - using platform insights - creating social media performance reports - Suggesting improvements.<br>**Exercises:**<br>13. Select a brand's account and gather data for its last 10 posts/videos.<br>14. Create a performance dashboard in Spreadsheet/Google Sheets with charts.<br>15. Suggest 3 improvement strategies for the selected brand. | 10 |
| | **Total Hours** | **60** |
| **Text Book** | | |
| 1 | Tracy L. Tuten, Michael R. Solomon (2020), Social Media Marketing, 4th Edition, Sage Publications. | |
| **Reference Books** | | |
| 1 | Jason McDonald (2023), Social Media Marketing Workbook, 10th Edition, CreateSpace<br>Independent Publishing. | |
| 2 | Andrew Macarthy (2021), 500 Social Media Marketing Tips, CreateSpace Independent Publishing. | |
| **Web Resources** | | |
| 1 | https://www.coursera.org/programs/kgisl-faculty-learning-program-s1jux/professional-certificates/facebook-social-media-marketing?source=search | |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA26A | Economics for Executives | Allied - II | 4 | 3 |

## Course Objectives

This course intends to cover

- Nature and Scope of Economics, demand and supply analysis, Break-even analysis, cost-revenue curves, and production functions to make informed business decisions.
- Market classification, business cycle, inflation, deflation and measures to control them.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand business objectives, apply demand and supply analysis concepts, to interpret buying behavior and forecast market trends. | K2 |
| CLO2 | Understand cost-revenue, production function and break-even analysis to optimise resource allocation. | K2 |
| CLO3 | Analyse market structures and its impact on pricing and output decisions. | K4 |
| CLO4 | Understand the concept of money, National income and business cycle. | K2 |
| CLO5 | Gain insights into inflation, business cycles, and deflation and measures to control them. | K2 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse | | |

## CLO-PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 3 | 2 | 1 | 1 | 2 |
| CLO2 | 2 | 2 | 1 | 1 | 1 |
| CLO3 | 1 | 2 | 1 | 1 | 1 |
| CLO4 | 1 | 1 | 1 | 1 | 1 |
| CLO5 | 1 | 1 | 1 | 1 | 1 |
| **3** - Substantial (High) | | **2** - Moderate (Medium) | | **1** - Slight (Low) | |

# Allied - II: Economics for Executives

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Business Economics:** Nature, scope, and objectives. Firm - objectives - Demand and Supply analysis - Law of Demand - Elasticity of demand - Types, Determinants, methods of Measurement (Percentage method, Arc method and Point method) - Law of Supply. | 14 |
| II | **Production function:** Factors of production - Short run and Long run production function - Isoquants - types and properties. **Cost and Revenue:** Concepts and Cost analysis - Revenue analysis - Break Even analysis. **IKS:** Traditional costing practices in community-based production. | 13 |
| III | **Market Structure:** Perfect Competition, Monopoly, Monopolistic Competition - Duopoly, Oligopoly - Features, Price determination, Price Discrimination. **IKS:** Traditional Indian Market Practices | 11 |
| IV | **National income:** Concepts and Measurement. Circular flow of income in four sector model. **Business Cycle:** Features - Phases - causes - effects - control of business cycle. **Money:** Definition, Kinds and Functions. | 10 |
| V | **Inflation:** Characteristics - Types of Inflation - Causes and Effects of inflation - Measures to control inflation. **Monetary Policy:** Meaning-Objectives - Instruments. **Fiscal Policy:** Meaning - Objectives - Instruments. Monetary Policy and Fiscal Policy mix to control inflation. **Deflation:** Meaning - Causes and Effects of Deflation. | 12 |
| | **Total Hours** | **60** |

| **Text Books** | |
|---|---|
| 1 | S.Sankaran (2023), Managerial Economics (5th ed.), Margham Publications. |
| 2 | R.L.Varshney & K.L.Maheshwari (2023), Managerial Economics (20th ed.), Sultan Chand & Sons. |
| **Reference Books** | |
| 1 | M.L.Jhingan & J.K.Stephen (2020), Managerial Economics (2nd ed.), Vrinda Publications. |
| 2 | Ratan Lal Basu, Raj Kumar Sen (2008), Ancient Indian Economic Thought Relevance for Today, Rawat Publications. |
| **Web Resources (Swayam/NPTEL)** | |
| 1 | https://onlinecourses.nptel.ac.in/noc23_ec06/preview |
| 2 | https://onlinecourses.nptel.ac.in/noc22_mg43/preview |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25HUM2FC | Human Rights | FC - II | 2 | 2 |

| Unit | Content |
|---|---|
| I | **Concept of Human Values, Value Education Towards Personal Development**<br>Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education.<br>**Personal Development :**<br>Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, co-workers. Character Formation<br>**Towards Positive Personality:**<br>Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision. |
| II | **Value Education Towards National and Global Development**<br>**National and International Values:**<br>Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity.<br>Social Values - Pity and probity, self-control, universal brotherhood.<br>Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith.<br>Religious Values - Tolerance, wisdom, character.<br>Aesthetic values - Love and appreciation of literature and fine arts and respect for the same.<br>National Integration and international understanding. |
| III | **Impact of Global Development on Ethics and Values**<br>Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts.Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance. |
| IV | **Therapeutic Measures**<br>Control of the mind through<br>a. Simplified physical exercise<br>b. Meditation - Objectives, types, effect on body, mind and soul<br>c. Yoga - Objectives, Types, Asanas<br>d. Activities:<br>(i) Moralisation of Desires<br>(ii) Neutralisation of Anger<br>(iii)Eradication of Worries<br>(iv)Benefits of Blessings |

| Unit | Content | |
|---|---|---|
| V | **Human Rights**<br>1. Concept of Human Rights - Indian and International Perspectives<br>a. Evolution of Human Rights<br>b. Definitions under Indian and International documents<br>2. Broad classification of Human Rights and Relevant Constitutional Provisions.<br>a. Right to Life, Liberty and Dignity<br>b. Right to Equality<br>c. Right against Exploitation<br>d. Cultural and Educational Rights<br>e. Economic Rights<br>f. Political Rights<br>g. Social Rights<br>3. Human Rights of Women and Children<br>a. Social Practice and Constitutional Safeguards<br>(i) Female Feticide and Infanticide<br>(ii) Physical assault and harassment<br>(iii) Domestic violence<br>(iv) Conditions of Working Women<br>4. Institutions for Implementation<br>a. Human Rights Commission<br>b. Judiciary<br>5. Violations and Redressal<br>a. Violation by State<br>b. Violation by Individuals<br>c. Nuclear Weapons and terrorism<br>d. Safeguards. | |
| | **Total Hours** | **30** |
| **Web Resources** | | |
| 1. | https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf | |

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25DIM2FC | Disaster Management | FC - II | 2 | 2 |

| Unit | Content |
|---|---|
| I | **Unit I: Introduction to Disasters**<br>1.1. Definition of Concepts<br>1.2. Difference between hazards and vulnerability<br>1.3. Types of Disasters<br>1.4. Natural Disasters<br>1.5. Human - Made Disasters |
| II | **Unit II: Disasters Management**<br>2.1. Disaster Management<br>2.2. Disaster Management Cycle<br>2.3. Key Phases of Disaster Management<br>2.4. Disaster and Development<br>2.5. Disaster Impacts on Differential Groups |
| III | **Unit III: Vulnerability Assessment and Reduction**<br>3.1. Vulnerability<br>3.2. Vulnerability Assessment<br>3.3. Early Warning System<br>3.4. Factors Contributing to Vulnerability<br>3.5. Vulnerability Reduction<br>3.6. Impact of Development Projects such as Dams, Embankments, Changes in Land-use etc.<br>3.7. Climate Change Adaptation |
| IV | **Unit IV: Disaster Risk Reduction**<br>4.1. Disaster Risk Reduction (DRR),<br>4.2. Knowledge Management in Disaster Risk Reduction<br>4.3. The Knowledge Management Cycle<br>4.4. Role of Information and Knowledge in Disaster Risk Reduction<br>4.5. Indigenous Knowledge and Disaster Risk Reduction<br>4.6. Indigenous Knowledge and Early Warning Indicators<br>4.7. Indigenous Knowledge and Coping Strategies<br>4.8. Sendai Framework for Disaster Risk Reduction<br>4.9. Intergovernmental Panel on Climate Change (IPCC)<br>4.10. IPCC Scenario in the Context of India |
| V | **Unit V: Institutional Framework for Disaster Management**<br>5.1. National Policy on Disaster Management 2009<br>5.2. The National Disaster Management Authority (NDMA)<br>5.3. State Disaster Management Authority (SDMA)<br>5.4. District Disaster Management Authorities (DDMAs)<br>5.5. Community-Based Disaster Management (CBDM)<br>5.6. NGOs and Disaster Management<br>5.7. Other Related Policies, Plans, Programmes and Legislation |
| | **Total Hours** **30** |

| Reference Resources | |
|---|---|
| 1. | Agrawal A. (1995), Dismantling the divide between Indigenous Knowledge and Scientific Knowledge. Development Change 26: 413 - 439. |
| 2. | Mrinalini Pandey (2014), Text Book of Disaster Management, Wiley India Pvt Ltd. |
| 3. | Pradeep K Goyal,Anil K Gupta, Disaster Management, All India Council for Technical Education Nelson Mandela Marg, Vasant Kunj, New Delhi, 110070 |
| 4. | Sharma S.C (2020), Disaster Management (1st ed.), Khanna Book Publishing Co. (P) Ltd, New Delhi. |
| 5. | Srivastava A.K (2021), Text Book of Disaster Management, Scientific Publishers, Jodhpur. |
| 6. | Subramanian, (2018), Disaster Management, Vikas Publishing House, Noida. |
| 7. | Tushar Bhattacharya (2015), Text Book of Disaster Science and Management, McGraw Hill Education. |
| 8. | United Nation (2015), Sendai Framework for Disaster Risk Reduction. 2015 - 2030. Geneva: UNISDR |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25IDT2AE | Innovation and Design Thinking | AECC - II | 2 | 2 |

## Course Objectives

The Course intends to cover

- The principles and practices of innovation and design thinking.
- Creative problem-solving skills, and impactful solutions across diverse contexts.
- The user-centered research techniques, and practical tools to generate, prototype.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the design thinking methodology for solving real-world problems. | K2 |
| CLO2 | Generate, prototype, and test innovative ideas. | K3 |
| CLO3 | Frame human-centered solutions and present them effectively. | K3 |
| CLO4 | Enhance their confidence in collaborative approaches to problem solving. | K3 |
| CLO5 | Integrate innovation strategies into business, social, and creative contexts to drive sustainable impact. | K4 |
| **K2** - Understand; **K3** - Apply ; **K4** - Evaluate | | |

# Ability Enhancement Compulsory Course (AECC) - II: Innovation and Design Thinking

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Principles of Design Thinking:** Usability, Human-centeredness, Empathy, Iteration.<br>**Types of Innovation:** Product, Process, Business Model, Social Innovation. | 6 |
| II | **Empathy & Defining The Problem:** Understanding users - observation - ethnographic research - interviews - Empathy maps and personas - Identifying user pain points - Problem framing vs. problem solving. | 6 |
| III | **Ideation & Creativity Tools:** Divergent vs. Convergent Thinking - Brainstorming and mind mapping techniques - SCAMPER. Idea selection and prioritization frameworks. | 6 |
| IV | **Prototyping & Experimentation:** Low-fidelity vs. High-fidelity prototyping - Storyboarding, sketching, mock-ups, and role-playing - Rapid prototyping with simple materials. | 6 |
| V | **Testing & Feedback:** Testing prototypes with users - Iteration and learning from feedback.<br>**Innovation Strategy & Implementation:**<br>Scaling ideas into innovations - Measuring innovation impact - Barriers - Design Thinking for social change and sustainability. | 6 |
| | **Total Hours** | **30** |

| **Text Books** | |
|---|---|
| 1 | Kelley, T., & Kelley, D. (2013). Creative confidence: Unleashing the Creative Potential within us all. Crown Business. |
| 2 | Dan Saffer, Designing for Interaction, New Riders Publications, 2010. |
| **Reference Books** | |
| 1 | Plattner, H., Meinel, C., & Leifer, L. (Eds.). (2018). Design Thinking Research: Making Distinctions: Collaboration versus Cooperation. Springer. |
| 2 | Liedtka, J., & Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool kit for Managers. Columbia University Press. |
| 3 | Martin, R. (2009). The Design of Business: Why Design Thinking is the Next Competitive Advantage. Harvard Business Press. |
| **Web Resources (Swayam / NPTEL)** | |
| 1 | https://onlinecourses.nptel.ac.in/noc22_mg32/preview |
| 2 | https://onlinecourses.swayam2.ac.in/imb23_mg65/preview |
| 3 | https://onlinecourses.nptel.ac.in/noc20_hs08/preview |

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25IPR2AE | Intellectual Property Rights | AECC - II | 2 | 2 |

## Course Objectives

This course intends to cover

- Identify the objectives, forms, duration, and scope of protection for different types of intellectual property.
- Understand the global IP framework and India's compliance challenges.
- Recognize the role of IP as a policy tool for national, economic, social, and cultural growth.
- Gain knowledge of substantive laws and procedural mechanisms of IP in India.
- Analyze recent national and global trends in intellectual property rights.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the core principles of intellectual property protection. | K1, K2 |
| CLO2 | Identify the key concepts and principles of trademarks. | K2 |
| CLO3 | Comprehend the legal implications and rights under copyright law. | K3 |
| CLO4 | Understand the legal consequences of patents and trade secrets. | K2 |
| CLO5 | Comprehend IP rights for plant varieties and farmers, along with their legal and social aspects. | K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze | | |

