

**Curriculum Framework with Choice Based Credit System (CBCS) and Syllabus for
Outcome Based Education (OBE) in
B. Com (Applied Business Accounting) Degree Programme for the students admitted from
the academic year 2023– 2024 onwards**



SREE SARASWATHI THYAGARAJA COLLEGE

An Autonomous, NAAC Re – Accredited with 'A' Grade, ISO 9001:2008 Certified
Institution, Affiliated to Bharathiar University, Coimbatore, Approved by AICTE for
MBA/MCA and by UGC for 2(f) & 12(B) status

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PERSONAL MEMORANDA

1. Register Number :

2. Name :

3. Class :

4. Father's Name and Occupation :

5. Permanent Residential Address :

.....

.....

PIN :

6. Residential Phone No : STD Code :

Phone No :

Mobile No:

Mobile No :

7. Temporary Address :

8. Temporary Contact No :

9. Day Scholar / Hosteller :

10. Blood Group :



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**SARASWATHI THYAGARAJA COLLEGE [AUTONOMOUS],
POLLACHI**

B. Com (ABA) Degree Programme PEO, PO and PSO

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Within a few years of obtaining UG degree in B. Com (ABA) the student will be able to

PEO1: Analyze social and environmental aspects with professional values, ethics and equity to transform the knowledge, skills and expertise to the community.

PEO2: Involve in lifelong learning to adapt educational needs in a changing world to maintain their competency and to contribute to the advancement of knowledge in a multi-disciplinary environment.

PEO3: Exercising Professional skills, values, team spirit and leadership traits along with domain knowledge to succeed the challenges in profession and Industry.

PEO4: Integrate critical thinking, analytical decision making and to become a globally competent entrepreneur in the field of Commerce.

PROGRAMME OUTCOMES (POS)

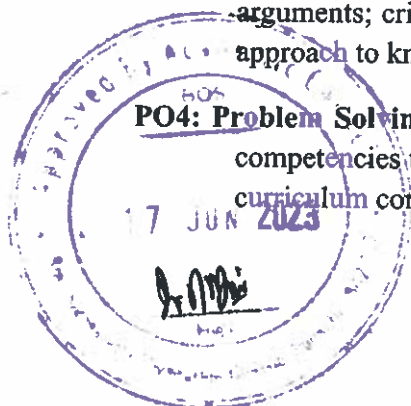
The students at the completion of the programme will be able to

PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more Disciplines that form a part of an Undergraduate Programme of Study

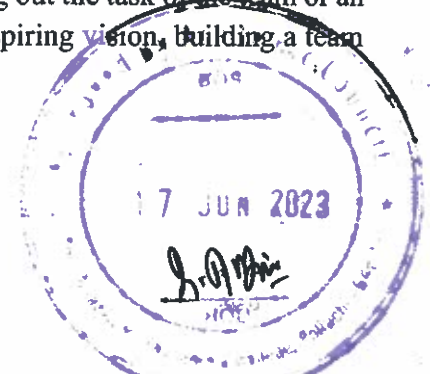
PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicative with others using appropriate media: confidently share one's views and express herself / himself; demonstrate the ability to listen carefully, read and write analytically and present complex information in a clear and concise manner to different groups.

PO3: Critical Thinking: Capability to apply analytic thought to the body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO4: Problem Solving: Capacity to extrapolate from what one has learnt and apply their competencies to solve different kinds of non- familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.



- PO5: Analytical Reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesize data from the variety of sources; draw valid conclusion and support them with evidence and examples and addressing opposing viewpoints.
- PO6: Research- related skill:** A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating, Ability to recognize cause and effect relationships, define problems, formulate hypothesis, analyse and interpret and draw conclusions from data, establish hypothesis, predict cause and effect relationships, execute and report the results of an experiment or investigation.
- PO7: Co-operation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of the team.
- PO8: Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative or qualitative data: and critically evaluate ideas, evidence and experiences from an open minded and reasoned perspective.
- PO9: Reflective thinking:** Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.
- PO10: Information/Digital Literacy:** Capability to use ICT in variety of learning situations, demonstrate ability to access, evaluate and use a variety of relevant information sources, and use appropriate software for analysis of data.
- PO11: Self- directed learning:** Ability to work independently, identify appropriate resources required for a project and manage a project through to completion.
- PO12: Multicultural competence:** Posse's knowledge of values and belief of multiple cultures and global perspective: and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- PO13: Moral and Ethical awareness /reasoning:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issue's related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarist, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
- PO14: Leadership readiness/qualities:** Capability for mapping out the task of the team or an organisation, and setting direction, formulating and inspiring vision, building a team



who can help achieve the vision, motivating and inspiring team members to engage with that vision and using management skill to guide people to the right destination in a smooth and efficient way.

PO15: Life Long Learning: Ability to acquire knowledge and skills, including “learning how to learn”, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives and adapting to changing trades and demands of workplace through knowledge/skill development/reskilling.

PROGRAMME SPECIFIC OUTCOME (PSOS)

PSO1 – Placement: To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviours, beliefs and apply diverse frames of reference to decisions and action. Further the students are encouraged with add-on value based and job-oriented courses which ensure them to sustain in the organisation level.

PSO2 – Contribution to Business World: Apply theoretical concepts to business practices to produce employable, ethical, and innovative professionals to sustain in the dynamic business world.

PSO3 – Contribution to the Society: To contribute to the development of the society by collaborating with stakeholders for mutual benefit. Become acquainted with commercial knowledge and soft skill to react in the most appropriate way when faced with challenges in the society.

Mapping the POs with PEO

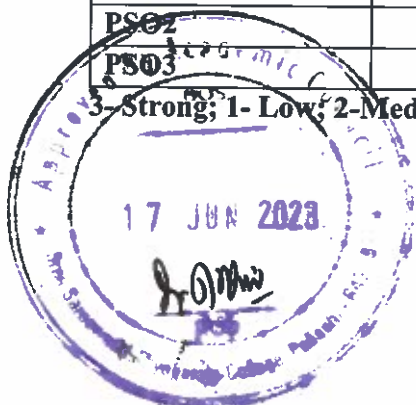
POs/PEOs	PEO1	PEO2	PEO3	PEO4
PO1	3	3	3	2
PO2	3	3	3	3
PO3	2	3	2	3
PO4	3	3	3	3
PO5	2	3	2	3
PO6	3	3	3	2
PO7	3	3	2	2
PO8	2	3	3	3

3- Strong; 1- Low; 2-Medium

Mapping the PSOs with PEO

PSOs/PEOs	PEO1	PEO2	PEO3	PEO4
PSO1	3	3	3	2
PSO2	3	3	3	2
PSO3	2	2	3	3

3- Strong; 1- Low; 2-Medium



Sree Saraswathi Thyagaraja College (Autonomous)

Regulations 2023

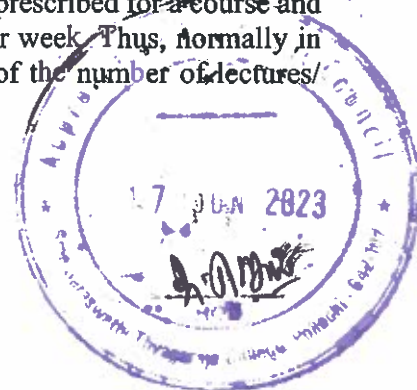
Choice-Based Credit System for the Academic Programmes with effect from 2023-2024

The following Regulations shall be effective for the courses of study leading to the Bachelor Degree which shall be of three years duration comprising of six semesters and Master Degree which shall be of two years duration comprising of four semesters. The Regulations shall come into effect from the Academic Session, 2023-2024.

STC College follows the UGC, TANSCHÉ and Bharathiar University guidelines of CBCS pattern in framing Course Scheme and scheme of examinations for the students admitted in various UG and PG Programmes from the Academic year 2023-24 and onwards.

1. 1. Definitions and codification:

- a) **CBCS:** CBCS means Choice Based Credit System. Choice Based Credit System is a flexible system of learning. This system permits students to,
 - learn at their own pace
 - choose electives from a wide range of Elective Courses offered for the programme
 - undergo additional courses and acquire more than the required number of credits
 - adopt an inter-disciplinary approach in learning
 - make the best use of the expertise of the available faculty.
- b) **Programme:** The term 'programme' is used to mean the whole learning experience or combination of courses in a particular field of study
- c) **Curriculum:** The term "Curriculum" indicates the various components of the programme and branch of study. The UG Curriculum under the CBCS consists of five parts and the medium of instruction is English. The PG Curriculum under the CBCS consists of only part III and the medium of instruction is English. Part four offers additional credits. Part V deals with extension activities for UG & PG.
- d) **Course:** A Programme is divided into a number of courses. A course is a unit of instruction or segment of subject area under any programme. The traditional concept 'paper' is replaced by 'course'.
- e) **Scheme of examination:** It denotes the programme outline during the period of study or the components of the particular Programme of study.
- f) **Syllabus:** The subject contents of each course is referred to as "Syllabus".
- g) **Academic Year:** An academic year means a period of twelve months consisting of two semesters.
- h) **Semester:** The word "semester" is used to mean a half-yearly term or term of studies including examinations, vacations and semester breaks.
- i) **Semester Duration:** A semester normally extends over a period of 15 class weeks [90 Days]. Each week has 30 hours of instruction spread over the week.
- j) **CIA:** The word "CIA" is used to refer to the continuous internal assessment within the half-yearly term.
- k) **End-semester:** The word "end-semester" is used to refer to the terminal processes of examinations and evaluations at the end but within the half-yearly term.
- l) **Credit:** 'Credit' defines the quantum of contents/ syllabus prescribed for a course and determines the number of hours of instruction required per week. Thus, normally in each of the course, credits will be assigned on the basis of the number of lectures/



tutorials/ laboratory work and other forms of learning required to complete the course contents in a 14–15-week schedule:

- i) 1 Lecture = 1 Hour duration =1 Credit
- ii) 1 Tutorial = 1 Hour duration =1 Credit
- iii) 1 Practical = 2 Hours duration =1 Credit

Note: The lecture sessions and tutorials shall not be substituted with any other activities like seminars, group discussions etc..

- m) **Grade point:** Grade point is the numerical weightage given to the particular course of study

2.1 Admission

The eligibility conditions and the guidelines issued by the Bharathiar University for admitting students are followed for all UG and PG Programmes offered at STC.

2.2 Semester Duration:

- i) Odd Semesters: June –November
(Including end-semester examinations and semester breaks)
- ii) Even Semester: December -May
(Including end-semester examinations and semester breaks)

Any change in the Academic Calendar/Schedule may be made by the college whenever necessary.

2.3 Academic Schedule:

The Academic Schedule of all degree programmes under the CBCS shall be administered as per the Academic Calendar of the college published for every academic session.

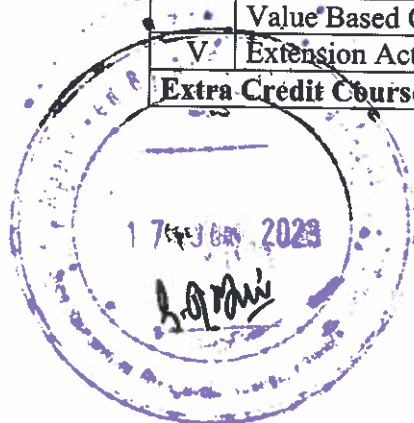
3. Course Structure:

The Course Structure of the Academic Programmes under the CBCS shall be as per the Course Structure given below. The nature of the Courses for all Academic programmes shall be as below:

2. UG programmes are conducted with a minimum total of 140 credits

Summary of UG Courses Pattern and Credit Distribution in Choice Based Credit System as given under

Part	Curriculum Structure	No. of Courses	Credits to be earned
I	Languages	04	12
II	English	04	12
III	Core Courses [CC]	15	60
	Generic Elective Courses [GEC]	04	12
	Discipline Specific Elective Courses [DSEC]	04	12
IV	Skill Enhancement Courses [SEC]	09	17
	Ability Enhancement Compulsory Course [AECC]	04	08
	Internship / Industrial Activity	01	02
	Value Based Courses [EVS & VE]	02	04
V	Extension Activities	-	01
	Extra Credit Courses [MOOC]	02	04*



Total [47+2* courses]	140+4*
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3. PG Programmes [Except MBA & MCA] are conducted with a minimum total of 91 credits

Part	Curriculum Structure	No. of Courses	Credits to be earned
III	Core Courses [CC]	14	54
	Discipline – Centric Elective Courses [DCE]	06	18
	Internship / Industrial Activity	01	02
	Skill Enhancement Courses [SEC]	04	08
	Ability Enhancement Compulsory Course [AECC]	04	08
V	Extension Activities	-	01
Extra Credit Courses:			
MOOC		02	04*
IDC		02	06*
Total [29+4* Courses]			91+10*

MBA & MCA Programme

MBA

Part	Curriculum Structure	No. of Courses	Credits to be earned
III	Core Courses [CC]	14	60
	Electives	07	21
	Extra Disciplinary Courses	03	09
	Summer Internship	01	04
	Soft Skills	04	08
Extra Credit Courses:			
MOOC		04	08*
IDC		02	06*
Total [29+6* Courses]			102+14*

MCA:

Part	Curriculum Structure	No. of Courses	Credits to be earned
III	Core Courses [CC]	19	78
	Elective Courses	04	16
	Professional Skills	03	06
Extra Credit Courses:			
MOOC		02	04*
IDC		02	06*
Total [26+4* Courses]			100+10*

3.1 Part I: Language I : Tamil or any one of the Indian or foreign languages i.e. Malayalam, French, Hindi, Telugu and Kannada.