# Ability Enhancement Compulsory Course (AECC) - II: Intellectual Property Rights

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Introduction to Intellectual Property:** Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights. | 6 |
| II | **Trade Marks:** Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting, and evaluating trade mark, trade mark registration processes. | 6 |
| III | **Law of Copy Rights:** Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law**.** | 6 |
| IV | **Law of Patents, Trade Secrets:** Foundation of patent law, patent searching process, ownership rights and transfer. Trade Secrets: Trade secrete law, determination of trade secrete status, liability for misappropriations of trade secrets, protection for submission, trade secrete litigation. | 6 |
| V | **Protection of Plant Varieties and Farmers' Rights:** Introduction - Meaning and Definition - Registrable Varieties of Plants - Procedure for Registration - Plant Varieties Protection. | 6 |
| | **Total Hours** | **30** |

| **Text Books** | |
|---|---|
| 1 | V K Ahuja - Law Relating To Intellectual Property Rights - Lexis Nexis; Third edition , 2017. |
| 2 | Elizabeth Verkey - Intellectual Property Law and Practice - Eastern Book Company - 2018. |
| 3 | S R Myneni - Law of Intellectual Property - Asia Law House - 2021. |
| **Reference Books** | |
| 1 | B.L. Wadehra - Law Relating To Intellectual Property - Universal Law Publishing House, New Delhi , 2011. |
| 2 | Avtar Singh - Intellectual Property Law - Eastern Book Company - 2015. |
| **Web Resources (Swayam/NPTEL)** | |
| 1 | https://onlinecourses.nptel.ac.in/noc22_hs59/preview |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25END2AE | Entrepreneurship Development | AECC - II | 2 | 2 |

## Course Objectives

This course intends to cover

- Basics of starting and managing entrepreneurial ventures.
- Tools for planning, funding, and entrepreneurial growth.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the concept of entrepreneurship. | K2 |
| CLO2 | Gain knowledge on entrepreneurial motivation | K2 |
| CLO3 | Apply business idea evaluation | K3 |
| CLO4 | Create systematic Business plan | K3 |
| CLO5 | Analyse business finance and support | K4 |
| **K1 -** Remember; **K2 -** Understand; **K3 -** Apply; **K4** - Analyse | | |

## Ability Enhancement Compulsory Course - II: Entrepreneurship Development

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Entrepreneurship:** Meaning of Entrepreneurship - Characteristics, Functions and Types of entrepreneurs - Intrapreneur vs. Entrepreneur - Need for Entrepreneurship in economic development - Contribution to GDP, Employment, Innovation. | 5 |
| II | **Entrepreneurial Motivation:** Meaning - Need for Achievement Theory - Risk-taking Behaviour - Innovation and Entrepreneur - Economic & non-economic factors affecting entrepreneurial growth. | 5 |
| III | **Business Ideas:** Sources of Business Ideas & Opportunity Identification - Idea generation techniques (Brainstorming, Design Thinking). Business incubation - Technical Assistance for small business - Preparation of Feasibility Reports, Legal Formalities and Documentation | 7 |
| IV | **Business Plan:** Meaning and importance of Business Plan - Structure and components - Market Study. | 7 |
| V | **Entrepreneurial finance:** Sources of finance (Bank, Angel investors, Venture Capital, Crowdfunding, Mudra Loans) - Institutional support to entrepreneurs (DIC, KVIC, EDII and MSME). | 6 |
| | **Total Hours** | **30** |
| **Text Books** | | |
| 1 | C.B. Gupta and N.P. Srinivasan (2020), Entrepreneurship Development, Sultan Chand and Sons. | |
| 2 | Dr. Vasant Desai and Dr. Kulveer Kaur (2021), Entrepreneurship Development and Management, Himalaya Publications. | |
| **Reference Books** | | |
| 1 | Dr. Jayashree Suresh (2021), Entrepreneurial Development, Margham Publications | |
| 2 | S S Khanka (2020), Entrepreneurial Development, Sultan Chand and Sons, New Delhi. | |
| **Web Resources (Swayam/NPTEL)** | | |
| 1 | https://onlinecourses.nptel.ac.in/noc25_mg95/preview | |

## Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

| Max Marks | Marks for | | Components for CIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 100 | CIA | ESE | CIA | | Model | | Attendance | Active Engagement | Total |
| | 25 | 75 | Actual | Weightage | Actual | Weightage | 5 | 5 | 25 |
| | | | 50 | **5** | 75 | **10** | | | |

## Question Paper Pattern

| Component | Duration in Hours | Section A | | | Section B | | | Section C | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Type of Question | No. of Questions | Marks | Type of Question | No. of Questions | Marks | Type of Question | No. of Questions | Marks | |
| CIA | 2 | MCQ | 8 | 8x1=8 | Either or | 3 | 3x6=18 | Either or | 3 | 3x8=24 | 50 |
| Model Exam / **ESE** | 3 | MCQ | 10 | 10x1=10 | Either or | 5 | 5x5=25 | Either or | 5 | 5x8=40 | 75 |

## Components for Internal Assessment and Distribution of Marks for CIA (Lab)

| Max Marks | Marks for | | Components for CIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | CIA | ESE | Test | | Model | | Experiments / Programs | Observation | Total |
| 100 | 40 | 60 | Actual | Weightage | Actual | Weightage | Marks | 5 | 40 |
| | | | 50 | **10** | 60 | **15** | **10** | | |

## Examination Pattern

| Component | Duration in Hours | Marks | | | Total Marks |
|---|---|---|---|---|---|
| | | Practical Exam | Record | Weightage | |
| Test | 2 | 50 | - | **10** | 50 |
| Model | 3 | 60 | - | **15** | 60 |
| Experiments | - | - | - | **10** | 10 |
| Observation | - | - | - | **05** | 05 |
| **Total Marks - CIA** | | | | **40** | **40** |
| **ESE** | 3 | 50 | 10 | - | **60** |

## Components for Internal Assessment and Distribution of Marks for CIA (Foundation Course -Theory)

| Max Marks | Marks for | | Components for CIA | | | | |
|---|---|---|---|---|---|---|---|
| 50 | CIA | ESE | CIA | | Model | | Total |
| | 50 | - | Actual | Weightage | Actual | Weightage | |
| | | | 50 | **25** | 50 | **25** | **50** |

## Question Paper Pattern

| Duration in Hours | Mode of Exam | Type of Questions | No. of Questions | Marks |
|---|---|---|---|---|
| 2 | Offline | Open Choice | 5 (Out of 8) | 5 x 10=50 |

## Components for and Distribution of Marks for ESE (Theory) Ability Enhancement Compulsory Courses (AECC) & Question Paper Pattern

| Duration in Hours | Mode of Exam | Type of Questions | No. of Questions | Marks |
|---|---|---|---|---|
| 2 | Online | MCQ | 50 | 50x1=50 |



# Semester 3

| Semester - 3 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in Hours** | **Maximum Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| 25TAM31L | I | Language - I | Tamil - III | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HIN31L | | | Hindi - III | | | | | | |
| 25MAL31L | | | Malayalam - III | | | | | | |
| 25FRE31L | | | French - III | | | | | | |
| 25ENG32L | II | Language - II | English - III | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA33C | III | Core - V | Management Information System | 6 | 3 | 25 | 75 | 100 | 4 |
| 25BBA34C | III | Core - VI | Operations and Materials Management | 6 | 3 | 25 | 75 | 100 | 4 |
| 25BBA35P | III | Core Lab - III | Web Design and SEO Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| 25BBA36A | III | Allied - III | Quantitative Techniques for Management | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA37P | III | SEC Lab - I | Banking Procedures Lab | 2 | 3 | 40 | 60 | 100 | 2 |
| 25BAT3FC/ | IV | FC - III | Basic Tamil / | - | 2 | 50 | - | 50 | 2 |
| 25ADT3FC/ | | | Advanced Tamil | | | | | | |
| 25IKS3FC | | | Indian Knowledge Systems (IKS)* | | | | | | |
| 25MOO3AE | IV | AECC - III | Online Course - MOOC | - | - | 50 | - | 50 | 2 |
| | | | **Total** | **30** | | | | **800** | **25** |

# Part - I : Language - I: Tamil - III

**(All the Undergraduate Programmes)**

## பயன்பாட்டுத் தமிழ்

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25TAM31L | Tamil - III | Language - I | 4 | 3 |

## Course Objectives

The Course intends to cover

- தமிழரின் பிற துறை சார்ந்த சிந்தனைகளைக் கற்பித்தல்.
- இன்றைய அறிவியல் வளர்ச்சி மற்றும் கணினியின் பயன்பாட்டுத் தேவையை உணர்த்துதல்
- இயற்கை பாதுகாப்பு குறித்த விழிப்புணர்வை வளர்த்தல்

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | வணிகத் தமிழ் - கணினித் தமிழின் நுட்பங்கள் மற்றும் பயன்பாடுகளை அறிந்து பின்பற்றுவர் | K1, K2 |
| CLO2 | ஊடகம் மற்றும் உளவியல் தன்மை குறித்த சிந்தனைகளை வளர்த்துக் கொள்வர் | K2 |
| CLO3 | சுற்றுலா - சுற்றுச்சூழலியல் தேவை மற்றும் மீட்டுருவாக்கம் குறித்து உணர்த்து செயல்படுதல் | K3 |
| CLO4 | மேலாண்மை பற்றி அறிதல் மற்றும் சுயக்கற்றல் திறனை வளர்த்துக் கொள்ளுதல் | K1, K3 |
| CLO5 | பன்முக ஆளுமைகள் குறித்து அறிந்து தனித்திறன்களை உருவாக்கிக் கொள்வர். | K2, K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply | | |

# Part - I: Language – I: Tamil - III

## பயன்பாட்டுத் தமிழ்

| Unit | Content | No. of Hours |
|---|---|---|
| I | **வணிகம் மற்றும் கணினித் தமிழ்**<br>தமிழரின் வணிகம் - வணிகக் கடிதங்கள் - உலகமயமாக்கல் - செயற்கை நுண்ணறிவு கற்றல் - இணைய நூலகம் - இணையத் தமிழ் பயன்பாடு | 12 |
| II | **ஊடகம் மற்றும் உளவியல் தமிழ்**<br>ஊடகத்தின் இன்றியமையாமை - நிகழ்வுகளைச் செய்திகளாக வடிவமைத்தல் - ஊடகத் துறையில் மொழியின் பங்கு - உளவியல் வரையறை - உளவியல் பிரிவுகள் - வகுப்பறை உளவியல் (ஆசிரியர், மாணவர்) | 12 |
| III | **சுற்றுச்சூழலியல் மற்றும் சுற்றுலாவியல்**<br>தமிழரின் சூழலியல் அறிவு - சுற்றுச்சூழல் மாசுபாடு - சுற்றுச்சூழல் பாதுகாப்பு - சுற்றுலா வகைகள் - உலகப் புகழ்பெற்ற சுற்றுலாத் தலங்கள் - சுற்றுலா வளர்ச்சி மற்றும் பயன்கள் | 12 |
| IV | **மேலாண்மைத் தமிழ் மற்றும் மொழிப்பயிற்சி**<br>மேலாண்மையும் அணுகுமுறைகளும் - மேலாண்மை செயல்பாடுகள் மற்றும் வகைகள் - வகுப்பறை மேலாண்மை - நேர்காணல் - நூல் திறனாய்வு மற்றும் மதிப்பீடு - படிவங்கள் பூர்த்தி செய்தல் மற்றும் விண்ணப்பங்கள் | 12 |
| V | **பன்முக ஆளுமைகள்**<br>ஜி.டி.நாயுடு(அறிவியல்) - பத்மஶ்ரீ டாக்டர் பக்தவத்சலம்(மருத்துவம்) - நா மகாலிங்கம்(தொழில்) - மயில்சாமி அண்ணாதுரை(விஞ்ஞானம்) - என் ஜி ராமசாமி(சமூகம்) - நம்மாழ்வார்(விவசாயம்) | 12 |
| | **Total Hours** | **60** |

| Reference Books | |
|---|---|
| 1 | சுந்தரம்.இல, (2022) கணினித் தமிழ், விகடன் பிரசுரம் |
| 2 | மணியரசன்.துரை, (2019), இணையமும் இனியத் தமிழும், இசை பதிப்பகம் |
| 3 | பொன்னவைக்கோ.மு, (2015) இணையத் தமிழ் வரலாறு, பாரதிதாசன் பல்கலைக் கழகம். |
| 4 | தங்கமணி இரா.ம, (2018) சுற்றுலாவியல், கொங்கு பதிப்பகம் |
| 5 | இலக்கியா க.வி, நந்தினி சா.சு,(2022), விடியல் பதிப்பகம் |
| 6 | சின்னத்தம்பி முருகேசன்.பொன்(2016) சுற்றுச் சூழலியல்(உலகம் தழுவிய வரலாறு), எதிர் வெளியீடு |
| 7 | இறையன்பு.வெ (2018) இலக்கியத்தில் மேலாண்மை, நியூ செஞ்சுரி புக் ஹவுஸ் |
| 8 | ஸ்ரீனிவாசன்.வி, (2009), திருக்குறளில் மேலாண்மை, விகடன் பிரசுரம் |
| 9 | பட்டனத்தி மைந்தன், (2018), ஜி.டி நாயுடு, ராமையா பதிப்பகம் |
| 10 | டாக்டர் பக்தவத்சலம்.ஜி (2009) இதயம் ஒரு கோவில், விஜயா பதிப்பகம் |

# Part - I: Language - I: Hindi - III

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25HIN31L | Hindi - III | Language - I | 4 | 3 |

## Course Objectives

The Course intends to

- Have knowledge of the contents of primitive poetry.
- Learn about contemporary poetry and its techniques.
- Interest in reading poetry and the ability to express social thoughts
- Understand the basics of Hindi literature properly.
- Provide knowledge of the elements of poetry and subtle translation will improve.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Get a basic knowledge of the history of Hindi literature. | K1 |
| CLO2 | Enhances the art and taste of Hindi literary works | K2 |
| CLO3 | Literary genres can be learned | K3 |
| CLO4 | Create an interest to read and enjoy Hindi poetry | K4 |
| CLO5 | Get the basic Knowledge of poetry techniques like Anlankar. | K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply;**K4** - Analyze | | |

# Part - I: Language - I - Hindi - III

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Poetry:Kavya Tharang - by Dr. Niranjan**<br>**Pracheen Kavitha**<br>1. Mahatma kabeer - sakhi & padh (2)<br>2. Goswamy tulsidas - pad(4)<br>3. Mahatma soordas- pad(3)<br>4. Kavivar rahim - dohe(6) | 12 |
| II | **Modern Poetry : Kavya Tharang- by Dr. Niranjan**<br>1. Nirjar - Mythili sharan gupth<br>2. Parichay - Ramdhari singh Dinkar<br>3. Prethibimb - Sumithra nandan Panth<br>4. Kavi kaha ththa - Sooryakanth Tripati Nirala<br>5. Kah de mam Kya ab dekoon - Mahadevi varma<br>6. Kanu ke prathi - Darmveer Bharathi<br>7. Loha ka swad - Dhumil<br>8. Bhanth Kidikkiyon ki Takrahat - Gorakh pande | 12 |
| III | **History of Hindi Literature :(Tippaniyan)**<br>1. Bhakthi kal ka samanya parichaya<br>(Kabeer, Jaysi, Soor, Thulsi, Meera, Raskhan, Rahim) | 12 |
| IV | **Ras Chad & Alankar:**<br>1. Srungar & veer Ras<br>2. Anupras & Upama<br>3. Dhoha & Rola | 12 |
| V | **Translation : English-Hindi only**<br>1. Anuvadh Abhyas - III (16-30 Lessons Only) | 12 |
| | **Total Hours** | **60** |

| **Text Books** | |
|---|---|
| 1. | Kavya Tharang - by Dr. NIRANJAN, Jawahar Pusthakalay, Sadar Bazaar,Mathura U.P.281001. |
| 2. | Anuvadh abyas-III,Dakshin Bharath Hindi Prachar Sabha Chennai - 17. |
| **Reference Books** | |
| 1. | Hindi sahithya ka saral ithihaas,by Rajnath sharma, vinod pustak mandir, agra-282 |
| 2. | Kavya Pradeep Rambadri Shukla, Hindi Bhavan, 36, Tagore Town, Allahabad - 211 002. |

## Part - I: Language - I- Malayalam - III

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25MAL31L | Malayalam - III | Language - I | 4 | 3 |

## Course Objectives

The Course intends to cover

- Knowledge of the contents of primitive poetry.
- Learn about contemporary poetry and its techniques.
- Reading poetry and the ability to express social thoughts will improve.
- Basics of Malayalam Poetry and to understand Malayalam literature properly.
- Provide knowledge of the elements of poetry.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Get a basic knowledge of the history of Malayalam literature. | K1 |
| CLO2 | Enhances the art and taste of Malayalam literary works | K1 |
| CLO3 | Literary genres can be learned | K2 |
| CLO4 | Create more to read and enjoy Malayalam poetry | K3 |
| CLO5 | Get the basic Knowledge of poetry techniques | K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze | | |

## Part - I: Language - I - Malayalam - III

| Unit | Content | No. of Hours |
|---|---|---|
| I | Poetry - Sishyanum makanum - Vallaththol Narayana Menon | 12 |
| II | Poetry - Sishyanum makanum - Vallaththol Narayana Menon | 12 |
| III | Poetry - Rafeeque Ahammed (Selected poetries Thoramazha, Madhuranarangakal, Athrayum,Umma,Pakaram) | 12 |
| IV | Poetry-RafeequeAhammed(Selectedpoetries-Ammathottil,Vidhyalayam, | 12 |
| V | Thottakutty,Sivakami,Ithanu prarthana) | 12 |
| | **Total Hours** | **60** |

**Text Books**

| | |
|---|---|
| 1. | Sishyanum makanum - Vallaththol Narayana Menon,Poorna Publishers. |
| 2. | Rafeeque Ahammed - Selected poetries ,Mathrubhumi Books, Kozhikkode |
| 3. | Aayisha - Vayalar Ramavarma - Kerala Book Store Publishers. |

**Reference Books**

| | |
|---|---|
| 1. | Kavitha SahithyaCharitram-Dr.M.Leelavathi (Kerala SahithyaAcademy,Trichur) |
| 2. | Kavitha Dwani-Dr.M.Leelavathi (D.C.Books, Kottayam) |
| 3. | Aadhunika Sahithyacharithram Prasthanangalilude-Dr.K.M.George (D.C.Books, Kottayam) |
| 4. | Padya SahithyaCharithram - T.M.Chummar (Kerala SahithyaAcademy,Trichur) |

# Part- I: Language - I- French - III

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25FRE31L | French - III | Language - I | 4 | 3 |

## Course Objectives

The Course intends to

- Understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of concrete needs.
- Recognize key aspects of Francophone cultures such as greetings, etiquette, daily life, and basic geography of French-speaking countries.
- Write short, simple texts such as postcards, emails, or short descriptions about themselves and their immediate environment.
- Construct simple sentences using correct word order and basic vocabulary.
- Develop sensitivity to cross-cultural differences in communication and social practices.
- Read and understand short, simple texts such as personal messages, advertisements, menus, and schedules.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Improve all the four French language skills (speaking, listening, reading, and writing) (Effective communicators) | K1 |
| CLO2 | Comprehend French and other Francophone nations' cultures and civilizations. | K2 |
| CLO3 | Comprehend the fundamentals of language structure, vocabulary, grammar, and phonetics (language skill). | K3 |
| CLO4 | The French DELF-A1 Certification is appreciated. | K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply;**K4**- Analyse | | |

# Part - I: Language - I - French - III

| Unit | Content | No. of Hours |
|---|---|---|
| I | Vendre Et Acheter pg (82-92). Grammaire: pg(156-160) | 12 |
| II | Communication(pg 93-97). Grammaire: pg(161-162) | 12 |
| III | Tout Le Monde s'amuse(pg 98-100). Grammaire: pg(163) | 12 |
| IV | Mots Et Expressions(pg 101-107). Grammaire: pg(164-167) | 12 |
| V | Communication(pg 108-120). Grammaire: pg(168-171) | 12 |
| Semester III Portions from Textbook « Nouvelle Génération A1» :<br>UNITÉ 5, UNITÉ 6(Pg 82-120)<br>Cahier d'exercices (Pg156-171) | | |
| | **Total Hours** | **60** |

| **Text Book** | |
|---|---|
| 1. | Luca Giachino,Carla Baracco, Romain Chrétien(DELF), 2022, Nouvelle Génération A1, Didier FLE |
| **Reference Book** | |
| 1. | Nathalie Hirschsprung, Tony Tricot, 2017, Cosmopolite, Hachette |

# Language-II: Part - II: English -III

(All the Undergraduate Programmes)

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25ENG32L | English III | Language II | 4 | 3 |

## Course Objectives

The course intends to cover

- The values of patriotism, empowerment and social responsibility through Biographies and Speeches.
- The use of grammar for communication.
- The essential interpersonal skills for effective group interaction.
- The analytical reading and ethical digital writing skills.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Identify key themes in biographies and speeches, and understand the basic structure of the content. | K1 |
| CLO2 | Understand the ideas and rhetorical strategies in texts and relate them to social awareness. | K2 |
| CLO3 | Apply grammar rules to form clear and accurate sentences in speech and writing. | K3 |
| CLO4 | Demonstrate effective listening and speaking skills by participating confidently in group discussions with appropriate body language and voice modulations. | K3 |
| CLO5 | Develop reading and writing skills to communicate effectively across different digital platforms with digital integrity. | K3 |
| **K1** - Remember; **K2**- Understand; **K3** - Apply | | |

## Language-II: Part - II: English -III

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Biographies : Patriotism**<br>1. Nehru - AF Toynbee<br>2. Martin Luther King - R N Roy<br>3. C.V. Raman - H. Kusumakar | 12 |
| II | **Renowned Speeches : Empowerment**<br>1. UN Youth Assembly Speech - Malala Yousafzai<br>2. Give Us a Role Model - A.P.J. Kalam<br>3. Inaugural Address Nelson Mandela | 12 |
| III | **Grammar**<br>1. Sentence Structure<br>2. Types of Sentences (Declarative, Interrogative, Imperative, Exclamatory), Transformation of Sentences<br>3. Active Voice and Passive Voice<br>4. Direct and Indirect Speech | 12 |
| IV | **Listening and Speaking Skills:**<br>1. **Group Discussion**: Structure of Group Discussion , Types of Group Discussion, Phrases for participating in a Group Discussion ,Do's and Don'ts in a Group Discussion.<br>2. **Group Dynamics (Nonverbal and Behavioural Aspects)**: Body Language, Personal Appearance, Posture, Gestures, Facial Expression, Eye Contact, Space Distancing<br>3. **Paralinguistic Cues:** Tone, Pitch, Volume, Speed (rate of speech), Pauses, Stress and Intonation. | 12 |
| V | **Reading and Writing Skills : Digital Communication**<br>1. **Reading and Understanding Digital Texts**: Skills for Analysing Digital Texts (connotative and denotative skills).<br>2. **Introduction to Digital Writing**: Types of Digital Writing, Website content, Blog Writing, Social Media Writing, SEO Writing, Review and Opinion Writing<br>3. Editing Digital Content, Digital Integrity and Ethics in Writing. | 12 |
| | **Total Hours** | **60** |

**Reference Books**


| | |
|---|---|
| 1. | Rengasamy, P. Ed.(2012). Paths of Glory An Anthology of Biographies. Macmillan Publishers India Ltd. |
| 2. | Yousafzai, M. (2013, July 12). Speech at the United Nations Youth Assembly. United Nations. https://www.un.org/en/events/malalayousafzaispeech |
| 3. | A.P.J. Abdul Kalam.(2012). Ignited Minds - Unleashing the Power within India. Penguin Books. |
| 4. | Mandela, N. (1994). Inaugural Address. In Long Walk to Freedom. Little, Brown and Company. |
| 5. | Raymond Murphy. (2016). English Grammar in Use : A Self-study Reference and Practice Book for Intermediate Learners of English. Cambridge University Press. |
| 6. | Kumar, S., & Lata, P. (2018). Communication Skills: A Workbook. Oxford University Press India. |
| 7. | Mitra, B. K. (2012). Personality Development and Soft Skills (3rd ed.). Oxford University Press India. |
| 8. | Butterfield, J. (2023). Written Communication: Soft Skills for a Digital Workplace (3rd ed.). Cengage India. |


**Web Resources (Swayam / NPTEL)**

| | |
|---|---|
| 1. | https://onlinecourses.swayam2.ac.in/e-learning/preview/cec26_hs08 |
| 2. | https://onlinecourses.nptel.ac.in/noc26_hs111/preview |

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25BBA33C | Management Information System | Core - V | 6 | 4 |

## Course Objectives

This course intends to cover

- Key concepts, components, functions of information systems and database models.
- Input/output devices, networks, e-commerce, EDI, and electronic payments.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the definition, features, implementation steps and strategic role of MIS. | K1 - K2 |
| CLO2 | Analyse MIS functions, support for management and database models. | K1 - K4 |
| CLO3 | Differentiate types of computer hardware, software, CPU operations and client-server concepts. | K1 - K4 |
| CLO4 | Apply appropriate input, output and secondary storage devices for business computing. | K1 - K3 |
| CLO5 | Understand telecommunication tools, e-commerce models, EDI applications and electronic payment systems. | K1 - K2 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse | | |

## CLO-PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 1 | 1 | 1 | 1 | - |
| CLO2 | 1 | 1 | 1 | 1 | 1 |
| CLO3 | 1 | 1 | 1 | 1 | 1 |
| CLO4 | 2 | 1 | 2 | 2 | 1 |
| CLO5 | 2 | | 2 | 2 | 2 |
| **3 - Substantial (High)** | | **2 - Moderate (Medium)** | | **1 - Slight (Low)** | |

## Core - V: Management Information System

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Information Systems:** Introduction - Definition - Features - Components of Information System - Steps in Implementing Management Information System (MIS) - Need for Information - Information System for Decision Making - MIS as Competitive Advantage - MIS Structures. | 18 |
| II | **Management Information System (MIS):** MIS Support for Planning - Organizing - Controlling - MIS for Specific Functions (Personnel - Finance - Marketing - Inventory and Production) - Strategic Information System - Decision Support System (DSS). **Database Management System Models:** Hierarchical Model - Network Model - Relational Model. | 20 |
| III | **Hardware**: Computer Hardware - Description of Electronic Computers - CPU Operations - Classification of Computers (Mainframe - Mini - Workstations - Micro Computers - Super Computers - Personal Computers). **Software:** Types of Software - Data Representation in Computers - Introduction to Client-Server Architecture. | 16 |
| IV | **Input Devices:** Mouse - Touch Screens - MICR - OCR - Keyboard - Pen-Based Input - Digital Scanners. **AI in Input:** Speech Recognition - Image Recognition - Smart Sensors. **Output Devices:** Impact Printers - Non-Impact Printers - Video Display Terminals - Plotters - Voice Output Devices. **AI in Output:** Text-to-Speech Systems - Intelligent Display Systems**.** Secondary Storage Devices: Hard Disk - Magnetic Disk - Floppy Disk - Magnetic Tape - Optical Disk Storage (CD-ROM - Blu-Ray Disc). | 18 |
| V | **Telecommunication revolution:** Introduction to e-mail, internet, intranet and teleconferencing, www architecture - Basics of Cloud Computing. **E-Commerce:** Introduction, Models B-B and B-C. **Electronic Data Interchange (EDI):** Applications in business - Benefits of EDI. **Electronic Payment of Cash:** Smart Cards - Credit Cards - Debit Cards - Mobile Payments (UPI and Digital Wallets). | 18 |
| | **Total Hours** | **90** |
| **Text Books** | | |
| 1 | James A O'Brien, George M Marakas, Ramesh, (2017), Management Information System, 11th Edition, Mc Graw hill, India. | |
| 2 | L.M.Prasad, Usha Prasad (2020), Management Information System, 2nd Edition, Sultan Chand. | |
| **Reference Books** | | |
| 1 | Kenneth C. Laudon & Jane Laudon (2024), Management Information System, 5th Edition, Pearson Publisher. | |
| 2 | Haag, Cummings & McCubbrey (2012), Management Information System for the information Age, 9th Edition, Mc Graw Hill. | |
| 3 | C.S.V. Murthy (2019), Management Information System, 3rd Edition, Himalaya Publishing House. | |
| **Web Resources (Swayam/NPTEL)** | | |
| 1 | https://onlinecourses.swayam2.ac.in/e-learning/preview/imb26_mg68 | |