It is mandatory for all the UG students to study a language under part I. A student can select and study any one of the languages offered under part I. The syllabus drafted would enable the students to communicate with ease and effectiveness in that language. It is offered in the **first four semesters** with one examination at the end of each semester.

3.2. Part II: Language II: English: The study of English is made compulsory for all UG students under part II. The subject offered during the first four semesters with one examination at the end of each semester.

3.3 Part III: A set of major courses that include Core Courses, Generic Electives, Discipline Specific Electives, Discipline Centric Electives in the major field of study selected by the student. Core courses are mandatory.

3.4 Part IV:

a) Basic Tamil/ Advanced Tamil/ NME:

- i.** Students who have not studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Basic Tamil comprising of two courses in the first and second semesters.
- ii.** Students who have studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Advanced Tamil comprising of two Courses in the first and second semesters.
- iii.** Students who have studied Tamil up to XII STD and also have taken Tamil in Part-I shall take Non-Major Elective comprising of two Courses of NME in the first and second semesters. A set of non – major elective courses are offered as choices to the students, outside their major discipline by all departments. The courses other than the core and allied shall be opted by the students as Non – Major Electives.

b) Skill Enhancement Courses & Ability Enhancement Compulsory Course: The courses offered as skill - based courses of the programme is aimed at imparting Advanced Skills of the programme. This comprises of nine courses inclusive of 2 NME courses. Ability Enhancement Compulsory Course focus on soft skills components – it shall have 4 courses in total. Students are also encouraged to go for **internships** under Part IV; For PG these courses are included in Part III;

c) Value Based Courses : Courses of cross-cutting issues relevant to the current pressing concerns both nationally and internationally such as gender, environment and sustainability, human values and professional ethics, development of creative and divergent competencies.

d) Massive Open Online Courses (MOOC): According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, and Spoken Tutorial etc. As per University Grants Commission (UGC) notification, Two Massive Open Online Course (MOOC) through any online platform is compulsory as extra credit paper. The institute is transferring the equivalent credit earned on receipt of MOOCs completion certificate and it shall incorporate these marks/credits in the overall consolidated statement of marks of the student.



3.5 Part V: Extension Activities:

All the Students shall have to enroll compulsorily for NSS/NCC/Sports activities. The extension activities are must for each student to take part in at-least in any one of these activities for the fulfillment of the degree

The mark sheet shall carry the gradation relevant to the marks awarded to the candidates. The grades will be awarded at the end of the Fifth Semester. This grading shall be incorporated in the mark sheet to be issued at the end of the semester.

4 Attendance Eligibility to appear for the End Semester Examinations

A student will be allowed to appear for the end semester examinations only if:

1. He/ She procures at least 75% of attendance.
2. He/ She should show satisfactory progress in studies, in all the tests and examinations conducted by the college / department during the semester and secure at least reasonable minimum marks in them.
3. His/ Her conduct in the college during the semester is satisfactory.

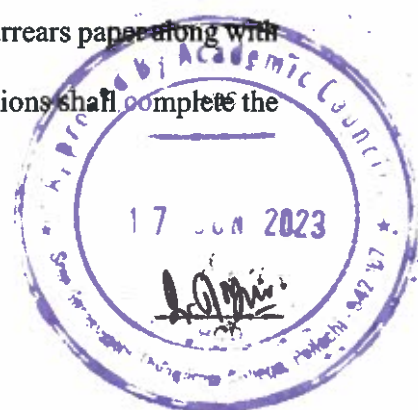
Shortage of Attendance

The following regulations will be followed for condonation and detention as well:

1. Candidates who earn 75% of attendance and above in the current semester are eligible to write the examinations, both arrears and regular subjects.
2. Candidates who earn attendance between 65% and 74% (both included) in the current semester are eligible to appear for the examination if the shortage of attendance is condoned by the Principal after the payment of the condonation fee prescribed by the Bharathiar University.
3. Candidates who earn attendance between 50% and 64% (both included) in the current semester are not eligible to write examinations in the current semester subjects but are permitted to continue their studies in the next semester provided it is the first time that the candidates have earned attendance between 50% and 64% or else the candidates have to discontinue the course and rejoin in the same semester during next year with the proper approval of the Registrar, Bharathiar University. However, these candidates are eligible to write the arrears if they have any.
4. Candidates who earn attendance below 50% are not eligible to write examinations in the current semester subjects and also have to discontinue the course and rejoin in the same semester in the next year with proper approval of the Registrar, Bharathiar University. However, these candidates are eligible to write the arrears subjects, if any.
5. Candidates who earn attendance between 50% and 64% in the previous semester and have earned combined attendance of 75% or more by taking the average of the attendance earned in the current and the previous semesters are eligible to write semester subjects along with the current semester subjects.

2. 5. Restrictions to appear for the examinations

- a) Any candidate having arrears paper(s) shall have to appear in all arrears paper along with the regular semester papers.
- b) "Candidates who fail in any of the course of UG degree examinations shall complete the



course **within 5 years** from the date of admission and “Candidates who fail in any of the course of PG degree examinations shall complete the course **within 4 years** from the date of admission and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of the course consequent to change of regulation and / or curriculum after 4/5 years period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman of the board of studies concerned and fulfill the requirements as per the regulation of curriculum for the award of the degree.

6. Examination and Evaluation:

- a) Examination and evaluation shall be done on a continuous basis, at least three times during each semester.
- b) There shall be 25% marks for internal assessment and 75% marks for End-semester examinations in each course during every semester.
- c) **Internal Assessment:**
In internal assessment, different tools such as objective tests, written tests, assignments, paper presentation, laboratory work, etc. suitable to the courses may be employed.
- d) **End Semester Examinations:**
 - There shall be one End semester examination carrying 75% Marks in each course of a Semester covering the entire syllabus prescribed for the Course. The End semester examination is normally a written/ laboratory-based examination/Project Work/Dissertation.
 - The Controller of Examinations shall make necessary arrangements for notifying the dates of the End semester examinations and other procedures as per rules (at least 20 days in advance) and the Academic Calendar notified by the College.
 - Normally, the End-semester examinations for each course shall be of three hours duration.
- e) The Procedure for Internal Assessment and End Semester Examination is prescribed in **Annexure I**.
- f) The pattern of Question paper both the CIA and ESE is prescribed in **Annexure II**
- g) Confidential Works: Setting the question papers, scrutinizing of question papers, evaluating the answer scripts, tabulation of marks, etc. and announcement of results, shall be governed by the Controller of Examinations.
- h) The mode of conduct of the end-semester examinations of the practical/ dissertation courses shall be partially external as below:
 - The end-semester examinations of all practical/ dissertation courses shall be conducted by a Board of Examiners consisting of the internal examiner (the concerned course teacher) and an external examiner appointed by the Controller of Examinations.
- i) The mode of end-semester examination and evaluation of the Course shall be specified in the detailed syllabus of the Course concerned.
- j) End-semester Practical examinations shall normally be held before the theory examinations.



3. 7. *Malpractices in Examinations*

The students, who indulge in any malpractice, while writing examination, will be directed to report to the Chief Superintendent. The chief superintendent will review and forward the case to Controller of Examinations and the COE in turn will submit the details to Malpractice Committee for the initiation of appropriate disciplinary proceedings.

8. **Improvement of Marks in the subjects already passed:** Candidates wanting of improving the marks awarded in a passed subject in their first attempt shall reappear in the subsequent semester only. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

9. **Re-Valuation**

i) **Photo copy of valued answer scripts:** If the candidates intend to apply for the Xerox copy of their answer scripts, they have to annex the Xerox copy of their Identity Cards attested by their respective Heads of Departments, along with their application.

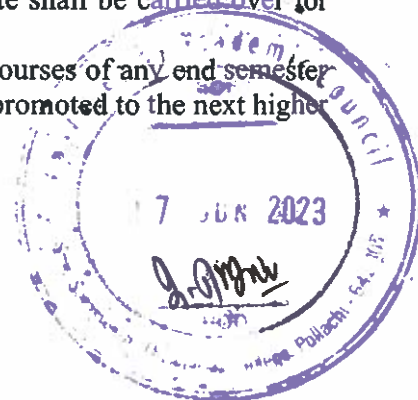
After receiving the photocopy, the student can verify the copy to find out whether there is any discrepancy in the total marks or omission of marking in the valuation process. If any discrepancy is noticed the same may be brought to the notice of the Controller of Examinations for remedial action.

ii) **Revaluation after getting photo copy of valued answer scripts:** Those candidates, who have obtained the photo copy of the answer scripts, may apply for revaluation. The valuation of the photocopy of the answer script can be verified by the course teacher and if the course teacher is convinced that the script deserves higher marks than what is awarded, he/she can recommend for applying revaluation by the subject teacher and the Head of the department. Provision available for revaluation is for theory examinations only.

10. **Supplementary Exam:** Candidates, who are having one course as arrears / absent after their final semester results, shall be permitted to appear for special supplementary examinations (There is no provision for revaluation or re-totaling after supplementary examinations).

11. **Results and Progression:**

- a) A candidate shall be declared as have passed a course, provided he/ she secures-
- (i) in each Course at least
UG: 40% of marks in the ESE and total marks of End Semester Examinations.
PG: 50% of marks in the ESE and total marks of End Semester Examinations.
 - (ii) UG: at least 'C' grade in the 10-point scale combining both the in-semester and End Semester Examination performance in all the Courses separately.
PG: at least 'B' grade in the 10-point scale combining both the in-semester and End Semester Examination performance in all the Courses separately.
 - (iii) There shall be no separate pass mark for Internal Assessment.
- b) There may be moderation of Internal Assessment marks/End Semester marks as and when necessary.
- c) The marks of CIA examinations obtained by the candidate shall be ~~carried-over~~ for declaring any result.
- d) A candidate who fails or does not appear in one or more courses of any end semester examinations up to Sixth Semester shall be provisionally promoted to the next higher



semester with the failed course as carry over course(s). Such candidates will be eligible to appear in the carry over course in the next regular examinations of those courses.

- e) The Controller of Examinations shall declare the results of the Examinations and issue Grade-sheets.
- f) The first rank holder of a programme shall be decided on the basis of the CGPA. However, the Overall Weighted Percentage of Marks (OWPM) of a candidate shall be considered in case of tie in CGPA.

12. Grading System

The absolute grading system shall be applied in evaluating the performance of the students. The following scale of grading system shall be applied to indicate the performances of students in terms of letter grade and grade points as given below:

Conversion of Marks to Grade Points & Letter Grade :(Performance in a course/paper)

RANGE OF MARKS (In percent)	GRADE POINTS	GRADE	DESCRIPTION
90 - 100	9.0 - 10.0	O	OUTSTANDING
80 - 89	8.0 - 8.9	D+	EXCELLENT
75 - 79	7.5 - 7.9	D	DISTINCTION
70 - 74	7.0 - 7.4	A+	VERY GOOD
60 - 69	6.0 - 6.9	A	GOOD
50 - 59	5.0 - 5.9	B	AVERAGE
40 - 49	4.0 - 4.9	C#	SATISFACTORY
00 - 39	0.0	U	RE-APPEAR
ABSENT	0.0	U	ABSENT

Reappearance is necessary for those who score below 50% Marks in PG **;

Reappearance is necessary for those who score below 40% Marks in UG*;

only applicable for UG programs

4. Grade Point Average (GPA):

Grade point average (GPA) is calculated for each part taking into account of all the courses studied under each part. Calculation of grade point average semester -wise and part -wise is as follows:

Sum of the multiplication of grade points by the credits of the courses

GPA = -----

Sum of the credits of the courses in a semester

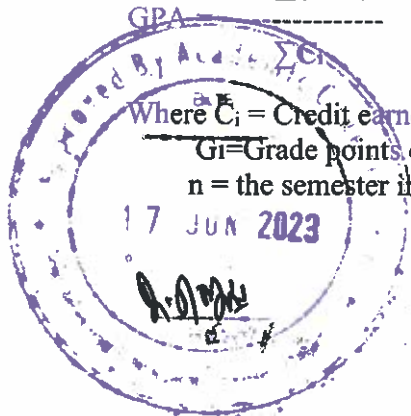
$\sum(C_i G_i)$

GPA = -----

Where C_i = Credit earned for course i in any semester.