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25BBA34C | Operations and Materials Management | Core - VI | 6 | 4 |

## Course Objectives

This Course intends to cover:

- Fundamental concepts of operations and materials management.
- Practical and industry best practices like Lean Manufacturing, Six Sigma, TQM, and ISO standards.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Remember the functions and techniques of production management and plant layout. | K1 |
| CLO2 | Understand the scope and functions of material handling and maintenance. | K1 - K2 |
| CLO3 | Understand materials management principles, including planning, purchasing, and vendor development. | K1 - K2 |
| CLO4 | Apply inventory control tools, EOQ, reorder points, and storekeeping. | K1 - K3 |
| CLO5 | Gain knowledge about quality control, inspection, TQM, benchmarking, and ISO procedures. | K1 - K2 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply | | |

## CLO - PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 3 | 2 | 2 | 1 | 1 |
| CLO2 | 3 | 1 | 2 | 2 | 1 |
| CLO3 | 2 | 1 | 2 | 2 | 1 |
| CLO4 | 2 | 1 | 2 | 1 | 2 |
| CLO5 | 2 | 1 | 1 | 1 | 1 |
| **3 - Substantial (High)** | | **2 - Moderate (Medium)** | | **1 - Slight (Low)** | |

## Core - VI: Operations and Materials Management

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Operations Management:** Concept, Functions and Scope of Operations Management. **Traditional Indian Practices in Operations Management.** Plant location - Factors influencing selection of Plant location - Site location - Plant layout Principles - Classification - Process - Product layout. **Production Planning and Control:** Meaning - Principles - Routing - Scheduling - Dispatching - Control. Lean Manufacturing - Principles - Six sigma - Concept - Steps. | 20 |
| II | **Material Handling:** Importance, Scope, Functions and Principles of Material Handling, Criteria for selection of material handling equipments. **Maintenance:** Objectives - Types of Maintenance (Breakdown - Preventive - Routine Maintenance). **Work Measurement:** Steps - Methods study - Time study - Motion study. | 16 |
| III | **Materials Management**: Principles and organisation of Materials Management - Integrated materials management - Advantages. **Purchasing:** Procedure - Principles - Import substitution and Import Purchase procedure - Vendor rating - Benefits - Methods - Vendor development - Stages - Strategies. | 18 |
| IV | **Inventory Control:** Functions - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety stock - Leadtime Analysis. **Storekeeping:** Objectives - Functions - Store keeper - Duties - Responsibilities, Location of store - Stores Ledger - Bin card - **Inventory Practices in Indian Knowledge System.** | 20 |
| V | **Quality Control**: Objectives and Tools of Quality Control, Types of Inspection. **Total Quality Management (TQM):** Meaning - Objectives - Elements - Benefits. **Benchmarking:** Meaning - Objectives - Advantages. **ISO:** Features- Advantages - Certification Process - Procedure for obtaining ISO. | 16 |
| | **Total Hours** | **90** |
| **Text Books** | | |
| 1 | S.N.Chary (2021), Production and Operations Management, 6th Edition, McGraw Hill Publication. | |
| 2 | R.Panneerselvam (2012), Production and Operations Management, 3rd Edition, PHI Learning. | |
| **Reference Books** | | |
| 1 | N. Chapman Stephen, Arnold J.R. Tony (2017), Introduction to Materials Management, 6th Edition, Pearson. | |
| 2 | K. Shridhara Bhat (2017), Production and Operations Management, 2nd Edition, Himalaya Publishing house. | |
| **Web Resources (Swayam/NPTEL)** | | |
| 1 | https://onlinecourses.nptel.ac.in/noc26_mg66/preview | |
| 2 | https://onlinecourses.swayam2.ac.in/imb24_mg70/preview | |

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25BBA35P | Web Design and SEO Lab | Core Lab-III | 4 | 2 |

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Introduction to Websites:** Overview - Types of Websites (Business, E-commerce, Blog, Portfolio) - Basic Website Structure (Header, Footer, Navigation, Pages) - Domain & Hosting (Basic Overview). **Content Management System (CMS):** Introduction - Overview of WordPress and Shopify - Website Creation using AI**.**<br>1. Identify different types of websites with examples.<br>2. Create a simple small business website using AI tools.<br>3. Compare WordPress and Shopify (features, purpose, usability) in a presentation. | 10 |
| II | **WordPress Website Design:** WordPress Dashboard - Theme Selection and Customization - Page Builders (Elementor) - Creating Pages (Home, About, Services, Blog, Contact) - Menu Creation - Forms Integration - Essential Plugins - WooCommerce Integration (E-commerce)<br>1. Develop a complete business website using WordPress.<br>2. Design a personal branding website representing yourself as a Digital Marketer.<br>3. Install and configure essential plugins (Yoast SEO). | 12 |
| III | **Shopify Store Development (E-Commerce):** Shopify Store Setup - Theme Customization - Homepage Design - Adding Products with Search Engine Optimisation (SEO) - friendly Descriptions - Product Images Optimization - Collections Creation - Page and Menu Creation- Blogs - Discount Codes - Basic Branding.<br>1. Create a Shopify demo store.<br>2. Add minimum 6-8 products with optimized descriptions.<br>3. Design homepage with featured collections and call-to-action buttons.<br>4. Present store design and structure. | 12 |
| IV | **On-Page & Technical SEO:** Introduction to SEO - Importance of SEO - Keyword Research - Search Intent - Competitor Analysis - Types of Keywords - Title Tags & Meta Descriptions - URL Optimization - Header Tags - Image Optimization - Internal Linking - XML Sitemap - Robots.txt - SEO Plugins (WordPress & Shopify) - Page Speed Optimization - Mobile SEO - Core Web Vitals - Google Search Console Setup.<br>1. Perform keyword research using free tools (Google Keyword Planner, Ubersuggest).<br>2. Optimize 5 WordPress pages and 5 Shopify product pages.<br>3. Generate and submit XML sitemap.<br>4. Conduct a technical SEO checklist audit.<br>5. Write optimized meta titles and descriptions for selected pages. | 14 |

| Unit | Content | No. of Hours |
|---|---|---|
| V | **Off-Page SEO, Analytics & SEO Reporting:** Backlink Strategies - Business Listings - Local SEO Basics - Social Bookmarking - Introduction to Google Analytics & Google Search Console Performance Report - SEO KPIs (Organic Traffic, Click Through Rate (CTR), Bounce Rate, Conversion Rate, Keyword Ranking) - Introduction to Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO) - SEO Audit Report.<br>1. Create a business listing profile (simulation).<br>2. Prepare an SEO dashboard using Google Sheets (charts & insights).<br>3. Create 10 backlink opportunities for the given brand.<br>4. Prepare a complete SEO audit report for a brand. | 12 |
| | **Total Hours** | **60** |
| **Text Books** | | |
| 1 | Brad Williams, David Damstra & Hal Stern (2020), Professional WordPress: Design and Development, 3rd Edition, Wrox Publications. | |
| **Reference Books** | | |
| 1 | Jason McDonald (2023), SEO Workbook, 4th Edition, Independently Published. | |
| 2 | Adam Clarke (2022), SEO 2022, Simple Effectiveness. | |
| **Web Resources (Swayam/NPTEL)** | | |
| 1 | https://onlinecourses.nptel.ac.in/noc26_mg06/preview | |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA36A | Quantitative Techniques for Management | Allied -III | 4 | 3 |

## Course Objectives

The course intends to cover

- The concepts, models, and techniques of Operations Research for effective decision-making in business and management.
- The ability to formulate and solve real-world problems using linear programming, transportation, assignment, project scheduling, and game theory methods.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Learn fundamental concepts and applications of Operations Research and linear programming | K1 |
| CLO2 | Understand the formulation and methods of solving transportation problems | K2 |
| CLO3 | Interpret the models and techniques used in assignment and travelling salesman problems | K2 |
| CLO4 | Apply project scheduling problems using network techniques such as PERT and CPM | K3 |
| CLO5 | Apply game theory techniques to solve two-person zero-sum Games | K3 |
| **K1 -** Remember; **K2 -** Understand; **K3 -** Apply | | |

## CLO - PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|---|---|---|---|---|---|
| CLO1 | 3 | 2 | 2 | 2 | 2 |
| CLO2 | 3 | 2 | 2 | 1 | 2 |
| CLO3 | 2 | 2 | 1 | 2 | 1 |
| CLO4 | 3 | 2 | 2 | 2 | 1 |
| CLO5 | 3 | 2 | 1 | 2 | 1 |
| **3 - Substantial (high)** | | **2 - Moderate (medium)** | | **1 - Slight (low)** | |

## Allied III: Quantitative Techniques for Management

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Operations Research:** Introduction - Roles of Operations Research in Business, Management and Engineering - Classification of Models- Principles of Modeling - Requirements for Employing Linear Programming Problem Technique - Mathematical Formulation of Linear Programming Problem - Basic Assumptions - Graphical Method for the Solution of a Linear Programming Problem - Simplex Method(Only). | 12 |
| II | Transportation Model: Mathematical Formulation of a Transportation Problem - Methods for Finding Initial Basic Feasible Solution - North West Corner Rule - Least Cost Method- Vogel's Approximation Method - Transportation Algorithm (Modified Distribution Method) - Degeneracy in Transportation Problems - Unbalanced Transportation Problems- Maximization Case in Transportation Problems (Simple Problems)- AI in Transportation and Logistics. | 12 |
| III | **Assignment Model:** Mathematical Formulation of an Assignment Problem - Difference Between Transportation and Assignment Problem - Assignment Algorithm (Hungarian Method) - Unbalanced Assignment Models - Maximization Case in Assignment Problems - Travelling Salesman Problem. | 12 |
| IV | **Network Scheduling:** Basic Terminologies - Rules for Constructing a Project Network - Network Computations - Floats - Programming Evaluation Review Technique - Basic Differences Between Programming Evaluation Review Technique and Critical Path Method | 12 |
| V | **Game Theory:** Two Person Zero - Sum Games - The Maximin - Minimax Principle - Games without Saddle Points, Mixed Strategies - Dominance Property - Graphical Method for 2xn Games - Mx2 Games. | 12 |
| | **Total Hours** | **60** |
| | **Theory - 20% & Problems -80%** | |

**Text Books**

| | |
|---|---|
| 1. | Sundaresan.V.K, Ganapathy Subramanian.K.S, Ganesan.K (2017), Resource Management Techniques, A.R.S. Publications,11th edition.<br>Unit I - Chapter 1:Pg. No.1.1-1.4,1.6, Chapter 2 Pg. No. 2.1-2.5<br>Unit II - Chapter 7 Pg. No. 7.1-7.5,<br>Unit III - Chapter 8 Pg. No. 8.1-8.2, 8.4-8.7,8.9<br>Unit IV- Chapter 15 Pg. No. 15.1-5.7,<br>Unit V - Chapter 16 Pg. No. 16.1-16.4,16.6,16.7 |

**Reference Books**

| | |
|---|---|
| 1. | Hamdy A Taha (2022), Operations Research, 7th edition, Pearson Education. |
| 2. | Gupta, P. K., & Hira, D. S. (2010). Problems in operations research: Principles and solutions, 3rd edition, S. Chand & Company Ltd. |

**Web Resources (Swayam / NPTEL/Others)**

| | |
|---|---|
| 1. | https://nptel.ac.in/courses/111105100 |
| 2. | https://pcssoft.com/blog/ai-in-transportation-and-logistics |

# Skill Enhancement Course - I: Banking Procedures Lab

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25BBA37P | Banking Procedures Lab | SEC Lab - I | 2 | 2 |

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Banking Regulation Act 1949:** Origin of banks - Definition of banking - Classification of banks - Banking system, Banker's rights - RBI - Functions - Social responsibility of Banks - Banking Vs Non-Banking financial companies.<br>1. List out the Commercial banks in India. Write the financial products offered by them and explain their benefits. | 4 |
| II | **Operations of Bank Accounts:** Types of Accounts (Savings, Current, FD, RD and NRI) - Bank Passbook - Special types of customers (Minors, NRI, Companies) - KYC norms. **Demat account -** Benefits and importance.<br>1. Open a savings account at a nationalised bank include nominee details. Fill out pay-in slips for deposits and withdrawal slips and complete a challan for taking demand draft.<br>2. Fill forms for opening fixed deposits, recurring deposits.<br>3. Open a current account and apply for overdraft facilities.<br>4. Complete the KYC (Know Your Customer) process by filling out the required forms, submitting identity and address proof documents, and understanding the verification procedure followed by banks. | 8 |
| III | **Methods of Payment and Collection:** Features - Essentials for a valid cheque - Crossing - making an endorsement - Payment of cheques - statutory protection - duties of paying banker and collecting banker - refusal of payment of cheque - Duties of holder and holder - in due course. Demand draft - features.<br>1. Explain about different types of cheques (such as bearer, order, and crossed cheques), and essentials of the secured process of issuing, endorsing, and encashing cheques ensuring safety measures and security features.<br>2. Fill in a demand draft application form. | 6 |
| IV | **Electronic banking:** Personal banking - Retail banking - Internet banking - Mobile Banking - Online Banking Vs. Offline banking. **Electronic Funds Transfer:** ATM and CDM (Cash Deposit Machine) - Debit Card - Smart Card - Credit Card - E-cash - Swift - NEFT - RTGS - IMPS.<br>1. Fill out an application form to open an Internet Banking account and explain the process for applying for credit and debit cards.<br>2. Collect and fill out the application form for an ATM card. Explain the process of activating it, generating PIN.<br>3. Explain the steps for transferring funds through your bank's online money transfer system. (IMPS, NEFT, RTGS, UPI, Internet banking & Mobile Banking) | 7 |

| Unit | Content | No. of Hours |
|---|---|---|
| V | **Loans and Advances:** Classification - Factors limiting the level of Banks' Advances - Secured Advances - Non-Fund Based Advances - Unsecured Loans.<br>1. Complete the application form for obtaining an educational loan / vehicle loan / Agri loan / Housing loan from any bank.<br>2. Explain the importance of CIBIL Score for loans and credits.<br>3. Explain and fill out the forms to open a DEMAT and Trading account, delivery instruction slips and market/off-market transfer forms. | 5 |
| | **Total Hours** | **30** |
| **Text Book** | | |
| 1 | K.P.M Sundharam and P.N Varshney (2019), Banking Theory Law & Practice, Sultan Chand & Sons., New Delhi. | |
| **Reference Books** | | |
| 1 | K.Natarajan & E.Gordon (2023), Banking Theory and Practice, 30th edition, Himalaya Publishing House. | |
| 2 | Indian Institute of Banking and Finance (2023), Principles and Practices of Banking,1st Edition, Macmillan Education India Pvt. Ltd. | |
| **Web Resources (Swayam/NPTEL)** | | |
| 1 | https://onlinecourses.nptel.ac.in/noc25_mg40/preview | |

# Part - IV - Foundation Course

**(All the Undergraduate Programmes)**

| Course Code | Course Name | Course Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25IKS3FC | Indian Knowledge Systems (IKS) | FC-III | - | 2 |

| Unit | Content |
|---|---|
| 1 | **Indian Knowledge Systems (IKS) Basic Concepts** - Introduction - Journey of Indian Culture and Civilization - Hindu Philosophical System - Contribution of Indian Knowledge System in Science and Arts - Indian Knowledge System and Way of Life - The Implicit Concepts in Indian Knowledge System - Social Viewpoint in Indian Knowledge system - Idea of Vasudhaiva Kutumbakam. |
| 2 | **Indian Culture, Art & Architecture** - Introduction - Concept of Culture - Culture and Heritage - General Characteristics of Culture - Indian Culture - Indian Culture during the Modern and Contemporary Period -The Factors of Unity in Diversity - Aspects of Indian culture - Indian Architecture - Architecture of Tamil Nadu. |
| 3 | **Vedic Mathematics** - Introduction - History of Vedic Mathematics - Addition - Subtraction - Base Method - Sub Base Method - Multiplication by numbers consisting of all 9s - Division - Special Methods of Division - Straight Division. |
| 4 | **Science and Technology in Indian Knowledge System** - Introduction - The Indian S & T Heritage - Metals and Metalworking Technology - Lost wax casting of Idols and Artefacts - Literary sources for Science and Technology - Technology in Ancient India - Significant Science and Technology Discovery in Ancient India - Council of Scientific and Industrial Research - Animal Science in Ancient India - Biodiversity and folk traditions. |
| 5 | **History of Trade and Commerce in Ancient India** - Introduction - Indigenous Banking System - Rise of Intermediaries - Transport - Major Trade Centres - Major Exports and Imports - Position of Indian Subcontinent in World Economy. |
| 6 | **Indigenous Agriculture in IKS** - Introduction - History of Indian Agriculture - Indigenous Knowledge - Organic Farming and Natural Fertilization - Mixed Cropping and Crop Rotation - Ecological and Socioeconomic Impacts of Indigenous Farming - Challenges and Future Directions. |

| Unit | Content |
|---|---|
| 7 | **Traditional Water Management Systems of India** - Introduction - Traditional Water Management Systems - Northern Region - North Western Region - North Eastern Region - Central Indian Region - Southern Indian Region. |
| 8 | **Traditional Foods and Festival of India** - History - Introduction - Foods Consumed in Different Regions of India - Eating Styles of India - Traditional Equipment's used for Cooking - Changes in Consumption of Traditional Foods - Traditional Foods/Modern Functions - The Future of Traditional Foods - Traditional Festivals of India. |
| 9 | **Sports in India-From Ancient Period to Modern Period** - Introduction - Indus Valley Civilization - Early Hindu Period/ Epic Period - Traditional Indoor and Outdoor Games - British Period - Post Independence - Modern Period. |
| 10 | **Nobel Laureates of Indian Origin & Inspiring Scientists of India and their Contributions** - History of the Nobel Prize - Nobel Prize Insignia - Indian Nobel Prize winners and their Biography - Inspiring Scientists and their Contributions. |

| **Reference Resources** | |
|---|---|
| 1. | https://www.education.gov.in/shikshakparv/docs/background_note_Stimulating_Indian_Knowledge_Systems_Arts_Culture.pdf |
| 2. | Singh, R. K., King, C. A., & Barrett, D. A. (2010). Traditional ecological knowledge and agricultural sustainability in India. Indian Journal of Traditional Knowledge, 9(2), 231- 243 |

## Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

| Max Marks | Marks for | | Components for CIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 100 | CIA | ESE | CIA | | Model | | Attendance | Active Engagement | Total |
| | 25 | 75 | Actual | Weightage | Actual | Weightage | 5 | 5 | 25 |
| | | | 50 | **5** | 75 | **10** | | | |

## Question Paper Pattern

| Component | Duration in Hours | Section A | | | Section B | | | Section C | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Type of Question | No. of Questions | Marks | Type of Question | No. of Questions | Marks | Type of Question | No. of Questions | Marks | |
| CIA | 2 | MCQ | 8 | 8x1=8 | Either or | 3 | 3x6=18 | Either or | 3 | 3x8=24 | 50 |
| Model Exam / **ESE** | 3 | MCQ | 10 | 10x1=10 | Either or | 5 | 5x5=25 | Either or | 5 | 5x8=40 | 75 |

## Components for Internal Assessment and Distribution of Marks for CIA (Lab)

| Max Marks | Marks for | | Components for CIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | CIA | ESE | Test | | Model | | Experiments / Programs | Observation | Total |
| 100 | 40 | 60 | Actual | Weightage | Actual | Weightage | Marks | 5 | 40 |
| | | | 50 | **10** | 60 | **15** | **10** | | |

## Examination Pattern

| Component | Duration in Hours | Marks | | | Weightage |
|---|---|---|---|---|---|
| | | Practical Exam | Record | Total Marks | |
| Test | 2 | 50 | - | **50** | 10 |
| Model | 3 | 60 | - | **60** | 15 |
| Experiments Completed | - | - | - | **10** | 10 |
| Observation Note | - | - | - | **05** | 05 |
| | | | | **Total Marks - CIA** | **40** |
| **ESE** | 3 | 50 | 10 | - | **60** |

## Components for Internal Assessment and Distribution of Marks for CIA (Foundation Course -Theory)*

| Max Marks | Marks for | | Components for CIA | | | | |
|---|---|---|---|---|---|---|---|
| 50 | CIA | ESE | CIA | | Model | | Total |
| | | | Actual | Weightage | Actual | Weightage | |
| | 50 | - | 50 | 25 | 50 | 25 | 50 |

*FC-III: Indian Knowledge Systems(IKS) - A self-study course with open book assessment.

## Question Paper Pattern

| Duration in Hours | Mode of Exam | Type of Questions | No. of Questions | Marks |
|---|---|---|---|---|
| 2 | Offline | Open Choice | 5 (Out of 8) | 5 x 10=50 |

## Components for and Distribution of Marks for ESE (Theory) Ability Enhancement Compulsory Courses (AECC) & Question Paper Pattern

| Duration in Hours | Mode of Exam | Type of Questions | No. of Questions | Marks |
|---|---|---|---|---|
| 2 | Online | MCQ | 50 | 50x1=50 |

## Components of Internship (Internal Assessment Only)

| Components | Marks |
|---|---|
| Submission of Internship Report | 20 |
| Performance in viva-voce | 30 |
| **Total Marks** | **50** |

***Certification of Completion is Mandatory for the award of Internal Marks and to avail the credits**

# Semester 4

| Semester - 4 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Course Code** | **Part** | **Course Category** | **Course Name** | **Hours/ Week** | **Examination** | | | | **Credits** |
| | | | | | **Duration in hrs.** | **Max. Marks** | | | |
| | | | | | | **CIA** | **ESE** | **Total** | |
| 25TAM41L | I | Language - I | Tamil - IV | 4 | 3 | 25 | 75 | 100 | 3 |
| 25HIN41L | | | Hindi - IV | | | | | | |
| 25MAL41L | | | Malayalam - IV | | | | | | |
| 25FRE41L | | | French - IV | | | | | | |
| 25ENG42L | II | Language - II | English - IV | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA43C | III | Core - VII | Human Resource Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 25BBA44C | III | Core - VIII | Advertising and Sales Promotion | 5 | 3 | 25 | 75 | 100 | 4 |
| 25BBA45P | III | Core Lab - IV | Digital Advertising and Web Analytics Lab | 4 | 3 | 40 | 60 | 100 | 2 |
| 25BBA46A | III | Allied - IV | Business Regulatory Framework | 4 | 3 | 25 | 75 | 100 | 3 |
| 25BBA47P | III | SEC Lab - II | Data Analysis using Spreadsheet Lab | 2 | 3 | 40 | 60 | 100 | 2 |
| 25QUA4AE | IV | AECC - IV | Quantitative Aptitude | 2 | 2 | - | 50 | 50 | 2 |
| 25EXC4LA | V | Extra curricular and Co-curricular | Liberal Arts | - | 2 | 50 | - | 50 | 2 |
| | | | **Total** | **30** | | | | **800** | **25** |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25TAM41L | Tamil - IV | Language - I | 4 | 3 |

## Course Objectives

The Course intends to cover

- தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித் தேர்வுகளை எதிர்கொண்டு வேலைவாய்ப்பினைப் பெறும் வகையில் மாணவர்களைத் தயார்படுத்துதல்.
- நீதி இலக்கியங்கள் மற்றும் ஔவையார் பாடல்களின் வழியாக வாழ்வியலுக்குத் தேவையான அறநெறிகளையும், ஒழுக்க விழுமியங்களையும் மாணவர்களுக்கு அறிமுகப்படுத்துதல்.
- தமிழுக்குத் தொண்டாற்றிய சான்றோர்கள், கவிஞர்கள் மற்றும் விடுதலைப் போராட்ட வீரர்களின் இலக்கிய, சமூகப் பங்களிப்புகளை எடுத்துரைத்தல்.
- அடிப்படைத் தமிழ் இலக்கண விதிகளையும் சொல் அமைப்புகளையும் அறிமுகம் செய்து, பிழையற்ற மொழிப் பயன்பாட்டை உருவாக்குதல்.
- திணை மற்றும் பால் அடிப்படையிலான சொற்பயன்பாட்டையும், மரபுசார்ந்த வினைகளையும் கற்பித்து, சரியான தொடரமைப்பை உருவாக்க வழிகாட்டுதல்.
- வாசிப்புப் புரிதலை மேம்படுத்துதல், மரபுசார் தொடர்களின் பொருளை விளக்குதல் மற்றும் எளிய ஆங்கிலச் சொற்களைத் தமிழாக்கம் செய்யப் பயிற்றுவித்தல்.

## Course Learning Outcomes

On the successful completion of the course students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | மாணவர்கள் பதினெண்கீழ்க்கணக்கு நூல்களின் வாழ்வியல் உண்மைகளைப் புரிந்து, சமுதாயத்தில் ஒழுக்கத்தோடும் நற்பண்புகளோடும் வாழும் நெறியைக் கற்றுக் கொண்டு பின்பற்றுவர். | K2 |
| CLO2 | மாணவர்கள் தமிழ் அறிஞர்களின் ஆளுமை மிக்க வாழ்வியல் நெறிகளை உணர்ந்து, மொழிப்பற்று, தேசப்பற்று மற்றும் படைப்பாற்றல் மிக்கவர்களாக செயல்படுவர். | K2 |
| CLO3 | மாணவர்கள் எழுத்து மற்றும் சொல் வேறுபாடுகளைப் புரிந்து, பிழையின்றி எழுதவும் பேசவும் கற்றுக்கொள்வர் | K3 |
| CLO4 | மாணவர்கள் வாக்கியங்களில் திணை வழு, பால் வழு ஆகியவற்றைத் தவிர்த்து, மரபுச் சொற்களைச் சரியான சூழலில் கையாளும் ஆளுமை மிக்கவர்களாகத் திகழ்வர். | K3 |
| CLO5 | மாணவர்கள் பத்திகளைப் படித்துப் புரிந்து விடையளிப்பர். பழமொழிகளின் பொருளை உணர்ந்து, அன்றாடப் பிறமொழிச் சொற்களுக்கு இணையான தமிழ்ச் சொற்களைக் கையாள கற்றுக்கொள்வர். | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply | | |

## Part - I: Language - I தமிழ் - IV

| Unit | Content | No. of Hours |
|---|---|---|
| I | **இலக்கிய வரலாறு**<br>1. நாலடியார்<br>2. பழமொழி நானூறு<br>3. திரிகடுகம்<br>4. இன்னா நாற்பது<br>5. சிறுபஞ்சமூலம்<br>6. ஔவையார் பாடல்கள் | 12 |
| II | **தமிழ் அறிஞர்களும், தமிழ்த்தொண்டும்**<br>1. உ.வே.சாமிநாத ஐயர்<br>2. வீரமாமுனிவர்<br>3. டி.கே.சிதம்பரனாதர்<br>4. கண்ணதாசன்<br>5. வேலுநாச்சியார்<br>6. நாமக்கல் கவிஞர் | 12 |
| III | **இலக்கணம்**<br>1. குறில், நெடில் வேறுபாடு<br>2. சுட்டெழுத்துக்கள்<br>3. வினா எழுத்துக்கள்<br>4. இனவெழுத்துக்கள்<br>5. ஒருமைப் பன்மை அறிதல்<br>6. ஓரெழுத்து ஒருமொழி | 12 |
| IV | **திணை மரபு மற்றும் பால் மரபு**<br>1. உயர்திணை<br>2. அஃறிணை<br>3. ஆண்பால்<br>4. பெண்பால்<br>5. பலர்பால்<br>6. வினைமரபு | 12 |
| V | **வாசித்தல், புரிந்து கொள்ளும் திறன் மற்றும் எளிய மொழி பெயர்ப்பு**<br>**வாசித்தல்**:<br>கொடுக்கப்பட்ட பத்தியை வாசித்து கேட்கப்பட்ட வினாக்களுக்கு சரியான விடையைத் தேர்ந்தெடுத்தல்.<br>**புரிந்துகொள்ளும் திறன்:**<br>உவமைத் தொடரின் பொருளறிதல், மரபுத்தொடரின் பொருளறிதல், பழமொழிகள் பொருளறிதல். | |

| Unit | Content | No. of Hours |
|---|---|---|
| V | **எளிய மொழி பெயர்ப்பு:**<br>ஆங்கிலம் மற்றும் பிறமொழிச் சொற்களுக்கு இணையான தமிழ்ச் சொற்கள் அறிதல், பயன்பாட்டில் உள்ள ஆங்கிலச் சொற்களை மொழிபெயர்த்தல். | 12 |
| | **Total Hours** | **60** |