G_i = Grade points obtained for course i in any semester.

n = the semester in which such courses were credited



Classification of Successful Candidates (Overall):

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5 to 10.0	O+	First Class - Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+ #	Third Class
4.0 and above but below 4.5	C #	
0.0 and above but below 4.0	U	Re-appear

“*” The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major, Allied, Inter Departmental and Elective Course alone) are eligible.

“#” Only applicable to U.G. Programme

Cumulative Grade Point Average (CGPA) :For the entire program CGPA is calculated in the following manner:

$$CGPA = \frac{\text{Sum of the multiplication of grade points by the credits of the courses of entire programme}}{\text{Sum of the Credits of the Courses of the entire programme}}$$

$$CGPA = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

In order to get through the examination, each student has to earn the minimum marks prescribed in the internal (wherever applicable) and external examinations in each of the theory course, practical course and project viva. Normally, the ratio between internal and external marks is 25:75. There is no passing minimum for internal. The following are the minimum percentage and marks for passing of each course, at UG and PG levels for external and aggregate is as follows:



S.No	Program	Passing Minimum in Percent	
		External (75)	Aggregate (100)
1	UG Degree	40% (30)	40% (40)
2	PG Degree	50% (38)	50% (50)

13. Ranking: Rank holders of a programme shall be decided on the basis of the CGPA. A candidate who qualifies the UG degree course passing all the examinations in the first attempt within the minimum period of prescribed for the course of study from the date of admission to the course and secures I or II class shall be eligible for ranking and such ranking shall be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks. Results of the candidates appeared in the improvement or Arrears Examinations shall not be counted for the award of Prizes/Medals, Rank or Distinction.

14. Rules for Admission on Transfer from other Colleges:

(a) Under Bharathiar University guidelines, the admission on transfer of students from other institutions shall be allowed. However, such transfer shall be permissible provided that-

- i. there is a vacancy in the respective program of study in the Institution where the transfer is requested
- ii. both the institutions conduct the same degree programmes under the CBCS.
- iii. the course structure along with the nomenclature of the courses are similar between the two institutions,

(b) In fulfillment of the conditions as laid down in clause 13(a), a candidate may be allowed to get admission on transfer from other college on the production of transfer certificate from Bharathiar University, Previous semester mark statements, , etc. not later than 1 (one) month from the commencement of the classes of the semester concerned.

- i. The marks obtained in the courses will be converted and grades will be assigned as per the STC norms.
- ii. The transfer students are eligible for classification.
- iii. The transfer students are not eligible for Ranking, Prizes and Medals

15. Conferment of the Degree: No candidate shall be eligible for conferment of the Degree unless he / she

- i. has undergone the prescribed course of study for a period of not less than six semesters and has passed the examinations as have been prescribed therefor.
- ii. has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 140 credits.
- iii. has successfully completed the prescribed Field Work/ Institutional Training (if any) as evidenced by certificate issued by the authorities concerned.



REGULATIONS ON MOOC

PREAMBLE

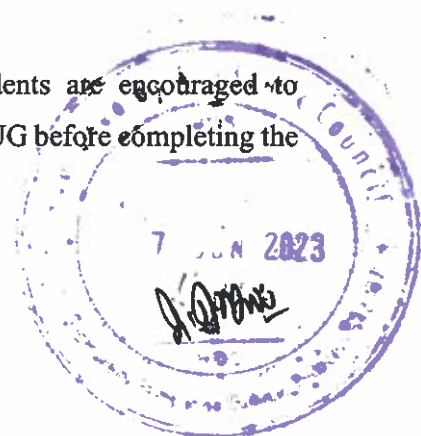
National Programme on Technology Enhanced Learning (NPTEL) is a joint venture of the IITs and IISc, funded by the Ministry of Education (MoE) Government of India, and was launched in 2003. Initially started as a project to take quality education to all corners of the country, NPTEL now offers courses for certification every semester in almost all the disciplines. NPTEL is a National Coordinator for Engineering courses (UG and PG) under SWAYAM, the National MOOCs portal. NPTEL also offers courses in Humanities and Management subjects as the NPTEL partner institutes do have these departments. It offers the courses in online mode which is instructor-lead and self-paced learning environment.

Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM) has emerged as one of the World's biggest Massive Open Online Courses (MOOCs) integrated platform of online courses, covering subjects from high school to higher education including Skill-based courses to ensure that every student benefits from learning material through ICT. There are a total number of 7,041 online courses on SWAYAM platform out of which 6,296 courses are credit courses and the remaining 745 courses are non-credit courses. University Grants Commission (UGC) vide Gazette Notification dated 25th March, 2021 has notified in the UGC (Credit Framework for online Learning courses through SWAYAM) Regulations, 2021 which facilitates an Institution to allow up to 40% of the total courses being offered by any higher education institution in a particular programme in any semester through online learning courses offered on SWAYAM platform. With this, the students studying in conventional Institutes / colleges can transfer the credits earned through the SWAYAM Courses into their academic records.

Sree Saraswathi Thyagaraja College, Pollachi is continuously taking part in promoting quality education as a higher education institution. The faculty members of the institution are also encouraged to complete the course in SWAYAM portal. With reference to the UGC notification, it has framed the regulations for credit transfer in order to encourage the students to undergo and learn the courses through NPTEL–SWAYAM portal.

The following MOOCs regulations would come into the force for the students admitted in the year 2023-24 and onwards.

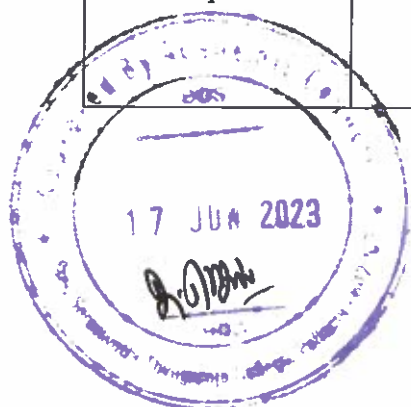
- All Under Graduate (UG) and Post Graduate (PG) students are encouraged to complete MOOCs [SWAYAM/NPTEL/NSDC] in their UG before completing the



fifth semester and likewise two MOOCs [SWAYAM/NPTEL/NSDC] in PG before completing the third semester.

- The institute is transferring the equivalent credit earned through [SWAYAM/NPTEL/NSDC] to the students on receipt of MOOCs completion certificate and these marks/credits shall be incorporated under extra credit course in the overall consolidated statement of marks of the student.
- The institution will allot a Single Point of Contact (SPoC) who will provide the list of courses offered in the NPTEL/SWAYAM/NSDC platform in the First / Second / Third / Fourth / Fifth semester for UG and similarly the list of courses offered in the NPTEL/SWAYAM/NSDC platform in the First / Second / Third semester for PG.
- A mentor will be allotted based on the domain areas of the students to guide, assist and track the status of progress.
- As per the guidelines provided by the Academic Council, an 8 weeks course can be considered for 2 credit course and a 12 weeks course can be considered for 3 credit courses.
- Based on this, the student should complete 2 MOOCs [each of 8 weeks duration] and earn in a total of 4 credits [2 credits per MOOC].
- The actual marks scored by the student will be taken as it is, in order to incorporate the score in the consolidated mark statement, if he/she successfully obtained the certification through MOOC.
- The following table describes the certification grade, equivalent marks and the further step(s) required for the student:

Assignment Status	Certification Status	Equivalent Mark	Further Step
Submitted	Elite + Gold	Actual Score by NPTEL	Not required
Submitted	Elite + Silver	Actual Score by NPTEL	Not required
Submitted	Elite	Actual Score by NPTEL	Not required
Submitted	Completed	Actual Score by NPTEL	Not required
Submitted	Not Completed	50% of the assignment Score + 50% of the score from the test conducted by the Institute	The student should attend the test in the institute
Not Completed	Not obtained	The actual score secured in the test conducted by the institute	The student should attend the test in the institute



- If a student has successfully completed the course in NPTEL/SWAYAM/NSDC, then the marks obtained and the appropriate credits will be informed by the SPoC to the Office of the Controller of Examinations (CoE). The marks and its corresponding grade may change as per the CBCS guidelines and regulations of the corresponding programme.
- If any student opts for more than the required number of MOOC, it will be considered as additional credit, and it will not be considered for calculating the CGPA.
- If the student fails in the MOOC examination, there is an **alternative option** for the student to complete the MOOC through the examination conducted by the college similar to that of MOOC Examination;
- In such case, the student needs to pay the MOOC exam fee at the college and he will be allowed to take up a 100 MCQ test [course with the same title as seen in MOOC] at the college lab; the results of this online test will be taken up by the COE section for the completion of MOOC.

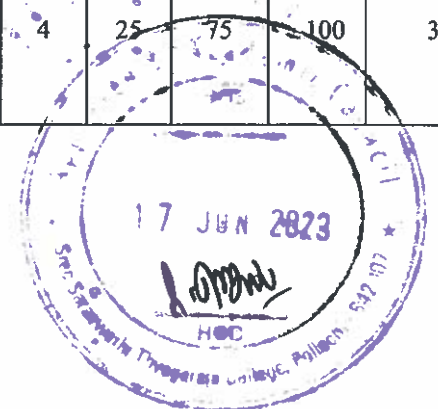


SCHEME OF EXAMINATIONS



**Curriculum Framework under Choice Based Credit System (CBCS) and
Syllabus for Outcome Based Education (OBE) in
B. Com (Applied Business Accounting)
For the students admitted from the academic year 2023 – 2024 and onwards**

Part	Domain	Type	Course Code	Name of the course	Periods/ Week				CIA	ESE	Total	Credits
					L	P	T	I.H.				
Semester – I												
I	Language	T	23LANIT10/ 1H10 / 1M10/ 1F10	Language Course I	4	-	-	5	25	75	100	3
II	English	T	23LANIE10	English I	4	-	-	4	25	75	100	3
III	Core I	T	23BCM1C10	Financial Accounting I	5	-	1	6	25	75	100	4
III	Core II	T	23BCM1C20	Principles of Management	5	-	1	6	25	75	100	4
III	Elective I	T	23BCM1G10	Business Communication	4	-	-	4	25	75	100	3
			23BCM1G20	Indian Economic Development								
			23BCM1G30	Business Economics								
IV	SEC	T	23XXX1NXX	NME - I	2	-	-	2	30	45	75	2
	FC	T	23BPA1S10	Foundation Course Accounting for Everyone	2	-	-	2	30	45	75	2
	AECC	T	23AECSS10	Ability Enhancement Course (AECC 1) Soft Skill	2	-	-	2	50	-	50	2
				Industrial Training	-	-	-		-	-	-	-
Total of Semester I					28	-	2	30	235	465	700	23
Part	Type of Course	Course Code	Name of the course	Periods/ Week			CIA	ESE	Total	Credits		
				L	P	T						
Semester – II												
I	Language	T	23LAN2T10/ 2H10/ 2M10/ 2F10	Language Course II	4	-	-	4	25	75	100	3
II	English	T	23LAN2E10	English II	4	-	-	4	25	75	100	3
III	Core III	T	23BCM2C10	Financial Accounting II	5	-	2	7	25	75	100	4
III	Core IV	T	23BCM2C20	Business Law	5	-	2	7	25	75	100	4
III	Elective I	T	23BCM2C10	Business Environment	4	-	-	4	25	75	100	3
			23BCM2C20	Insurance and Risk Management								
			23BCM2C30	Office Management & Secretarial Practice								



IV	SEC	T	23XXX2NXX	NME- II	2	-	-	2	30	45	75	2
	SEC	T	23BAB2R10	Skill Enhancement Course III Industrial Training	-	-	-	-	-	75	75	2
	AECC	P	23AECSS10	Ability Enhancement Course (AECC 2) Soft Skill II	2	-	-	2	50	-	50	2
Total of Semester II					26	-	4	30	205	495	700	23

**LIST OF NON-MAJOR ELECTIVE COURSES TO BE OFFERED FOR THE ACADEMIC
YEAR 2023 – 2024**

SNO	COURSE CODE	NAME OF COURSE	OFFERING DEPARTMENT
1	23BCS1N10	Office Automation	BSC CS
2	23BCS2N10	Multimedia Systems Lab	BSC CS
3	23BCA1N10	Digital Publishing Tools I	BCA
4	23BCA2N10	Digital Publishing Tools II	BCA
5	23BIT1N10	Office Automation for Documentation Lab	BSC IT
6	23BIT2N10	Office Automation for Presentation	BSC IT
7	23BFS1N10	Principles of Computer Security	BSC DCFS
8	23BFS2N10	Cyber Forensics	BSC DCFS
9	23BAM1N10	Basic Python Programming Lab	BSC AIML
10	23BAM2N10	Advance Python Programming Lab	BSC AIML
11	23BDA1N10	Data Visualization using Tableau I	BSC DSA
12	23BDA2N10	Data Visualization using Tableau II	BSC DSA
13	23BCM1N10	Practical Banking	BCOM
14	23BCM2N10	Entrepreneurship	BCOM
15	23BBC1N10	Accounting Software I	BCOM CA
16	23BBC2N10	Accounting Software II	BCOM CA
17	23BPA1N10	Personal Finance	BCOM PA
18	23BPA2N10	Basics of Stock Market	BCOM PA
19	23BAB1N10	Agricultural Marketing	BCOM ABA
20	23BAB2N10	Digital Marketing	BCOM ABA