**Reference Books**


| | |
|---|---|
| 1 | வரதராசன் மு. (2021, 34-வது பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதமி பதிப்பு. |
| 2 | டாக்டர் தமிழண்ணல், (2010, 26-ம் பதிப்பு), புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம். |
| 3 | பேரா. முனைவர் பாக்கியமேரி, (2022, 6-ம் பதிப்பு), வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, நியூசெஞ்சுரி புக் ஹவுஸ்(பி). லிட். |
| 4 | பாலசுப்பிரமணியம் சி. (2016, 27-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாரதா பதிப்பகம். |
| 5 | டாக்டர் பூவண்ணன், (2019, முதல் பதிப்பு), தமிழ் இலக்கிய வரலாறு, வர்த்தமான் பதிப்பகம் |
| 6 | பேராசிரியர்.விமலானந்தம் மது.ச. (2017, முதல் பதிப்பு), தமிழ் இலக்கிய வரலாறு, பாரி நிலையம் |
| 7 | விஜயராகவன், முனைவர் கண்ணன் கு. (2018, முதல் பதிப்பு), தமிழ் இலக்கியம் இலக்கணம் வரலாறு, பாவை பப்ளிக்கேஷன். |
| 8 | முனைவர் இராசா கி. (2019, 4-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சுரி புக் ஹவுஸ் (பி). லிட். |
| 9 | முனைவர் அருணாச்சலம் மு. (2017 6-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, அருண் பதிப்பகம். |
| 10 | குமரன் கோ (2010, , முதல் பதிப்பு), தமிழ் இலக்கணம் எளிய அறிமுகம், சந்தியா பதிப்பகம். |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25HIN41L | Hindi - IV | Language - I | 4 | 3 |

## Course Objectives

The course intends to cover

- Contemporary drama contents of Hindi literature.
- Novels and its techniques.
- Litigation messages in Hindi and news on speech techniques
- Article writing and Translation of text

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the text styles and grammatical elements | K1, K2 |
| CLO2 | Develop an interest in the appreciation of short stories | K3 |
| CLO3 | Use Lokokti and Muhavare appropriately in Hindi communication. | K3 |
| CLO4 | Develop essays on general topics in Hindi. | K3 |
| CLO5 | Translate passages between Hindi and English. | K3 |
| **K1 -** Remember; **K2 -** Understand; **K3 -** Develop, Use, Translate | | |

## Part - I: Language - I Hindi - IV

| Unit | Content | No. of Hours |
|---|---|---|
| I | Drama: Dhuvasaminy By Jayashankar Parsad | 12 |
| II | Novel - Nirmala – Premchand | 12 |
| III | Lokkothi & Muhavare - Naveen Hindi Vyakaran (Selected Lokkokthi -10 & Muhavare-10) | 12 |
| IV | General Essay :Aadarsh Nibandh | 12 |
| V | Translation : Hindi-English Only Anuvadh Abhyas – III (16-30 Lessons Only) | 12 |
| | **Total Hours** | **60** |
| **Text Books** | | |
| 1 | Jayashankar Prasad(2015), Dhuvasaminy – Drama, Dakshin Bharath Hindi Prachar Sabha, Chennai. | |
| 2 | Premchand (2015), Nirmala - Novel - Rajkamal Prakashan,1B Nethaji Subash Marg, New Delhi. | |
| **Reference Books** | | |
| 1. | Rajnath Sharma , Hindi Sahithya Ka Saral Ithihaas by, Vinod Pustak Mandir, Agra. | |
| 2 | Kavya Pradeep Rambadri Shukla, Hindi Bhavan, 36, Tagore Town, Allahabad. | |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25MAL41L | Malayalam - IV | Language - I | 4 | 3 |

## Course Objectives

The course intends to cover

- Knowledge of contemporary drama contents of Malayalam literature
- Screen play and its techniques.
- Drama and express criticism about it and the ability to express social thoughts will improve
- Litigation messages in Malayalam and news on speech techniques
- Article writing and creative skills.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand the themes and characters of the screenplay. | K1, K2 |
| CLO2 | Relate the narrative elements to the development of the screenplay. | K2 |
| CLO3 | Create interest in art literature courses | K3 |
| CLO4 | Apply dramatic techniques to interpret the conflicts in the play. | K3 |
| CLO5 | Present the thematic significance of the play through its dramatic elements. | K3 |
| **K1 -** Remember; **K2 -** Understand; **K3 -** Relate, Create, Apply, Present | | |

## Part - I: Language - I Malayalam - IV

| Unit | Content | No. of Hours |
|---|---|---|
| I | Screen Play – Perumthachan | 12 |
| II | Screenplay – Perumthachan | 12 |
| III | Drama – Saketham | 12 |
| IV | Drama – Saketham | 12 |
| V | Drama – Saaketham | 12 |
| | **Total Hours** | **60** |

| | |
|---|---|
| **Text Books** | |
| 1 | Perumthachan – M.T.VasudevanNair,DC Books |
| 2 | Saketham – C.N.SreekandanNair,DC Books. |
| **Reference Books** | |
| 1 | Malayala Nataka Sahithya Charithram. G Sankara Pillai (Kerala Sahithya Akademi, Trissur) |
| 2 | Malayala NatakaSahithya Charithram, Vayala Vasudevan Pillai (Kerala SahithyaAkademi Thrissur). |
| 3 | Natakam- Oru Patanam (C.J. SmarakaPrasanga Samithi, Koothattukulam) |
| 4 | Natakaroopacharcha, Kattumadam Narayanan (NBS, Kottayam) |
| 5. | Chalachithra sameeksha – Vijayakrishanan. |
| 6. | Cinemayude Paadangal Visakalanavum Veekshanavum – Jose-K.Manual. |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25FRE41L | French - IV | Language - I | 4 | 3 |

## Course Objective

The course intends to

To communicate during easy or habitual tasks requiring a basic and direct information exchange on familiar subjects to use simple words to describe his or her surroundings and communicate immediate needs

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Comprehend the grammatical structures in various genres | K1, K2 |
| CLO2 | Understand the text styles and poetical elements | K2 |
| CLO3 | Develop an interest in the appreciation of literature | K3 |
| CLO4 | Discuss and respond to content of a reading passage | K3 |
| CLO5 | Apply vocabulary and grammatical structures | K3 |
| **K1 -** Remember; **K2 –** Comprehend, Understand; **K3 -** Develop, Discuss, Apply | | |

## Part - I: Language - I : French - IV

| Unit | Content | No. of Hours |
|---|---|---|
| I | Etape 5 (Lecons 1 - 3) | 12 |
| II | Etape 6 (Lecons 1 - 3) | 12 |
| III | Etape 7 - Leçons 1 – 2 | 12 |
| IV | Etape 7 – Leçon 3<br>Etape 8 – Leçon 1 | 12 |
| V | Etape 8 – Leçons 2 – 3 | 12 |
| **Etapes 5 to 8, Pages 63 to 114** | | |
| | **Total Hours** | **60** |

**Text Book**

| | |
|---|---|
| **1.** | Himber, C., Brillant, C., & Erlich, S. (n.d.). Adomania 2: Méthode de français. Hachette FLE, GOYAL Publishers and Distributors Pvt Ltd, New Delhi. |

**Reference Books**

| | |
|---|---|
| 1. | Loiseau, Y., & Mérieux, R. (n.d.). Latitudes 1. French and European Publications, Goyal publishers and distributors Pvt Ltd, New Delhi |

**Web Resources (NPTEL/Swayam)**

| | |
|---|---|
| 1. | https://swayam.gov.in/nd2_cec19_lg04/preview |

# Part II: Language II: English IV

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Shakespearean Soliloquies - Human Conflicts and well-being**<br>1.1. "All The World's A Stage" by Jacques in As You Like It<br>1.2. To Be or Not To Be by Hamlet in Hamlet<br>1.3. The Raven Himself is Hoarse by Lady Macbeth in Macbeth | 12 |
| II | **One Act Play – Social Justice**<br>2.1. Trifles - Susan Glaspell<br>2.2. Mine Eyes Have Seen - Alice Dunbar-Nelson<br>2.3. They That Sit in Darkness – Mary Burrill | 12 |
| III | **Grammar**<br>3.1. Infinitives, Concord, Gerunds, Participles, Regular and Irregular Verbs, Question Tags<br>3.2. Phrases and Clauses, Synthesis of Sentences<br>3.3. Simple, Compound and Complex Sentences<br>3.4. Capitalization and Punctuations. | 12 |
| IV | **English Language and Career Communication Skills**<br>4.1. **Language and Vocabulary Skills:** British and American English, Figures of speech, Jumbled sentences, Rearranging the right order of sentences, Making queries, Inferences, Idioms & Phrases, Phrasal verbs.<br>4.2. **Professional Correspondence for Careers:** Job Application Letters, Covering Letters, CV/Resume Preparation. | 12 |
| V | **Reading and Writing Comprehension**<br>5.1. **Reading Comprehension:**<br>Introduction to Reading Strategies - Comprehending various types of texts and question - Strong question, Weak question, Match the following, Multiple choice, Identifying information, Sentence Completion, Ascertainment of facts<br>5.2**. Writing Comprehension:**<br>Understanding the Topic – Organising Ideas – Sentence and Paragraph Construction – Types of Paragraphs - Description, Sequence, Comparison and Contrast, Cause and Effect, Persuasion, Argumentation - Writing opinion pieces on travel, food, film and book reviews – Summarizing Information. | 12 |
| | **Total Hours** | **60** |

**Unit Mapping with SDGs**

| Units | Primary SDG |
|---|---|
| Unit - I: Shakespearian Soliloquies - Human Conflicts and well-being | SDG 3 , 4 |
| Unit – II: One Act Play – Social Justice | SDG 5 , 16 |
| Unit - V: Reading and Writing Comprehension | SDG 4 |

| Reference Books | |
|---|---|
| 1. | Burrill, M. (1918). They That Sit in Darkness. (1st ed.) The Birth Control Review. |
| 2. | Dunbar-Nelson, A. (1918). Mine Eyes Have Seen. (1st ed.) Mint Editions. |
| 3. | Glaspell, S. (1916). Trifles. (1st ed.) Gyan Publishing House. |
| 4. | Kumar, S., & Pushp Lata. (2011). English Language and Communication Skills for Engineers. (1st ed.) Oxford University Press. |
| 5. | Kumar, S., & Pushp Lata. (2015). Communication Skills: A Workbook. (2nd ed.) Oxford University Press. |
| 6. | Shakespeare, W. (1998). The complete works of William Shakespeare. (1st ed.) Wordsworth Editions. |
| 7. | Wren, P. C., & Martin, H. (2016). High School English Grammar and Composition.(36th ed.) S. Chand Publishing. |
| **Web Resources (Swayam/NPTEL)** | |
| 1. | https://onlinecourses.swayam2.ac.in/e-learning/preview/cec24_lg01 |

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25BBA43C | Human Resource Management | Core - VII | 5 | 4 |

## Course Objectives

The Course intends to cover

- Core HRM functions, Strategic HR models, and Green HRM practices.
- Human resource planning and job analysis, including green skills, green jobs and hybrid/remote work and Job evaluation methods.
- Recruitment, selection and induction, including AI enabled practices for Green Recruitment, Green Selection.
- Concepts and processes of induction, training and performance appraisal, including green training and employee well-being.
- Career development and employee relations, grievance redressal, fair work place practices, discipline and dispute settlement.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Understand functions, strategies, ethics in HRM and benefits of Green HRM for sustainable practice. | K1, K2 |
| CLO2 | Develop sustainable HR practices using forecasting, job analysis, job evaluation and green practices to reduce corporate carbon footprints. | K3 |
| CLO3 | Implement inclusive and technology-enabled green recruitment and selection practices, incorporating relevant IKS insights. | K3 |
| CLO4 | Promote sustainable workplace practices through appropriate induction, green training and performance appraisal. | K3 |
| CLO5 | Analyse career planning and employee relations for fair and inclusive workplace practices. | K4 |
| **K1, K2 -** Understand; **K3 -** Develop, Implement, Promote; **K4 -** Analyse | | |

## CLO - PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 | Primary SDG |
|---|---|---|---|---|---|---|
| CLO1 | 3 | 2 | 2 | 2 | 3 | SDG - 8, 9 |
| CLO2 | 2 | 3 | 3 | 2 | 3 | SDG 8, 13 |
| CLO3 | 2 | 3 | 2 | 2 | 3 | SDG 8, 13 |
| CLO4 | 3 | 3 | 2 | 3 | 3 | SDG 13 |
| CLO5 | 2 | 3 | 3 | 2 | 3 | SDG 5, 8, 10 |
| **3 -** Substantial (High) | | **2 -** Moderate (Medium) | | | **1 -** Slight (Low) | |