21	23BAS1N10	Information Security	BCOM BA
22	23BAS2N10	Office Administration	BCOM BA
23	23BBI1N10	Digital Banking	BCOM B&I
24	23BBI2N10	Elements of Insurance	BCOM B&I
25	23TAM1N10	Basic Tamil I	TAMIL
26	23TAM2N10	Basic Tamil II	TAMIL
27	23TAM1N20	Advance Tamil I	TAMIL
28	23TAM2N20	Advance Tamil II	TAMIL
29	23BBA1N10	Basics of Event Management	BBA
30	23BBA2N10	Managerial Skill Development	BBA
31	23BMA1N10	Numerical Ability I	BSC MATHS
32	23BMA2N10	Numerical Ability II	BSC MATHS
33	23BEN1N10	Writing Skills for Media	BA ENG
34	23BEN2N10	Professional and Technical Writing	BA ENG
35	23BPY1N10	Psychological Wellbeing	BSC PSY
36	23BPY2N10	Psychological Self-Management	BSC PSY
37	23BCH1N10	Food Chemistry	BSC CHE
38	23BCH2N10	Dairy Chemistry	BSC CHE



பொதுத்தமிழ் : SEMESTER - I

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23LANIT10	Theory	பொதுத்தமிழ் - 1	Part I Supportive	45 Hrs	-	-	3

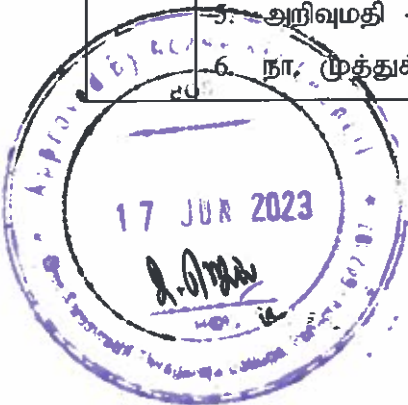
Learning Objectives

The Main Objectives of this Course are to:

- முதலாமாண்டுப் பட்ட வகுப்பு மாணவர்களுக்குத் தமிழ் மொழி இலக்கியங்களை அறிமுகம் செய்தல்.
- தற்கால இலக்கியப் போக்குகளையும் இலக்கணங்களையும் மாணவர் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்.
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.

Prerequisite: பன்னிரெண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்.

UNIT	COURSE CONTENT	No. of Sessions
I	<p align="center">அலகு I மரபுக் கவிதை</p> <p>1. பெ. சுந்தரனார் - தமிழ் தெய்வ வணக்கம் 2. பாரதிதாசன் - சிறுத்தையே வெளியல் வா 3. கவிமணி - புத்தரும் சிறுவனும் 4. முடியரசன் - மொழி உணர்ச்சி 5. கண்ணதாசன் - ஆட்டனத்தி ஆதிமந்தி - ஆதிமந்தி புலம்பல் 6. சுரதா - துறைமுகம் - வினாத்தாள் 7. தமிழ் ஒளி - கடல்</p>	10
II	<p align="center">1. அலகு II புதுக்கவிதை</p> <p>1. அப்துல் ரகுமான் - வீட்டுக்கொரு மரம் வளர்ப்போம் 2. ஈரோடு தமிழன்பன் - சென்ரியூ கவிதைகள் 3. வைரமுத்து - பிற்சேர்க்கை 4. மு. மேத்தா - வாழைமரம் 5. அறிவுமதி - வள்ளுவம் பத்து 6. நா. முத்துக்குமார் - ஆனந்த யாழை மீட்டுகிறாய்</p>	10



	7. சுகிர்தராணி - சபிக்கப்பட்ட முத்தம் 8. இளம்பிறை - நீ எழுத மறுக்கும் எனது அழகு	
III	அலகு III சிறுகதைகள் 1. வாய்ச்சொற்கள் - ஜெயகாந்தன் (மாலை மயக்கம் தொகுப்பு) 2. கடிதம் - புதுமைப்பித்தன் 3. கரு - உமாமகேஸ்வரி 4. முள்முடி - தி. ஜானகிராமன் 5. சிதறல்கள் - விழி. பா. இதயவேந்தன் 6. காகித உறவு - சு. சமுத்திரம் 7. வீட்டின் மூலையில் சமையல் அறை - அம்பை 8. ஆண்டன் செக்காவ் (மொழிபெயர்ப்புக் கதை) - நாயக்காரச் சீமாட்டி, சந்தியா பதிப்பகம்	12
IV	அலகு IV பாடம் சார்ந்த இலக்கிய வரலாறு 1. மரபுக் கவிதையின் தோற்றமும் வளர்ச்சியும் 2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 3. சிறுகதையின் தோற்றமும் வளர்ச்சியும்	6
V	அலகு V மொழித்திறன் போட்டித்தேர்வு 1. பொருள் பொதிந்த சொற்றொடர் அமைத்தல் 2. ஓர் எழுத்து ஒரு மொழி 3. வேற்றுமை உருபுகள் 4. திணை, பால், எண், இடம் 5. கலைச்சொல்லாக்கம், மொழிபெயர்ப்பு (குறிப்பு: அலகு 4,5 ஆகியன போட்டித் தேர்வு நோக்கில் நடத்தப்பட வேண்டும்)	7
TOTAL		45
Recommended Textbooks: -		
Suggested Reference Textbooks: 1. தமிழ் இலக்கிய வரலாறு - சிற்பி பாலசுப்பிரமணியன் 2. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு - தமிழண்ணல் 3. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - எ.பி. பாக்கியமேரி 4. தமிழ் இலக்கிய வரலாறு - மு.வ.		
Focus of Course: Employability / Skill Development / Entrepreneurship		
Level of Curriculum Relevance: Local / Regional / National / International Needs		
E Course / E Content URL: • Tamil Heritage Foundation- www.tamilheritage.org < http://www.tamilheritage.org > • Tamil virtual University Library- www.tamilvu.org/library http://www.virtualvu.org/library		



- Project Madurai - www.projectmadurai.org.
- Chennai Library- www.chennailibrary.com <<http://www.chennailibrary.com>>.
- Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
- Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
- Tamil Books on line- books.tamilcube.com
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

Course Designer: TANSCHÉ
Chennai

BOS Chairman – Tamil, STC

Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	பாரதியார் காலந்தொட்டுத் தற்காலப் புதுக்கவிதைகள் வரை கவிதை இலக்கியம் அறிமுகப்படுத்தப்படுவதால் படைப்பாற்றல் திறன்பெறுதல்.	K1
CO2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்.	K2
CO3	இக்கால இலக்கிய வகையினைக் கற்பதன் மூலம் படைப்பாக்கத் திறனைப் பெறுவர்.	K3
CO4	மொழியறிவோடு சிந்தனைத்திறன் அதிகரித்தல்.	K4
CO5	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல்.	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 Evaluate; K6 - Create

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	3	3	3	3	2	2	2	2	2
CO2	3	3	2	2	2	2	2	2	2	1	2
CO3	2	2	3	3	2	3	2	2	1	2	1
CO4	2	3	3	2	2	3	3	2	2	2	1
CO5	3	3	2	2	2	3	3	2	1	2	2
Total	12	13	13	12	11	14	12	10	8	9	8
Average	2.4	2.6	2.6	2.4	2.2	2.8	2.4	2	1.6	1.8	1.6

3– Strong;1 –Low;2–Medium



FIRST YEAR – SEMESTER – I

PAPER II –GENERAL ENGLISH-I

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23LAN1E10	Theory	General English - I	Language	4	-	-	3
Preamble: Should have studied Accountancy in XII Std							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Poetry 1.1 A Patch of Land - Subramania Bharati 1.2 The Sparrow - Paul Laurence Dunbar 1.3 A Nation's Strength – Ralph Waldo Emerson 1.4 Love Cycle - Chinua Achebe						9
II	Prose 2.1 JRD - Harish Bhat 2.2 Us and Them - David Sedaris From Dress Your Family in Corduroy and Denim 2.3 Uncle Podger Hangs a Picture - Jerome K Jerome						9
III	Short Stories 3.1 The Faltering Pendulum- Bhabani Bhattacharya 3.2 How I Taught my Grandmother to Read- Sudha Murthy 3.3 The Gold Frame- R.K. Laxman						9
IV	Language Competency 4.1 Vocabulary : Synonyms, Antonyms, Word Formation 4.2 Appropriate use of Articles and Parts of Speech 4.3 Error correction						9
V	English for Workplace 5.1 Self - introduction, Greetings 5.2 Introducing others 5.3 Listening for General and Specific Information 5.4 Listening to and Giving Instructions / Directions						9
TOTAL						45	



1. Steel Hawk and other stories by Bhattacharya, Bhabani, New Delhi: Sahitya Akademi, 1967
2. How I taught my Grandmother to Read and other Stories, Murthy, Sudha, Penguin Books, India, 2004

Suggested Reference Textbooks:

1. English in use - A textbook for College Students (English ,Paper back, - T.Vijay Kumar, K Durga Bhavani, YL Srinivas
2. Practical English Usage - 4th Edition By Michael Swan
3. The Art of Civilized Conversation: A Guide to Expressing Yourself with Style and Grace -Margaret Shepherd, Penny Carter, (Illustrator), Sharon Hogan, 2005.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

E Course / E Content URL:

A patch of land by Subramania Bharati translated by Usha Rajagoplan :

https://books.google.co.in/books?id=iSHvOmXuvLMC&printsec=frontcover&dq=subramania+bharati+poems&hl=en&newbks=1&newbks_redir=0&source=gb_mobile_search&sa=X&redir_esc=y#v=onepage&q=subramania%20bharati%20poems&f=false

The Sparrow by Paul Laurence Dunbar <https://poets.org/poem/sparrow-0>

A Nation's Strength by Emerson

<https://poets.org/poem/nations-strength>

Love cycle by Chinua Achebe : <https://www.best-poems.net/chinua-achebe/love-cycle.html>

JRD by Harish Bhat

<https://www.tata.com/newsroom/heritage/coffee-tea-jrd-tata-stories>

Us and Them by David Sedaris

From Dress Your Family in Corduroy and Denim

<https://legacy.npr.org/programs/morning/features/2004/jun/sedaris/usandthem.html>

Uncle Podger Hangs a Picture: <http://rosyhunt.blogspot.com/2013/01/uncle-podger-hangs-picture.html>

The Gold Frame: <https://fybaenglish.blogspot.com/2018/12/the-gold-frame-r-k-laxman.html>

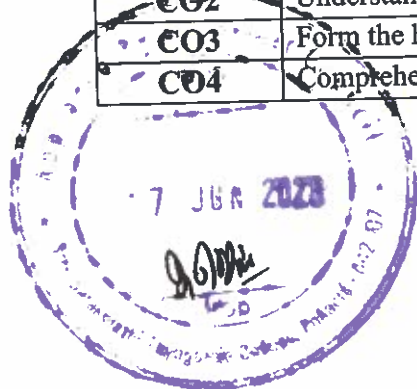
Course Designer:

TANSICHE

BOS Chairman, STC

Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing	K1
CO2	Understand the total content and underlying meaning in the context.	K2
CO3	Form the habit of reading for pleasure and for information	K3
CO4	Comprehend material other than the prescribed text	K3



CO5	Develop the linguistic competence that enables them, in the future, to present the culture and civilization of their nation.								K4	
Mapping with Programme Outcomes and Programme Specific Outcomes:										
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3
Total	14	14	15	14	14	15	15	10	12	11
Average	2.8	2.8	3	2.8	2.8	3	3	2	2.4	2.2
3 – Strong, 2- Medium, 1- Low										

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

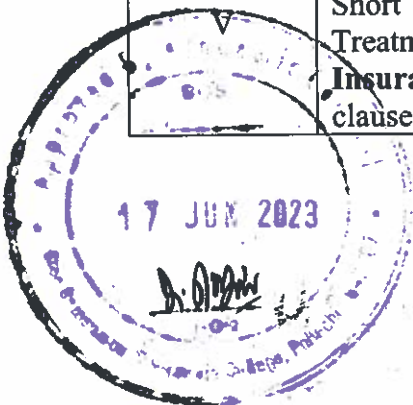
3 – Strong, 2 – Medium, 1 - Low



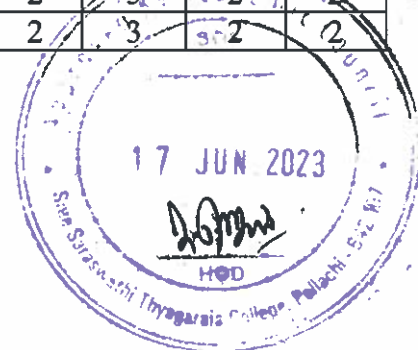
FIRST YEAR – SEMESTER – I

Core I - Financial Accounting I

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM1C10	Theory	Financial Accounting I	Core	5	1		4
Preamble: Should have studied Accountancy in XII Std							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Fundamentals of Financial Accounting Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts– Subsidiary Books — Trial Balance - Classification of Errors – Rectification of Errors – Preparation of Suspense Account – Need and Preparation - Bank Reconciliation Statement.						15
II	Final Accounts Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.						15
III	Depreciation and Bills of Exchange Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method. Annuity Method – Depreciation Fund Method – Insurance Policy Method – Revaluation Method – Depletion Method – Sum of Digits Method – Machine Hour Rate Method . Bills of Exchange – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate – Insolvency of Acceptor – Accommodation.						15
IV	Accounting from Incomplete Records Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method. Average Due Date and Account Current.						15
	Royalty and Insurance of Claims Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease – Accounting Treatment. Insurance Claims –Calculation of Claim Amount-Average clause (Loss of Stock only)						15