# Core - VII: Human Resource Management

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Human Resource Management:** Meaning, Nature, Scope, Objectives and functions of HRM - Role and status of HR Manager - Indian Knowledge Systems in HRM and Insights for Modern Human Resource Practices - HR Policies - Organisation of HR Department - Ethics in HRM. **Strategic HRM**: Meaning, Definition - HRM Vs. SHRM. **Green HRM:** Meaning and Benefits**.**<br><br>**Suggested Activity:** Case Analysis: Review HR policy and identify ethical and green HR practices that support sustainable workplaces. | 14 |
| II | **Human Resource Planning**: Concept - Objectives - Need and Importance - Factors affecting HRP - Process - Forecasting human resource requirements - Forecasting demand for green skills and green jobs - Workforce planning for hybrid/remote work to reduce Carbon Footprint**. Job Analysis**: Importance and Benefits, Process - Job Description - Job Specification - Role Analysis - Job Evaluation - Methods. | 14 |
| III | **Recruitment**: Definition, Objectives of Recruitment - Recruitment Policy - **Recruitment Principles through IKS Insights from Thirukkural** - Factors affecting Recruitment - Alternative to Recruitment - Green Recruitment - Online Recruitment (AI-Powered Platforms, Mobile-optimised Platforms). **Selection**: Definition and Importance of Selection - Types of Selection Tests and Interviews - Green Selection**.** | 16 |
| IV | **Induction**: Meaning, Benefits - Content of an Induction Programme. **Training:** Objectives and Need for Training - Evaluating Training Effectiveness - Green Training. **Performance appraisal:** Concept - Objectives - Importance - Process - Methods of Appraisal (Trait, Behavioural and Results Method) - Promotion - Transfer - Demotion - Feedback.<br><br>**Suggested Activity:** Prepare a short training plan to promote employee wellbeing and sustainable workplace practices. | 16 |
| V | **Career Planning and Development**: Stages - Process of Career Planning - Career Development programme - Elements and Benefits. Diversity, Equity and Inclusive Workplace Practices. **Discipline and Grievance Management:** Causes of Grievances - Implications - Redressal methods - Indiscipline - Causes - Settlement of Industrial disputes.<br><br>**Suggested Activity:** Case Analysis: Review a workplace grievance and suggest a fair and inclusive solution. | 15 |
| | **Total Hours** | **75** |

**Unit Mapping with SDGs**

| Unit | Primary SDG |
|---|---|
| Unit I - Green HRM - Meaning and Benefits | SDG 8, 9 |
| Unit II - Forecasting demand for green skills and green jobs - Workforce planning for hybrid/remote work to reduce Carbon Footprint | SDG 8, 13 |
| Unit III - Green Recruitment and Green Selection | SDG 8, 13 |
| Unit IV - Green Training | SDG 13 |
| Unit V- Diversity, Equity and Inclusive Workplace Practices | SDG 5, 8, 10 |

| | |
|---|---|
| **Text Books** | |
| 1 | Dr. P. Subba Rao, (2024), Personnel and Human Resource Management (Text & Cases) 6th ed., Himalaya Publishing House. |
| 2 | Dr. C.B. Gupta (2025), Human Resource Management: Text & Cases, 20th Revised ed., Sultan Chand & Sons. |
| **Reference Books** | |
| 1 | G. Dessler (2021), Human Resource Management, 16th ed., Pearson Education. |
| 2 | V.S.P. Rao (2023), Human Resource Management Text and Cases, 3rd ed., Excel Books. |
| **Web Resources (Swayam/NPTEL/Others)** | |
| 1 | https://onlinecourses.nptel.ac.in/e-learning/preview/noc21_mg21 |
| 2 | https://onlinecourses.swayam2.ac.in/e-learning/preview/imb25_mg211 |
| 3 | https://www.vantagecircle.com/glossaries/green-hrm/ |
| 4 | https://www.academia.edu/89838769/Recruitment_Model_Rediscovered_in_Thirukkural_Its_Relevance_in_Modern_HRM |
| 5 | https://sustainability-directory.com/fundamentals/green-recruitment-fundamentals/ |
| 6 | https://internshala.com/blog/employer-ai-recruitment-platform/ |
| 7 | https://www.aihr.com/blog/diversity-equity-inclusion-belonging-deib/ |
| 8 | https://www.researchgate.net/publication/372077404_Green_Recruitment_and_Selection_An_Innovative_Approach_towards_Organizational_Development_and_Environmental_Sustainability |

| Course Code | Course Name | Category | Hours/Week | Credits |
|---|---|---|---|---|
| 25BBA44C | Advertising and Sales Promotion | Core - VIII | 5 | 4 |

## Course Objectives

This course intends to cover:

- Advertising concepts, objectives, media and publicity literature including AI in advertising.
- Advertising agencies, organisation, budgeting, advertising appeals, Indian values and cultural themes (IKS), copywriting and ethics in advertising.
- Principles, functions and design of eco-friendly advertising initiatives that promote responsible consumption.
- Principles and practices of sales force management, including recruitment, training, motivation, compensation, territory management and performance evaluation.
- Methods of sales promotion, promotional strategies, process of personal selling and types of salesmen.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Identify suitable advertising media and digital practices and AI applications for promotional activities. | K1, K2 |
| CLO2 | Develop effective and ethical advertisements with suitable appeals, Indian cultural values, and appropriate copywriting techniques. | K3 |
| CLO3 | Develop advertising layouts and campaign plans using suitable design principles and sustainable advertising practices. | K3 |
| CLO4 | Effectively recruit, manage and evaluate the performance of sales force. | K3 |
| CLO5 | Effectively engage the customers by selecting suitable sales promotion methods and personal selling techniques. | K3 |
| **K1**, **K2** - Identify; **K3** - Develop, Plan, Design | | |

## CLO-PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 | Primary SDG |
|---|---|---|---|---|---|---|
| CLO1 | 2 | 2 | 1 | 1 | 1 | - |
| CLO2 | 1 | 2 | 1 | 2 | 2 | - |
| CLO3 | 1 | 1 | 1 | 2 | 1 | SDG - 12 |
| CLO4 | 1 | 2 | 2 | 1 | 1 | - |
| CLO5 | 1 | 1 | 1 | 1 | 1 | - |
| **3** - Substantial (High) | | **2** - Moderate (Medium) | | **1** - Slight (Low) | | |

# Core - VIII: Advertising and Sales Promotion

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Advertising: Meaning,** Importance and Objectives of Advertising. **Advertising Media:** Types of Advertising Media - Traditional, Digital, Outdoor and Specialty**. Publicity Literature:** Brochures, Booklets, Pamphlets, Catalogues, Folders and House Organs**. Digital Media Advertising:** Social media, Email Advertising, Banner Ads, Pop-ups and Video Ads - **Use of AI in Digital Advertising.** | 18 |
| II | **Advertising Agencies**: Meaning and Role of Advertising Agencies - Advertising Organisation and structure - Advertising Budget. **Advertising Appeals:** Types- Indian values and cultural themes in advertising appeals (IKS). **Advertising Copy**: Objectives, Essentials and Types of Advertising copy - Elements - Headlines, Body Copy, Illustrations, Catch Phrases and Slogans, Identification Marks. **Ethics in Advertising**: Social Effects of Advertising. | 15 |
| III | **Advertising Layout**: Principles, Functions and Design - Qualities of a Good Layout - Size of Advertising - Repeat Advertising. **Advertising Campaign:** Steps in Campaign Planning - **Sustainable Advertising** - Introduction - Benefits and challenges - AI and Green Ad Optimisation (Ad targeting and segmentation, Personalising ads, Budget allocation and bidding optimisation), Carbon Neutral Digital Campaign. | 13 |
| IV | **Sales Force Management**: Importance of Sales Force Management - Sales Force Decisions - Sales Force Size - Recruitment and Selection - Training Methods - Motivating Salesmen - Controlling Sales Force - Compensation and Incentives - Fixing Sales Territories and Quotas - Evaluation of Sales Performance. | 15 |
| V | **Sales Promotion**: Meaning and Methods of Sales Promotion - Promotional Strategies - Marketing Communication and Persuasion. **Promotional Instruments**: Techniques of Sales Promotion - After-Sales Service - Packing and Guarantee. **Personal Selling**: Objectives - Salesmanship - Process of Personal Selling - Types of Salesmen. | 14 |
| | **Total Hours** | **75** |

**Unit Mapping with SDGs**

| Unit | Primary SDG |
|---|---|
| Unit III – Sustainable Advertising, Green Ad optimisation and Carbon Neutral Digital Campaign. | SDG 12 |

**Text Books**


| | |
|---|---|
| 1 | S. L. Gupta, Niket Mehta, Utkarsh Gupta (2025), Advertising, Sales Promotion and Personal Selling, 1st Edition, Sultan Chand & Sons. |
| 2 | S.A. Chunawalla (2022), Advertising, Sales and Promotion Management, 6th Edition, Himalaya Publishing House. |

| Reference Books | |
|---|---|
| 1 | P. Sharma & P.Nagpal (2025), Advertising and Sales Promotion, 3rd Edition, Vipul Prakashan. |
| 2 | C. N Sontakki (2011), Advertising and Sales Management, 3rd Edition, Kalyani Publishers. |
| 3 | G. E. Belch, M.A.Belch & K.Purani (2022), Advertising and Promotion: An Integrated Marketing Communications Perspective, 2nd Edition, McGraw-Hill Education. |
| 4 | T. A. Shimp & J.C.Andrews (2025), Advertising, Promotion, and Other Aspects of Integrated Marketing Communications 11th Edition, Boston: Cengage Learning. |
| **Web Resources (Swayam/NPTEL/Others)** | |
| 1 | https://onlinecourses.swayam2.ac.in/e-learning/preview/imb26_mg50 |
| 2 | https://www.stackadapt.com/resources/blog/ai-advertising#what-is |
| 3 | https://www.academia.edu/128352425/Indian_Cultural_Values_in_Advertising_A_Comprehensive_Review |
| 4 | https://www.themediaant.com/blog/sustainable-advertising-examples-strategy/ |
| 5 | https://www.themediaant.com/blog/ethics-in-advertising/ |
| 6 | https://www.seo.com/ai/advertising/ |
| 7 | https://marketingreport.one/news/miq-makes-end-to-end-carbon-neutral-digital-advertising-campaigns-a-reality.html |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA45P | Digital Advertising and Web Analytics Lab | Core Lab - IV | 4 | 2 |

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Google Ads:** Overview - Account Structure. **Campaign:** Types of Campaigns (Search, Display and Video) - Objectives - Structure - Ad Groups - Keywords for Paid Advertising - Keyword Match Types - Negative Keywords - Search Ad Creation - Headlines and Descriptions - Ad Assets - Audience and Location Targeting - Budget Setting - Bidding Strategies - Ad Scheduling - Landing Page Relevance - Conversion Tracking - Campaign Monitoring - Basic Campaign Optimization.<br>**Exercises:**<br>1. Create a Google Ads Campaign Structure with Campaign Objectives, Ad Groups, Keywords, Match Types and Negative Keywords.<br>2. Create Google Search Advertisements with Headlines, Descriptions and Ad Assets.<br>3. Set Audience, Location, Budget, Bidding and Ad Scheduling for a Google Ads Campaign.<br>4. Prepare a Conversion Tracking Plan and Analyse a Sample Google Ads Campaign. | 14 |
| II | **LinkedIn Advertising:** Introduction - Campaign Manager - Campaign Structure - Campaign Objectives. **Professional Audience Targeting:** Industry - Job Function - Job Title - Seniority - Company Size - Company Industry - Audience Definition. **Ad Formats:** Sponsored Content - Single Image Ads - Video Ads - Carousel Ads - Lead Generation Ads - Website Conversion Campaigns - Budget and Bidding - Campaign Scheduling - LinkedIn Insight Tag - Conversion Tracking - Campaign Performance Measurement.<br>**Exercises:**<br>5. Create a LinkedIn Advertising Campaign with Campaign Structure, Objectives and Professional Audience Targeting.<br>6. Create LinkedIn Sponsored Content using Single Image, Video or Carousel Ad Formats.<br>7. Create a LinkedIn Lead Generation or Website Conversion Campaign.<br>8. Prepare LinkedIn Campaign Budget, Bidding, Schedule and Conversion Tracking Plan, and Analyse Sample Campaign Performance. | 12 |
| III | **X (Twitter) Advertising:** Introduction - X Ads Manager - Campaign Structure - Campaign Objectives. **Audience Targeting:** Demographic Targeting - Interest -Based Targeting - Behaviour-Based Targeting - Keyword-Based Audience Concepts. **Promoted Content:** Image Ads - Video Ads - Website Traffic Campaigns - Engagement Campaigns - Budget and Bidding Concepts - Campaign Scheduling - Conversion Tracking - Campaign Measurement - Advertising Policies - Brand Safety.<br>**Exercises:**<br>9. Create an X Advertising Campaign with Campaign Structure, Objectives and Target Audience.<br>10. Create X Advertisements using Image or Video Promoted Content for a Website Traffic or Engagement Campaign.<br>11. Prepare X Campaign Budget, Bidding, Schedule and Conversion Tracking Plan, and Analyse a Sample Campaign with Reference to Advertising Policies and Brand Safety. | 12 |

| Unit | Content | No. of Hours |
|---|---|---|
| IV | **Web Analytics:** Introduction - Role of Analytics in Digital Marketing. **Google Analytics 4(GA4):** GA4 Account and Property - Data Streams - Web Data Collection - Users and Sessions - Events - Event Parameters - Key Events - Dimensions and Metrics - Automatic and Enhanced Measurement - Custom Events - User Properties - Real-Time Reports - DebugView - Data Filters - Internal Traffic - Data Retention - Basic Analytics Configuration - UTM Parameters - Campaign Tracking - Linking Advertising Campaigns with Website Activity.<br>**Exercises:**<br>12. Analyse GA4 Data Using a Sample WordPress Website and Identify Users, Sessions, Events, Key Events, Dimensions and Metrics.<br>13. Identify Website Events, Event Parameters and User Properties Using Dummy Data and Review Real-Time Reports.<br>14. Create UTM Campaign Tracking URLs and Analyse Website Traffic Sources.<br>15. Analyse Landing Page Performance Using Sample Data and Prepare a Basic GA4 Analytics Report. | 12 |
| V | **Web Analytics - Conversion, Analysis and Reporting:** GA4 Reports: -Acquisition Analysis - Traffic Acquisition - User Acquisition - Engagement Analysis - Pages and Screens - Landing Page Analysis - User Journey - Funnel Exploration - Path Exploration - Audience Analysis - Conversion Analysis - Key Event Analysis - Campaign Performance Analysis. **Advertising Metrics:** Impressions - Clicks - Click-Through Rate (CTR) - Cost Per Click (CPC) - Cost Per Mille (CPM) - Cost Per Acquisition (CPA) - Conversion Rate - Return on Ad Spend (ROAS) - Return on Investment (ROI). **Analysis and Reporting:** Basic Attribution Concepts - A/B Testing Basics - Data Visualization - Dashboard Creation – Performance Reporting – Data-Based Recommendations.<br>**Exercises:**<br>16. Analyse Acquisition, Engagement, Landing Page and User Journey Data Using Sample Data.<br>17. Calculate Digital Advertising KPIs, Compare Campaign Performance and Analyse A/B Testing Results Using Sample Data.<br>18. Create a Digital Advertising and Web Analytics Dashboard and Prepare a Performance Report with Data-Based Recommendations. | 10 |
| | **Total Hours** | **60** |
| **Text Books** | | |
| 1 | Chaffey, D., Ellis-Chadwick, F., & Abed-Rabbo, M. (2025), Digital Marketing, 9th Edition, Pearson Education. | |
| **Reference Books** | | |
| 1 | Kingsnorth, S. (2022), The Digital Marketing Handbook: Delivering Effective Digital Marketing for Businesses, Kogan Page. | |
| 2 | Ryan, D. (2020), Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 5th Edition, Kogan Page. | |
| **Web Resources (Swayam/NPTEL)** | | |
| 1 | https://nptel.ac.in/courses/106105084 | |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA46A | Business Regulatory Framework | Allied - IV | 4 | 3 |