									TOTAL	75	
Recommended Textbooks:											
1. S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.											
2. S.N. Maheshwari, Financial Accounting, Vikas Publications, Noida.											
3. Shukla Grewal and Gupta, "Advanced Accounts", volume 1, S.Chand and Sons, New Delhi.											
4. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.											
5. R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.											
Suggested Reference Textbooks:											
1. Dr. Arulanandan and Raman: Advanced Accountancy, Himalaya Publications, Mumbai.											
2. Tulsian , Advanced Accounting, Tata McGraw Hills, Noida.											
3. Charumathi and Vinayagam, Financial Accounting, S.Chand and Sons, New Delhi.											
4. Goyal and Tiwari, Financial Accounting, Taxmann Publications, New Delhi.											
5. Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, Noida.											
Focus of Course: Employability / Skill Development / Entrepreneurship											
Level of Curriculum Relevance: Local / Regional / National / International Needs											
E Course / E Content URL:											
https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1											
https://www.slideshare.net/ramusakha/basics-of-financial-accounting											
https://www.accountingtools.com/articles/what-is-a-single-entry-system.html											
Course Designer:											
TANSICHE									BOS Chairman, STC		
Course Outcomes (COs): On Successful completion of this course the students will able to:											
COs	Course Outcome (CO) Statement									Bloom's Taxonomy Knowledge Level	
CO1	Remember the concept of rectification of errors and Bank reconciliation statements									K1	
CO2	Apply the knowledge in preparing detailed accounts of sole trading concerns									K2	
CO3	Analyse the various methods of providing depreciation									K3	
CO4	Evaluate the methods of calculation of profit									K4	
CO5	Determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.									K5	
Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2



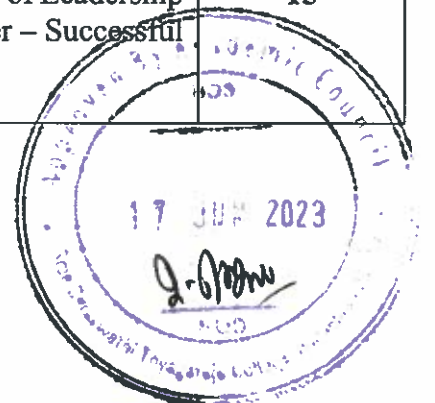
CO3	3	2	3	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	2	3	3	3	2	2	2	3	2	2
Total	15	10	15	15	13	11	10	10	15	10	10
Average	3	2	3	3	2.6	2.2	2	2	3	2	2
3 – Strong, 2- Medium, 1- Low											



FIRST YEAR – SEMESTER – I

Core II – Principles of Management

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM1C20	Theory	Principles of Management	Core	5	1	-	4
Preamble: Should have studied Commerce in XII Std							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Introduction to Management Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Management: Science or Art –Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities.						15
II	Planning Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – Management by Objective (MBO). Decision Making: Meaning – Characteristics – Types - Steps in Decision Making – Forecasting.						15
III	Organizing Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - Formal and Informal Organization – Organization Chart – Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.						15
IV	Staffing Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods - Selection Procedure – Test- Interview– Training: Need - Types– Promotion –Management Games – Performance Appraisal - Meaning and Methods – 360 Performance Appraisal – Work from Home - Managing Work from Home [WFH].						15
V	Directing Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader – Successful Women Leaders. Supervision. Co-ordination and Control						15



Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].	
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TOTAL **75**

Recommended Textbooks:

1. Gupta.C.B, -Principles of Management-L.M. Prasad, S.Chand & Sons Co. Ltd, New Delhi.
2. Dinkar Pagare, Principles of Management, Sultan Chand & Sons Publications, New Delhi.
3. P.C.Tripathi & P.N Reddy, Principles of Management. Tata McGraw, Hill, Noida.
4. L.M. Prasad, Principles of Management, S.Chand & Sons Co. Ltd, New Delhi.
5. R.K. Sharma, Shashi K. Gupta, Rahul Sharma, Business Management, Kalyani Publications, New Delhi.

Suggested Reference Textbooks:

1. K Sundhar, Principles Of Management, Vijay Nichole Imprints Limited, Chennai
2. Harold Koontz, Heinz Weirich, Essentials of Management, McGraw Hill, Sultan Chand and Sons, New Delhi.
3. Griffiin, Management principles and applications, Cengage learning, India.
4. H.Mintzberg - The Nature of Managerial Work, Harper & Row, New York.
5. Eccles, R. G. & Nohria, N. Beyond the Hype: Rediscovering the Essence of Management. Boston The Harvard Business School Press, India.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

<http://www.universityofcalicut.info/syl/management>

<https://www.managementstudyguide.com/manpower-planning.htm>

<https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392>

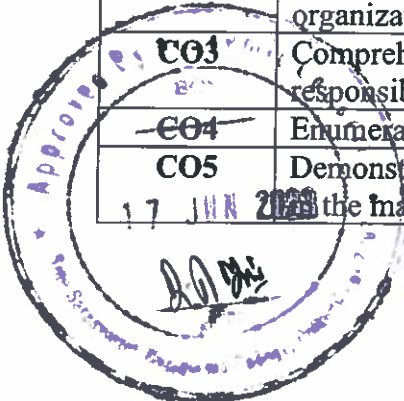
Course Designer:

TANSCHÉ

BOS Chairman, STC

Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Demonstrate the importance of principles of management.	K1
CO2	Paraphrase the importance of planning and decision making in an organization.	K2
CO3	Comprehend the concept of various authorizes and responsibilities of an organization.	K3
CO4	Enumerate the various methods of Performance appraisal	K4
CO5	Demonstrate the notion of directing, co-ordination and control the management.	K5



Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	3	2	2	2	3	2	3
CO2	3	2	3	3	2	2	2	2	3	2	2
CO3	3	2	2	3	2	2	2	1	3	2	2
CO4	3	2	2	3	2	2	2	2	3	2	2
CO5	3	2	3	3	2	2	2	1	3	2	2
Total	15	10	12	15	11	10	10	8	15	10	11
Average	3	2	2.4	3	2.2	2	2	1.6	3	2	2.2

S- Strong; L -Low; M-Medium



FIRST YEAR – SEMESTER – I
Elective I – Business Communication

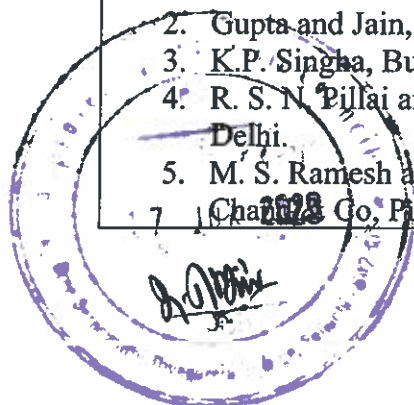
Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM1 G10	Theory	Business Communication	Elective I	4			3

Preamble: Should have studied Commerce in XII Std

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Introduction to Business Communication Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout	12
II	Trade Enquiries Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circular Letters	12
III	Banking Correspondence Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance – Kinds – Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence – Terms of Agency Correspondence	12
IV	Secretarial Correspondence Company Secretarial Correspondence – Introduction – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing	12
V	Application Letters Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews – Public Speech – Characteristics of a Good Speech	12
TOTAL		60

Recommended Textbooks:

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication-Sultan Chand & Sons- New Delhi.
2. Gupta and Jain, Business Communication, Sahityabahvan Publication, New Delhi.
3. K.P. Singha, Business Communication, Taxmann, New Delhi.
4. R. S. N. Pillai and Bhagavathi. S, Commercial Correspondence, Chand Publications, New Delhi.
5. M. S. Ramesh and R. Pattenshetty, Effective Business English and Correspondence, S. Chand & Co, Publishers, New Delhi.



Suggested Reference Textbooks:

1. V.K. Jain and Om Prakash, Business communication, S.Chand, New Delhi.
2. Rithika Motwani, Business communication, Taxmann, New Delhi.
3. Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
4. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd- NewDelhi.
5. Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.

Focus of Course: Employability / Skill Development / Entrepreneurship**Level of Curriculum Relevance: Local / Regional / National / International Needs**<https://accountingseekho.com/><https://www.testpreptraining.com/business-communications-practice-exam-questions><https://bachelors.online.nmims.edu/degree-programs>**Course Designer:**

TANSICHE

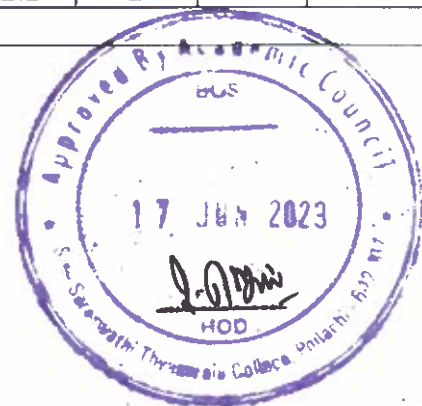
BOS Chairman, STC

Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Acquire the basic concept of business communication.	K1
CO2	Exposed to effective business letter	K2
CO3	Paraphrase the concept of various correspondences.	K3
CO4	Prepare Secretarial Correspondence like agenda, minutes and various business reports.	K4
CO5	Acquire the skill of preparing an effective resume	K5

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	2	3	2	2	2	2	2	2	2
CO2	3	3	2	3	2	2	2	3	2	2	2
CO3	3	3	2	3	2	2	2	2	2	2	2
CO4	3	3	2	3	2	2	2	2	2	2	2
CO5	3	3	2	3	2	2	2	2	2	2	2
Total	15	15	15	15	10	10	10	11	10	10	10
Average	3	3	3	3	2	2	2	2.2	2	2	2

3 – Strong, 2- Medium, 1- Low

FIRST YEAR – SEMESTER – I
Elective 1 - Indian Economic Development

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM1G20	Theory	Indian Economic Development	Elective I	5	-	1	4

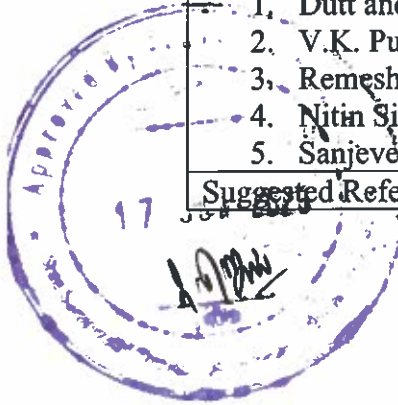
Preamble: Should have studied Commerce in XII Std

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Economic Development and Growth Concepts of Economic Growth and Development. Measurement of Economic Development: Per Capita Income, Basic Needs, Physical Quality of Life Index, Human Development Index and Gender Empowerment Measure.	12
II	Economic Development Factors affecting Economic Development - Characteristics of Developing Countries- Population and Economic Development- Theories of Demographic Transition. Human Resource Development and Economic Development	12
III	National Income Meaning, Importance, National Product-Concept, types of measurement, Comparison of National Income at Constant and Current Prices. Sectorial Contribution to National Income. National Income and Economic Welfare	12
IV	Public Finance Meaning, Importance, Role of Public Finance in Economic Development, Public Revenue-Sources, Direct and Indirect taxes, Impact and Incidence of Taxation, Public Expenditure-Classification and Cannons of Public Expenditure, Public Debt-Need, Sources and Importance, Budget-Importance, Types of Deficits -Revenue, Budgetary, Primary and Fiscal, Deficit Financing.	12
V	Money Supply Theories of Money and Its Supply, Types of Money-Broad, Narrow and High Power, Concepts of M1, M2 and M3. Inflation and Deflation - Types, Causes and Impact, - Price Index- CPI and WPI, Role of Fiscal Policy in Controlling Money supply.	12
TOTAL		60

Recommended Textbooks:

1. Dutt and Sundaram, Indian Economy, S.Chand, New Delhi
2. V.K. Puri, S.K. Mishra, Indian Economy, Himalaya Publishing house, Mumbai
3. Remesh Singh, Indian Economy, McGraw Hill, Noida.
4. Nitin Singhania, Indian Economy, McGraw Hill, Noida.
5. Sanjeverma, The Indian Economy, unique publication, Shimla.

Suggested Reference Textbooks:



1. Ghatak Subrata : Introduction to Development Economics, Routledge Publications, New Delhi.
2. Sukumoy Chakravarthy : Development Planning- Indian Experience, OUP, New Delhi.
3. Ramesh Singh, Indian Economy, McGraw Hill, Noida.
4. Mier, Gerald, M : Leading issues in Economic Development, OUP, New Delhi.
5. Todaro, Micheal P : Economic Development in the third world, Orient Longman, Hyderabad

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

<http://www.jstor.org>

<http://www.indiastat.com>

<http://www.epw.in>

Course Designer:

TANSICHE

BOS Chairman, STC

Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Elaborate the role of State and Market in Economic Development	K1
CO2	Explain the Sectorial contribution to National Income	K2
CO3	Illustrate and Compare National Income at constant and current prices.	K3
CO4	Describe the canons of public expenditure	K4
CO5	Understand the theories of money and supply	K5

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	2	2	2	2	2	2
CO2	3	2	3	3	2	2	2	2	2	3	2
CO3	3	2	3	3	2	2	2	2	2	2	2
CO4	3	2	3	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
Total	15	10	14	15	10	10	10	10	10	13	10
Average	3	2	2.8	3	2	2	2	2	2	2.2	2

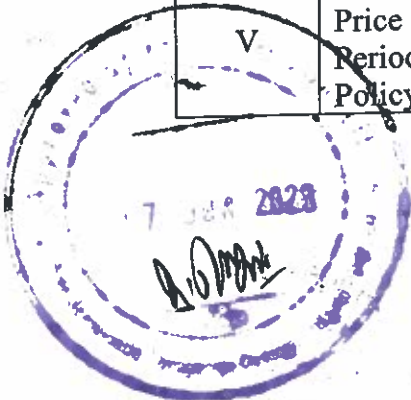
S- Strong; L -Low; M-Medium



FIRST YEAR – SEMESTER – I

ELECTIVE - I: BUSINESS ECONOMICS

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM1G30	Theory	Business Economics	Elective I	4	-	-	3
Preamble: Should have studied Commerce in XII Std							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Introduction to Economics Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle:- Inflation, Depression, Recession, Recovery, Reflation and Deflation.						12
II	Demand & Supply Functions Meaning of Demand - Demand Analysis: Demand Determinants, Law of Demand and its Exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance. Demand Forecasting - Factors Governing Demand Forecasting - Methods of Demand Forecasting, Law of Supply and Determinants.						12
III	Consumer Behaviour Consumer Behaviour – Meaning, Concepts and Features – Law of Diminishing Marginal Utility – Equi-Marginal Utility – Indifference Curve: Meaning, Definition, Assumptions, Significance and Properties – Consumer’s Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods - Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.						12
IV	Theory of Production Concept of Production - Production Functions: Linear and Non – Linear Homogeneous Production Functions - Law of Variable Proportion – Laws of Returns to Scale - Difference between Laws of variable proportion and returns to scale – Economies of Scale – Internal and External Economies – Internal and External Diseconomies - Producer’s equilibrium						12
V	Product Pricing Price and Output Determination under Perfect Competition, Short Period and Long Period Price Determination, Objectives of Pricing Policy, its importance, Pricing Methods and Objectives – Price						12



	Determination under Monopoly, kinds of Monopoly, Price Discrimination, Determination of Price in Monopoly – Monopolistic Competition – Price Discrimination, Equilibrium of Firm in Monopolistic Competition–Oligopoly – Meaning – features, “Kinked Demand” Curve	
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TOTAL **60**

Recommended Textbooks:

1. H.L. Ahuja, Business Economics–Micro & Macro - Sultan Chand & Sons, New Delhi.
2. C.M. Chaudhary, Business Economics-RBSA Publishers - Jaipur-03.
3. Aryamala.T, Business Economics, Vijay Nocole, Chennai.
4. T.P Jain, Business Economics, Global Publication Pvt. Ltd, Chennai.
5. D.M. Mithani, Business Economics, Himalaya Publishing House, Mumbai.

Suggested Reference Textbooks:

1. S.Shankaran, Business Economics-Margham Publications, Chennai.
2. P.L.Mehta, Managerial Economics–Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.
3. Peter Mitchelson and Andrew Mann, Economics for Business-Thomas Nelson Australia
4. Ram singh and Vinaykumar, Business Economics, Thakur Publication Pvt. Ltd, Chennai.
5. Saluram and Priyanka Jindal, Business Economics, CA Foundation Study material, Chennai.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

https://youtube.com/channel/UC69_-P77nf5-rKrijcpVEsqQ

<https://www.icsi.edu/>

<https://www.yourarticlelibrary.com/marketing/pricing/product-pricing-objectives-basis-and-factors/74160>

Course Designer:

TANSCHE

BOS Chairman, STC

Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom’s Taxonomy Knowledge Level
CO1	Explain the positive and negative approaches in economic analysis	K1
CO2	Understood the factors of demand forecasting	K2
CO3	Know the assumptions and significance of indifference curve	K3
CO4	Outline the internal and external economies of scale	K4
CO5	Relate and apply the various methods of pricing	K5

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	3	3	2	2	2	2	2	2	2



CO4	3	2	2	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
Total	15	10	13	14	11	10	10	10	10	10	10
Average	3	2	2.6	2.8	2.2	2	2	2	2	2	2
3 – Strong, 2- Medium, 1- Low											



FIRST YEAR – SEMESTER –I

FOUNDATION COURSE FC- Accounting for Everyone

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BPA1S10	Theory	Accounting for Everyone	FC	2	-	-	2

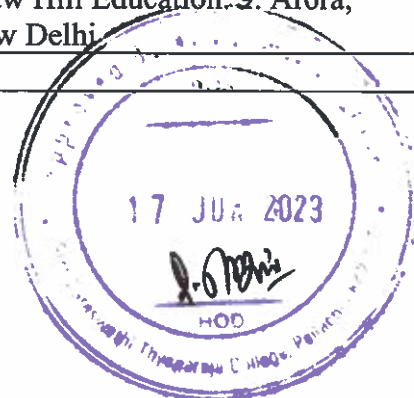
Preamble: Should have studied Commerce in XII Std

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Introduction to Accounting: Meaning, Importance and Need. Its objectives and relevance to business establishments and other organizations, and individuals. Accounting information: meaning, users and utilities, sources of accounting information. Some Basic Terms -Transaction, Account, Asset, Liability, Capital, Expenditure & Expense, Income, Revenue, Gain, Profit, Surplus, Loss, Deficit. Debit, Credit, Accounting Year, Financial Year	6
II	Transactions and Recording of Transactions: Features of recordable transactions and events, Basis of recording vouchers and another basis. . Fundamental Accounting Equation; Concept of revenue and Capital; Preparation of financial statements. (Simple problems)	6
III	Financial Statements: Concept – objectives – need - qualities and characteristics – assumptions – presentation – types of financial statement analysis	6
IV	Company Accounts: Explanation of certain terms - Public Limited Company, Private Limited Company, Share, Share Capital, Shareholder, Board of Directors, Contents and disclosures in Annual Report, Company Balance Sheet and Statement of Profit and Loss.	6
V	Reports on Management Review and Governance: Report of Board of Directors Management discussion analysis- Annual Report on CSR Business responsibility report Corporate governance report Secretarial audit report.	6
TOTAL		30

Recommended Textbooks:

1. Siddiqui, S. A. (2008). Book Keeping & Accountancy. New Delhi: Laxmi Publications Pvt. Ltd.
2. Sehgal, D. (2014). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
3. Tulsian, P. C. (2007). Financial Accounting. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
4. Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education..9. Arora, M.N. Management Accounting, Vikas Publishing House, New Delhi

Suggested Reference Textbooks:



<ol style="list-style-type: none"> 1. Mukharji, A., & Hanif, M. (2015). Financial Accounting. New Delhi: Tata McGraw Hill Publishing Co. Ltd. 2. Maheshwari, S. N. & Maheshwari, S. K. (2018). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd. 3. Arora, M.N. Management Accounting, Vikas Publishing House, New Delhi 											
Focus of Course: Employability / Skill Development / Entrepreneurship											
Level of Curriculum Relevance: Local / Regional / National / International Needs											
https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1 https://www.slideshare.net/ramusakha/basics-of-financial-accounting https://www.accountingtools.com/articles/what-is-a-single-entry-system.html											
Course Designer:											
TANSICHE						BOS Chairman, STC					
Course Outcomes (COs): On Successful completion of this course the students will able to:											
COs	Course Outcome (CO) Statement										Bloom's Taxonomy Knowledge Level
CO1	Analyze various terms used in accounting:										K1
CO2	Understand accounting aspects of running a business										K2
CO3	Prepare accounting equation of various business transactions										K3
CO4	Analyze information from company's annual report										K4
CO5	Comprehend the management reports of the company										K5
Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	3	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	2	3	3	3	2	2	2	3	2	2
Total	15	10	15	15	13	11	10	10	15	10	10
Average	3	2	3	3	2.6	2.2	2	2	3	2	2
3 – Strong, 2- Medium, 1- Low											



FIRST YEAR - SEMESTER – I
Ability Enhancement Compulsory Course -I - Soft Skills - I

Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23AECSS10	Soft Skills - I	Ability Enhancement Compulsory Course -I	-	-	30	2

Preamble:

To help the students develop and enhance their Soft Skill competencies and Numerical Abilities.

Unit	Course contents	Hours
I	Introduction to soft skills, Significance of Soft Skills, Soft Skills vs Hard Skills. Building Confidence- Strategies for learning to build confidence - best confidence Building Activities. Managing your Emotions- Changing the Outlook.	6
II	Confident behaviors vs Behaviors associated with Low self - confidence Understanding self and personal branding. Attitude, Types of Attitudes, positive attitude, self-confidence and self- motivation.	6
III	Communication skills – Overview, Types of Communication, Principles and barriers of communication. Verbal communication skills, Oral, Telephonic and Social Media communication. Non-verbal communication skills, body language, attire and etiquettes, interpersonal skills, networking, dealing with difficult people, Personal grooming, self-discipline, self-presentation	6
IV	Number System, LCM & HCF, Square Root and Cube Root, Simplification	6
V	Ratio & Proportion, Partnership, Profit & Loss, Time, Work & Wages, Time & Distance	6
Total		30

Text Book(s)

1. Nishit Sinha & Dinesh Khattar. "Campus Recruitment Training", Pearson India Publications, 2022

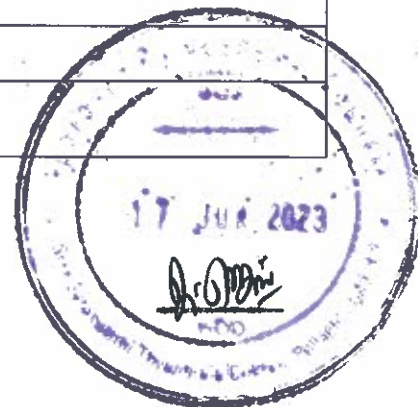
Reference Book(s):

1. Dale Carnegie. "How to Develop Self-Confidence & Influence People By Public Speaking ", Fingerprint Publications, 2017
2. Sabina Pillai & Agra Fernandez. "Soft Skills and Employability Skills, Cambridge University Press", 2018
3. "A Complete Manual for Campus Placements ", 2019, GK Publications Private Limited

Focus of Course: Employability

ONLINE RESOURCE

<https://www.thebalancemoney.com/what-are-soft-skills-2060852>



<https://www.skillsyouneed.com/ips/what-is-communication.html>
<https://www.forbes.com/sites/francesbridges/2017/07/21/10-ways-to-build-confidence/>
<https://k12.thoughtfullearning.com/teachersguide/writers-express/45-building-vocabulary-skills>
<https://www.indiabix.com/>
<https://www.faceprep.in/quantitative-aptitude/>
<https://prepinsta.com/how-to-prepare-for-campus-placements/>

Course Designer:

M.Devi Priya
Aptitude Trainer

BoS Chairman

Course Outcomes (COs) s

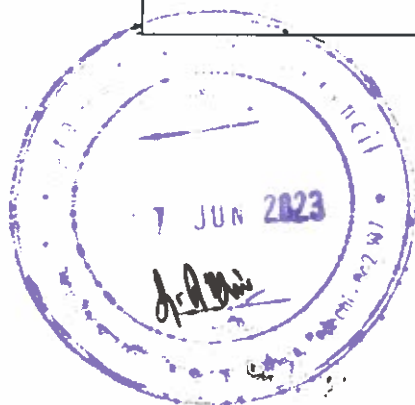
On successful completion of this course the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the importance of soft skills needed for their profession	K2
CO2	Become self-confident and self-motivated individuals to face the competitive world.	K2
CO3	Apply the verbal and nonverbal skills in professional career	K3
CO4	Identify an appropriate approach to solve quantitative problems	K2
CO5	Apply the problem-solving skills in everyday activities	K3