## Course Objectives

The course intends to cover

- Ethics, ethical principles, social responsibility and corporate governance for sustainable and responsible business practices.
- Essentials, classification, offer, acceptance, capacity and wagering agreements in business contracts.
- Consideration, consent, factors affecting free consent, void agreements, quasi-contracts, discharge, breach of contract and its remedies.
- Formation of sale contracts, sale and agreement to sell, hire purchase, transfer of property, caveat emptor and rights of unpaid sellers.
- Creation and classification of agency, principal-agent relationships, agent liability and termination of agency.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO | CLO Statements | Knowledge Level |
|---|---|---|
| CLO1 | Conduct responsible and sustainable business by identifying ethical principles and corporate governance practices. | K1, K2 |
| CLO2 | Validate the business agreements by applying the contract law. | K3 |
| CLO3 | Determine the validity and enforceability of business contracts by applying principles of consideration, free consent and discharge of contracts. | K3 |
| CLO4 | Identify the legal rights and obligations in Agreement to sell and hire purchase. | K3 |
| CLO5 | Analyse the rights, duties and liabilities of principals and agents in different business transactions. | K4 |
| **K1 -** Remember; **K2 -** Conduct, Identify; **K3** – Validate, Determine, Identify; **K4 -** Analyse | | |

## CLO-PLO Mapping

| CLOs/PLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 | Primary SDG |
|---|---|---|---|---|---|---|
| CLO1 | 1 | 1 | 1 | 2 | 1 | SDG 16 |
| CLO2 | 1 | 2 | 1 | 3 | 2 | - |
| CLO3 | 2 | 1 | 1 | 3 | 1 | - |
| CLO4 | 3 | 2 | 1 | 3 | 1 | SDG 12 |
| CLO5 | 1 | 1 | 1 | 1 | 1 | - |
| **3** - Substantial (High) | | **2** - Moderate (Medium) | | **1** - Slight (Low) | | |

## Allied - IV: Business Regulatory Framework

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Business Ethics:** Ethics and Business Ethics - Meaning, Ethical Principles in Business Concepts, Values and Ethics - Ethical Corporate Behaviour - Social Responsibility of Business towards sustainable business practices. **Corporate Governance:** Need, Principles, Scope - Elements of Good Corporate Governance. | 12 |
| II | **Law of Contract:** Essentials of contract - Agreements - Classification of contracts - Offer - Legal rules as to offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract - Wagering agreements - Stranger to a Contract and exceptions. | 12 |
| III | **Consideration:** Legal rules - Contract without Consideration - Consent -Coercion - Undue influence - Misrepresentation - Fraud - Mistake. Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions - Quasi contracts - Discharge of contract - Breach of contract - Remedies. | 12 |
| IV | **Sale of Goods:** Formation of Contract of Sale - Sale and Agreement to Sell - Hire Purchase Agreement - Effect of Destruction of Goods - Documents of Title to Goods - Rules of Caveat Emptor - Exceptions. **Transfer of Property:** Sale by Non-owners - Right of resale - Right of lien - Unpaid Vendor's Rights. **IKS:** Indian Trade Practices - Honesty, Fair Measurement and Fair Dealing. | 12 |
| V | **Agency:** Creation of Agency - Classification of Agents - Relations of Principal and Agent - Delegation of Authority. Relations of the Principal with Third parties. Personal Liability of Agent - Termination of Agency. | 12 |
| | **Total Hours** | **60** |

**Unit Mapping with SDGs**

| Unit | Primary SDG |
|---|---|
| Unit I - Corporate Governance | SDG 16 |
| Unit IV - Honesty, Fair Measurement and Fair Dealing | SDG 12 |

**Text Books**

| | |
|---|---|
| 1 | R.S.N.Pillai & S Bhagavathi, (2025). Business Law, S. Chand Publishing. |
| 2 | N.D Kapoor, (2025). Business Law, 1st ed., Sultan Chand & Sons. |

**Reference Books**

| | |
|---|---|
| 1 | Dr.Suplab K.Podder & Dr.Kamashi P.,(2020). Business Law,1st ed., Himalaya Publishing House. |
| 2 | Dr.M.R.Sreenivasan(2024). Business Law, 6th ed., Margham Publications. |
| 3 | Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2026). Business Ethics: Ethical Decision Making and Cases,14th ed., Cengage. |

**Web Resources (Swayam/NPTEL/Others)**

| | |
|---|---|
| 1 | https://nptel.ac.in/courses/110105159 |
| 2 | nptel.ac.in/courses/110105079 |
| 3 | https://www.scribd.com/document/825102900/IKS-Unit-IV |
| 4 | https://brightlaws.com/business-ethics-and-law/ |

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25BBA47P | Data Analysis using Spreadsheet Lab | SEC Lab - II | 2 | 2 |

| Unit | Content | No. of Hours |
|---|---|---|
| I | **Introduction to Excel:** Introduction to Excel - Workbook, Worksheet, Rows, Columns and Cells - Data Entry and Formatting - Basic Formulas - SUM, AVERAGE, MIN, MAX, COUNT - Relative and Absolute Cell References.<br>1. Enter employee details including Employee ID, Name, Department and Basic Salary. Calculate HRA, DA and Gross Salary using basic formulas and apply suitable formatting.<br>2. Enter marks for five subjects for 10 students. Calculate Total, Average, Highest and Lowest marks using Excel functions and demonstrate relative and absolute cell references. | 6 |
| II | **Basic Excel Functions:** IF - AND, OR - SUMIF - COUNTIF - AVERAGEIF - ROUND - Basic Text and Date Functions.<br>1. Create an employee performance sheet containing Employee Name, Department, Sales Target and Actual Sales. Use IF, AND and OR functions to identify target achievement.<br>2. Create a sales dataset containing Salesperson, Department and Sales Amount. Use SUMIF, COUNTIF, AVERAGEIF and ROUND functions to analyse the data. | 6 |
| III | **Data Management:** Sorting - Filtering - Find and Replace - Remove Duplicates - Conditional Formatting.<br>1. Create a customer database containing Customer Name, City, Product, Quantity and Purchase Amount. Use Sorting and Filtering to organise and analyse the data.<br>2. Create a product list containing Product Name, Stock Available and Reorder Level. Use Find and Replace, Remove Duplicates and Conditional Formatting to clean and organise the data. | 5 |
| IV | **Charts and Business Analysis:** Creating and Formatting Charts - Column, Bar, Pie, Line, Scatter and Radar Charts.<br>1. Create a sales dataset containing Product, Region, Quantity and Sales Amount. Create and format Column, Bar, Pie, line, Scatter and Radar Charts to present the sales data.<br>2. Create a simple sales worksheet and use sorting, filtering and summarising to identify important sales information. | 6 |

| Unit | Content | No. of Hours |
|---|---|---|
| V | **Pivot Tables and Charts:** Introduction to Pivot Tables - Creating and Filtering Pivot Tables - Pivot Charts. **VLOOKUP:** Meaning - Syntax - Retrieving data using VLOOKUP.<br>1. Prepare a sales dataset containing Product, Quantity and Sales Amount. Create a Pivot Table to show product-wise sales and a Pivot Chart to present the results.<br>2. Use the VLOOKUP function to retrieve product price and category from a given product database based on the Product ID. | 7 |
| | **Total Hours** | **30** |

| **Text Books** | |
|---|---|
| 1 | David H. Ringstrom, Michael Alexander, Dick Kusleika, Paul McFedries & Ken Bluttman (2025), Microsoft 365 Excel All-in-One For Dummies, Wiley. |
| 2 | Michael Alexander & Dick Kusleika (2025), Microsoft Excel 365 Bible, 2nd ed., Wiley. |
| **Reference Books** | |
| 1 | Wayne L. Winston (2021), Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365), 7th ed., Microsoft Press. |
| 2 | Timothy R. Mayes & Todd M. Shank (2021), Financial Analysis with Microsoft Excel, 9th ed., Cengage Learning. |
| 3 | Alastair Day (2012), Mastering Financial Modelling in Microsoft Excel: A Practitioner's Guide to Applied Corporate Finance, 3rd ed., FT Press. |
| **Web Resources (Swayam/NPTEL)** | |
| 1 | https://onlinecourses.nptel.ac.in/e-learning/preview/noc22_mg35 |

# Ability Enhancement Compulsory Course - IV: Quantitative Aptitude

| Course Code | Course Name | Category | Hours / Week | Credits |
|---|---|---|---|---|
| 25QUA4AE | Quantitative Aptitude | AECC - IV | 2 | 2 |

| Unit | Details | No. of Hours |
|---|---|---|
| I | Average - Basic concepts - Equation - Mistaken value - Replacement - Including/Excluding; Ratio and Proportion - Basic concepts - Types of ratios - Proportion - Application problems | 6 |
| II | Blood Relations - Family relationship problems - Relationship identification; Directions - Direction sense - Distance and direction - Turning and orientation problems | 6 |
| III | Problems on Ages - Present, past and future ages - Age ratios - Application problems; Alligation and Mixture - Basic concepts - Rule of alligation - Mixture replacement problems | 6 |
| IV | Coding and Decoding - Letter coding - Number coding - Symbol coding - Pattern-based coding; Alphanumeric Series - Letter, number and symbol sequences - Series identification - Missing term problems | 6 |
| V | Percentage - Increase/decrease - Net change; Profit and Loss - Profit/loss percentage - Cost price and selling price - Discount; Simple Interest - Principal, rate, time and amount; Compound Interest - Principal, rate, time and amount - Difference between simple and compound interest | 6 |
| | **Total Hours** | **30** |
| **Text Book** | | |
| 1. | Arora, A.(2022) Quanta Quantitative Aptitude. Kiran Institute of Career Excellence Pvt. Ltd. | |
| **Reference Book** | | |
| 1. | Guha, A. (2017). Quantitative aptitude for all competitive examinations (6th ed.). McGraw Hill Education. | |
| **Web Resources** | | |
| 1. | https://prepinsta.com/learn-aptitude/ | |
| 2. | https://www.indiabix.com/aptitude/questions-and-answers/ | |

# Components of Assessment (CIA & ESE)

## Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

| Max Marks | Marks for | | Components for CIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | CIA | ESE | CIA | | Model | | Attendance | Active Engagement | Total |
| 100 | 25 | 75 | Actual | Weightage | Actual | Weightage | 5 | 5 | 25 |
| | | | 50 | **5** | 75 | **10** | | | |

## Question Paper Pattern (CIA & ESE)

| Component | Duration in Hours | Section A | | | Section B | | | Section C | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Type of Question | No. of Questions | Marks | Type of Question | No. of Questions | Marks | Type of Question | No. of Questions | Marks | |
| CIA | 2 | MCQ | 8 | 8x1=8 | Either or | 3 | 3x6=18 | Either or | 3 | 3x8=24 | 50 |
| Model Exam / **ESE** | 3 | MCQ | 10 | 10x1=10 | Either or | 5 | 5x5=25 | Either or | 5 | 5x8=40 | 75 |

## Components for Internal Assessment and Distribution of Marks for CIA (Lab)

| Max Marks | Marks for | | Components for CIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | CIA | ESE | Test | | Model | | Experiments / Programs | Observation | Total |
| 100 | 40 | 60 | Actual | Weightage | Actual | Weightage | Marks | 5 | 40 |
| | | | 50 | **10** | 60 | **15** | **10** | | |

## Examination Pattern

| Component | Duration in Hours | Marks | | | Weightage |
|---|---|---|---|---|---|
| | | Practical Exam | Record | Total Marks | |
| Test | 2 | 50 | - | **50** | 10 |
| Model | 3 | 60 | - | **60** | 15 |
| Experiments | - | - | - | **10** | 10 |
| Observation | - | - | - | **05** | 05 |
| | | | | **Total Marks - CIA** | **40** |
| **ESE** | 3 | 50 | 10 | - | **60** |

## Components for Internal Assessment and Distribution of Marks for CIA (Foundation Course -Theory)

| Max Marks | Marks for | | Components for CIA | | | | |
|---|---|---|---|---|---|---|---|
| | CIA | ESE | CIA | | Model | | Total |
| | | | Actual | Weightage | Actual | Weightage | |
| 50 | 50 | - | 50 | 25 | 50 | 25 | 50 |

## Question Paper Pattern

| Duration in Hours | Mode of Exam | Type of Questions | No. of Questions | Marks |
|---|---|---|---|---|
| 2 | Offline | Open Choice | 5 (Out of 8) | 5 x 10=50 |

## Components for and Distribution of Marks for ESE (Theory) Ability Enhancement Compulsory Courses (AECC) & Question Paper Pattern

| Duration in Hours | Mode of Exam | Type of Questions | No. of Questions | Marks |
|---|---|---|---|---|
| 2 | Online | MCQ | 50 | 50x1=50 |