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	3	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	2	3	3	3	2	2	2	3	2	2
Total	15	10	15	15	13	11	10	10	15	10	10
Average	3	2	3	3	2.6	2.2	2	2	3	2	2

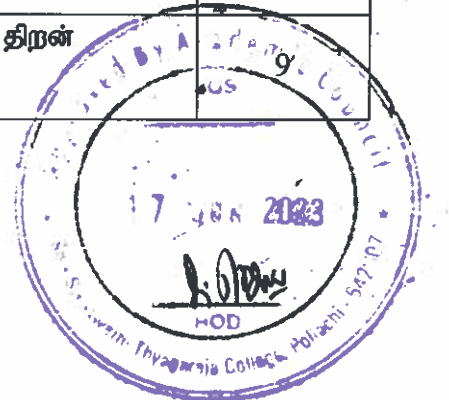
3 – Strong, 2- Medium, 1- Low



FIRST YEAR – SEMESTER – II

SEMESTER – II

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23LAN2T10	Theory	பொதுத்தமிழ் - 2	Part I Supportive	Yes 45 Hrs	-	-	3
Learning Objectives The Main Objectives of this Course are to: <ul style="list-style-type: none"> • சமய இலக்கியங்களையும் சிற்றிலக்கியங்களையும் மாணவர்களுக்கு அறிமுகம் செய்தல். • மொழித்திறனையும் சிறுகதை இலக்கிய வடிவத்தையும் மாணவர்க்கு உணர்த்துதல். 							
Prerequisite: பன்னிரெண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்.							
UNIT	COURSE CONTENT						No. of Sessions
I	அலகு I பக்தி இலக்கியம் 1. திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லோம் எனத் தொடங்கும் எனத் தொடங்கும் பதிகம் (10 பாடல்கள்) 2. ஆண்டாள் - திருப்பாவை (முதல் 10 பாசரம்)						9
II	அலகு II பக்தி இலக்கியம் 1. வள்ளலார் - அருள் விளக்க மாலை (முதல் 10 பாடல்) 2. எச்.ஏ. கிருட்டிணப்பிள்ளை - இரட்சணிய மனோகரம் - பால்ய பிரார்த்தனை 3. குணங்குடி மஸ்தான் சாகிபு - பராபரக்கண்ணி (முதல் 10 கண்ணி)						9
III	அலகு III சிற்றிலக்கியங்கள் 1. தமிழ்விடு தூது (முதல் 20 கண்ணி) 2. திருக்குற்றாலக் குறவஞ்சி - குறத்தி மலைவளம் கூறுதல் 3. முக்கூடற்பள்ளு - நாட்டு வளம்						9
IV	அலகு IV பாடம் சார்ந்த இலக்கிய வரலாறு (பல்லவர் காலம், நாயக்கர் காலம்) 1. பன்னிரு திருமுறைகள் 2. பன்னிரு ஆழ்வாழ்வர்கள் 3. சிற்றிலக்கியங்கள்						9
V	அலகு V மொழித்திறன் / போட்டித் தேர்வுத் திறன் 1. தொடர் வகைகள்						



2. மரபுத்தொடர், பழமொழிகள் 3. பிறமொழிச் சொற்களைக் களைதல் 4. வழுஉச் சொற்களை நீக்குதல் 5. இலக்கணக் குறிப்பு அறிதல் (குறிப்பு: அலகு 4, 5 ஆகியன போட்டித் தேர்வு நோக்கில் நடத்தப்பட வேண்டும்)	
TOTAL	45

Recommended Textbooks: -

Suggested Reference Textbooks:

1. தமிழ் இலக்கிய வரலாறு - சிற்பி பாலசுப்பிரமணியன்
2. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு - தமிழண்ணல்
3. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - எ.ப. பாக்கியமேரி
4. தமிழ் இலக்கிய வரலாறு - மு.வ.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

E Course / E Content URL:

- Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>>
- Tamil virtual University Library- [www.tamilvu.org/ library](http://www.tamilvu.org/library) <http://www.virtualvu.org/library>
- Project Madurai - www.projectmadurai.org.
- Chennai Library- www.chennailibrary.com <<http://www.chennailibrary.com>>.
- Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
- Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
- Tamil Books on line- books.tamilcube.com
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

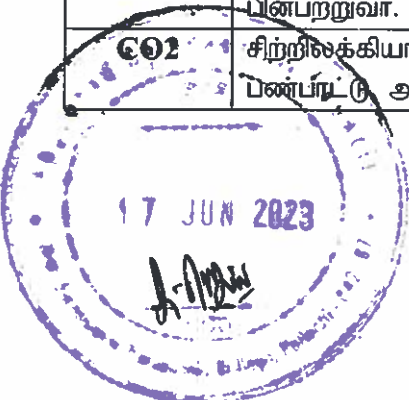
Course Designer: TANSCHÉ

Chennai

BOS Chairman – Tamil, STC

Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியையும், சமய நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்.	K1
CO2	சிறந்த இலக்கியங்களின் வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர்.	K2



CO3	பட்டப் படிப்பினைப் படிக்கும்போதே பெரும்பான்மையான தமிழ் இலக்கியங்கள் குறித்த அறிவினைப் பெறுவர்.	K3
CO4	தமிழ்ச் சமூகப் பண்பாட்டு வரலாற்றினை இலக்கியங்கள் வாயிலாக அறிவர்.	K4
CO5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் ஏற்ற பயிற்சி பெறுவர்.	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 Evaluate; K6 - Create

Mapping with Programme Outcomes and Programme Specific Outcomes: *

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	3	3	3	3	2	2	2	2	2
CO2	3	3	2	2	2	2	2	2	2	1	2
CO3	2	2	3	3	2	3	2	2	1	2	1
CO4	2	3	3	2	2	3	3	2	2	2	1
CO5	3	3	2	2	2	3	3	2	1	2	2
Total	12	13	13	12	11	14	12	10	8	9	8
Average	2.4	2.6	2.6	2.4	2.2	2.8	2.4	2	1.6	1.8	1.6

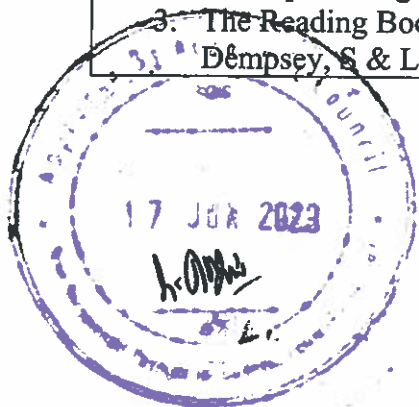
3- Strong;1 -Low;2-Medium



FIRST YEAR – SEMESTER – II

PAPER II –GENERAL ENGLISH-II

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23LAN2E10	Theory	General English - II	Language	4	-	-	3
Preamble: Should have studied Accountancy in XII Std							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Poetry 1.1 Very Indian Poem in Indian English - Nissim Ezekiel 1.2 Still I Rise - Maya Angelou 1.3 The Flower -Tennyson 1.4 On Killing a Tree - Gieve Patel						9
II	Prose 2.1 If You Are Wrong Admit it- Dale Carnegie 2.2 Kindly Adjust Please - Shashi Tharoor 2.3 The Spoon-fed Age- W.R. Inge						9
III	Fiction Alchemist - Paulo Coelho						9
IV	Language Competency 4.1 Homonyms, Homophones, Homographs Portmanteau words 4.2 Verbs and Tenses, Subject Verb Agreement 4.3 Error correction						9
V	English in the Workplace 5.1 Reading for General and Specific information [charts, tables, schedules, graphs etc] 5.2 Reading news and weather reports 5.3 Writing paragraphs 5.4 Taking and making notes						9
TOTAL							45
Recommended Textbooks: - 1.The Alchemist - Paulo Coelho Harper - 2005							
Suggested Reference Textbooks: 1. Advanced English Grammar. Martin Hewings. Cambridge University Press, 2000 2. Descriptive English. SP Bakshi, Richa Sharma · 2019, Arihant Publications (India) Ltd. 3. The Reading Book: A Complete Guide to Teaching Reading. Sheena Cameron, Louise Dempsey, S & L. Publishing, 2019.							



4. Skimming and Scanning Techniques, Barbara Sherman, Liberty University Press, 2014.
5. Brilliant Speed Reading: Whatever you need to read, however ...Phil Chambers, Pearson, 2013.
6. The Archer, Paulo Coelho. Penguin Viking, 2020.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

E Course / E Content URL:

1. Very Indian poem by Nissim Ezekiel
2. http://econtent.in/pacc.in/admin/contents/40_%20_2020103001102714.pdf
3. Still I Rise by Maya Angelou
4. <https://www.poetryfoundation.org/poems/46446/still-i-rise>
5. The Flower by Tennyson:
6. <https://www.poemhunter.com/poem/the-flower-2/>
7. On Killing a tree by Gieve Patel: <https://www.poemhunter.com/poem/on-killing-a-tree/>
8. If you are wrong, admit it: <https://www.tbr.fun/if-youre-wrong-admit-it/>
9. Kindly Adjust please - Shashi Tharoor
10. <https://www.theweek.in/columns/shashi-tharoor/2018/05/25/kindly-adjust-to-our-english.html?fbclid=IwAR3IhtdXqvuV4ySECn9S7SA6HmCEYISyd1QHd3BlwKgiNKKwdk eSg3qWp-U/>
11. The Spoon Fed Age: <https://www.nrkacademy.com/2016/04/spoon-feeding-by-wringe.html>
12. The Alchemist: <https://www.youtube.com/watch?v=lxBYpmxjeDU>

Course Designer:

TANSICHE

BOS Chairman, STC

Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Learn to introduce themselves and talk about everyday activities confidently	K1
CO2	Be able to write short paragraphs on people, places and events	K2
CO3	Identify the purpose of using various tenses and effectively employ them in speaking and writing	K2
CO4	Gain knowledge to write subjective and objective descriptions	K3
CO5	Identify and use their skills effectively in formal contexts.	K4

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	2



Total	14	14	15	14	14	15	15	10	12	11
Average	2.8	2.8	3	2.8	2.8	3	3	2	2.4	2.2
3 – Strong, 2- Medium, 1- Low										

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

3 – Strong, 2 – Medium, 1 - Low



FIRST YEAR – SEMESTER – II

Core III - Financial Accounting II

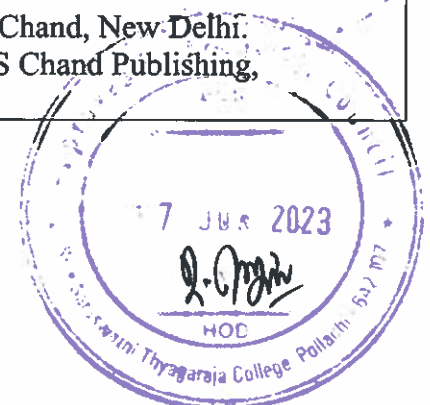
Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM2C10	Theory	Financial Accounting- II	Core	5	1	-	4

Preamble: Should have studied Accountancy in XII Std

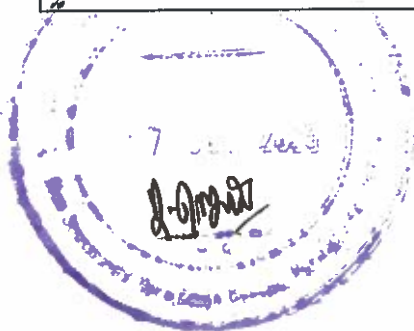
UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Hire Purchase and Instalment System Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account Instalment System - Calculation of Profit	15
II	Branch and Departmental Accounts Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price.	15
III	Partnership Accounts - I Partnership Accounts: –Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill –Retirement of a Partner – Death of a Partner.	15
IV	Partnership Accounts - II Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - Insolvency of a Partner – One or more Partners insolvent – All Partners insolvent - Garner Vs Murray – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.	15
V	Accounting Standards for financial reporting Objectives and Uses of Financial Statements for Users-Role of Accounting Standards - Development of Accounting Standards in India- Requirements of International Accounting Standards - Role of Developing IFRS- IFRS Adoption or Convergence in India-Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.	15
TOTAL		75

Recommended Textbooks:

1. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
2. M.C. Shukla T.S. Grewal & S.C. Gupta, Advance Accounts, S Chand Publishing, New Delhi.



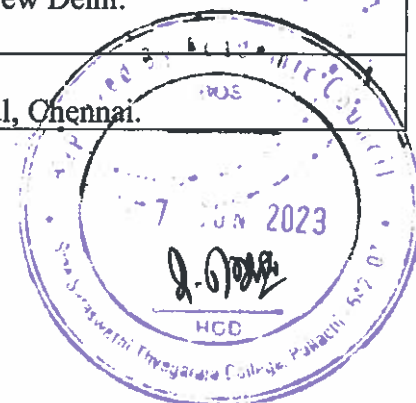
3. R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi. 4. S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers, New Delhi. 5. T.S. Reddy & A. Murthy, Financial Accounting, Margam Publishers, Chennai.											
Suggested Reference Textbooks: 1. Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida. 2. Dr. Venkataraman & others (7 lecturers): Financial Accounting, VBH, Chennai. 3. Dr. Arulanandan and Raman: Advanced Accountancy, Himalaya publications, Mumbai. 4. Tulsian, Advanced Accounting, Tata MC. Graw hills, India. 5. Charumathi and Vinayagam, Financial Accounting, S.Chand and sons, New Delhi.											
Focus of Course: Employability / Skill Development / Entrepreneurship											
Level of Curriculum Relevance: Local / Regional / National / International Needs											
https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1 https://www.slideshare.net/ramusakha/basics-of-financial-accounting https://www.accountingtools.com/articles/what-is-a-single-entry-system.html											
Course Designer: TANSICHE BOS Chairman, STC											
Course Outcomes (COs): On Successful completion of this course the students will able to:											
COs	Course Outcome (CO) Statement									Bloom's Taxonomy Knowledge Level	
CO1	To evaluate the Hire purchase accounts and Instalment systems									K1	
CO2	To prepare Branch accounts and Departmental Accounts									K2	
CO3	To understand the accounting treatment for admission and retirement in partnership									K3	
CO4	To know Settlement of accounts at the time of dissolution of a firm.									K4	
CO5	To elaborate the role of IFRS									K5	
Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	2	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3
Total	16	11	14	15	14	12	11	11	15	11	11
Average	3.2	2.2	2.8	3	2.8	2.4	2.2	2.2	3	2.2	2.2
3 – Strong, 2- Medium, 1- Low											



FIRST YEAR – SEMESTER - II

Core IV - Business Law

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM2C20	Theory	Business Law	Core	5	1	-	4
Preamble: Should have studied Commerce in XII Std							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Introduction An introduction – Definition – Objectives of Law - Law: Meaning and its Significance, Mercantile Law: Meaning, Definition, Nature, Objectives, Sources, Problems of Mercantile Law						15
II	Elements of Contract Indian Contract Act 1872: Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration – Capacity of Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract						15
III	Performance Contract Meaning of Performance, Offer to Perform, Devolution of Joint liabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract - Termination and Discharge of Contract - Quasi Contract						15
IV	Contract of Indemnity and Guarantee Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety – Bailment and Pledge – Bailment – Concept – Essentials and Kind - Classification of Bailments, Duties and Rights of Bailor and Bailee – Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.						15
V	Sale of Goods Act 1930: Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties - Transfer of Property – Contracts involving Sea Routes - Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller						15
TOTAL						75	
Recommended Textbooks:							
1. N.D. Kapoor , Business Laws- Sultan Chand and Sons, New Delhi. 2. R.S.N. Pillai – Business Law, S.Chand, New Delhi. 3. M C Kuchhal & Vivek Kuchhal, Business law, S Chand Publishing, New Delhi 4. M.V. Dhandapani, Business Laws, Sultan Chand and Sons, New Delhi. 5. Shusma Aurora, Business Law, Taxmann, New Delhi.							
Suggested Reference Textbooks:							
1. Preethi Agarwal, Business Law, CA foundation study material, Chennai.							



2. Business Law by Saravanavel, Sumathi, Anu, Himalaya Publications, Mumbai.
3. Kavya and Vidhyasagar, Business Law, Nithya Publication, New Delhi.
4. D.Geet, Business Law Nirali Prakashan Publication, Pune.
5. M.R. Sreenivasan , Business Laws, Margham Publications, Chennai.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

www.cramerz.comwww.digitalbusinesslawgroup.com

<http://swcu.libguides.com/buslaw>

<http://libguides.slu.edu/businesslaw>

Course Designer:

TANSICHE

BOS Chairman, STC

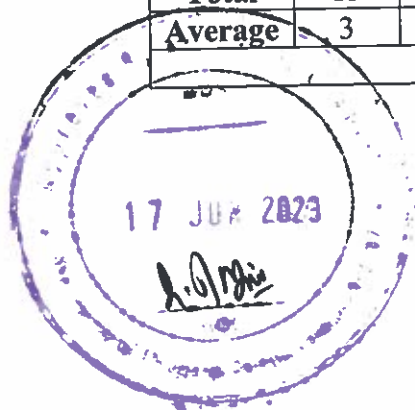
Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Explain the Objectives and significance of Mercantile law	K1
CO2	Understand the clauses and exceptions of Indian Contract Act.	K2
CO3	Explain concepts on performance, breach and discharge of contract.	K3
CO4	Outline the contract of indemnity and guarantee	K4
CO5	Explain the various provisions of Sale of Goods Act 1930	K5

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	2	2	2	2	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	2	3	2	2	2	2	2	2	2
CO4	3	2	3	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
Total	15	10	13	15	10	10	10	10	10	10	10
Average	3	2	2.6	3	2	2	2	2	2	2	2

3 – Strong, 2- Medium, 1- Low



FIRST YEAR – SEMESTER – II

ELECTIVE- II: BUSINESS ENVIRONMENT

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM2C10	Theory	Business Environment	Elective II	4			3

Preamble: Should have studied Commerce in XII Std

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	An Introduction The Concept of Business Environment - Its Nature and Significance – Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions.	12
II	Political Environment Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.	12
III	Social and Cultural Environment Social and Cultural Environment – Impact of Foreign Culture – Castes and Communities – Linguistic and Religious Groups – Types of Social Organization – Social Responsibilities of Business.	12
IV	Economic Environment Economic Environment – Economic Systems and their Impact of Business – Macro Economic Parameters like GDP - Growth Rate Population – Urbanization - Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions.	12
V	Technological Environment Technological Environment – Meaning- Features OF Technology- Sources of Technology Dynamics-Transfer of Technology- Impact of Technology on Globalization- Status of Technology in India- Determinants of Technology Environment.	12
TOTAL		60

Recommended Textbooks:

1. C. B. Gupta, Business Environment, Sulthan Chand & Sons, New Delhi
2. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
3. Dr. V.C. Sinha, Business Environment, SBPD Publishing House, UP.
4. Aswathappa.K, Essentials Of Business Environment, Himalaya Publishing House, Mumbai
5. Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi

Suggested Reference Textbooks:

1. Veenakeshavpailwar, Business Environment, PHI Learning Pvt Ltd, New Delhi
2. Shaikhsaleem, Business Environment, Pearson, New Delhi
3. S. Sankaran, Business Environment, Margham Publications, Chennai



4. Namitha Gopal, Business Environment, Vijay Nicole Imprints Ltd., Chennai
5. Ian Worthington, Chris Britton, Ed Thompson, The Business Environment, F T Prentice Hall, New Jersey

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

www.mbaofficial.com

www.yourarticlelibrary.com

www.businesscasestudies.co.uk

Course Designer:

TANSICHE

BOS Chairman, STC

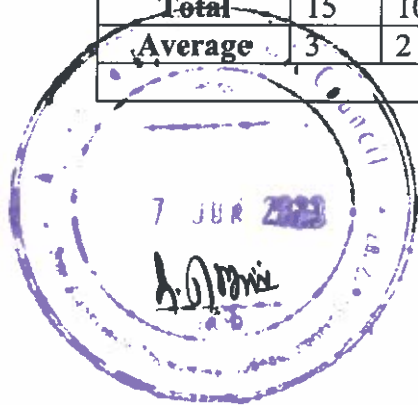
Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Remember the nexus between environment and business.	K1
CO2	Apply the knowledge of Political Environment in which the businesses operate.	K2
CO3	Analyze the various aspects of Social Environment.	K3
CO4	Evaluate the parameters in Economic Environment.	K4
CO5	Create a conducive environment for business to operate globally.	K5

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	2	3	3
CO3	3	2	3	3	3	2	3	3	2	3	3
CO4	3	2	3	3	3	2	2	3	2	3	3
CO5	3	2	3	3	3	2	3	3	3	3	3
Total	15	10	14	15	15	10	13	15	11	15	15
Average	3	2	2.8	3	3	2	2.6	3	2.2	3	3

3 – Strong, 2- Medium, 1- Low



FIRST YEAR – SEMESTER – II

Elective II - Insurance and Risk Management

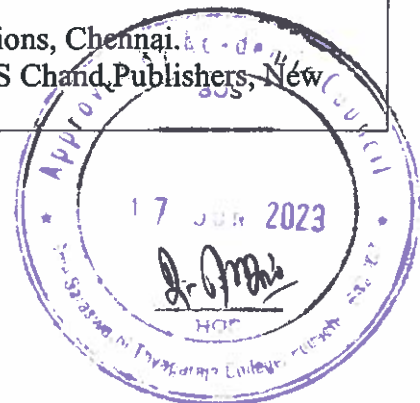
Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM2C20	Theory	Insurance and Risk Management	Elective II	4			3

Preamble: Should have studied Commerce in XII Std

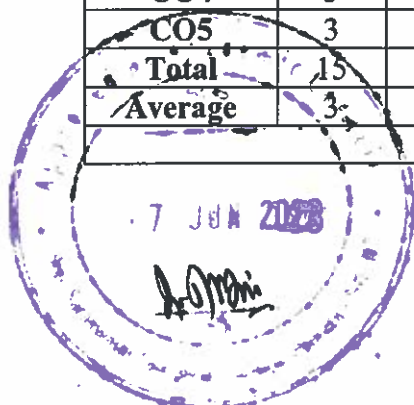
UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Introduction to Insurance Definition of Insurance - Characteristics of Insurance – Principles of Contract of Insurance – General Concepts of Insurance – Insurance and Hedging – Types of Insurance – Insurance Intermediaries.	12
II	Life Insurance Life Insurance Business - Fundamental Principles of Life Insurance – Basic Features of Life Insurance Contracts - Life Insurance Products –Traditional and Unit Linked Policies – Individual and Group Policies - With and Without Profit Policies – Policies - Types of Life Insurance Policies.	12
III	General Insurance General Insurance Business - Fundamental Principles of General Insurance – Types - Fire Insurance – Marine Insurance – Motor Insurance – Personal Accident Insurance – Liability Insurance – Miscellaneous Insurance – Claims Settlement.	12
IV	Risk Management Risk Management – Objectives – Process – Identification, Evaluation, Retention and Risk Transfer – Risk Financing - Level of Risk Management – Corporate Risk Management – Management of Risk by Individual.	12
V	IRDA Act 1999 Insurance Regulatory and Development Authority 1999 (IRDA) – Introduction – Purpose, Duties, Powers and Functions of IRDA – Operations of IRDA – Insurance Policyholders' Protection under IRDA – Exposure/Prudential Norms - Summary Provisions of Related Acts.	12
TOTAL		60

Recommended Textbooks:

1. Neeti Gupta, Anuj Gupta and Abha Chopra, Risk Management and Insurance, Kalyani Publishers, New Delhi.
2. Dr.N. Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai.
3. M.N. Mishra & S.B. Mishra, Insurance Principles and Practice, S Chand Publishers, New Delhi.



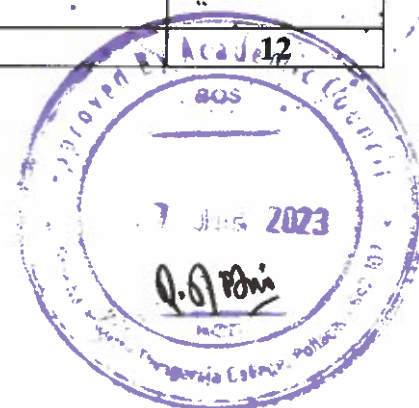
4. Michel Crouhy, The Essentials of Risk Management, McGraw Hill, Noida.											
5. Thomas Coleman, A Practical Guide to Risk Management, CFA, India.											
Suggested Reference Textbooks:											
1. John C.Hull, Risk Management and Financial Institutions (Wiley Finance), Johnwiley & sons, New Jersey.											
2. P.K. Gupta, Insurance and Risk Management, Himalaya Publications, Mumbai.											
3. Dr. Sunilkumar, Insurance and Risk Management, Golgatia publishers, New Delhi.											
4. Nalini PravaTripathy, Prabir Paal, Insurance Theory & Practice, Prentice Hall of India.											
5. Anand Ganguly – Insurance Management, New Age International Publishers.											
Focus of Course: Employability / Skill Development / Entrepreneurship											
Level of Curriculum Relevance: Local / Regional / National / International Needs											
https://www.mcminnlaw.com/principles-of-insurance-contracts/											
https://www.investopedia.com/terms/l/lifeinsurance.asp											
https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral Layout.aspx?page=PageNo108&flag=1											
Course Designer:											
TANSCHE						BOS Chairman, STC					
Course Outcomes (COs): On Successful completion of this course the students will able to:											
COs	Course Outcome (CO) Statement										Bloom's Taxonomy Knowledge Level
CO1	Identify the workings of insurance and hedging										K1
CO2	Evaluate the types of insurance policies and settlement										K2
CO3	Settle claims under various types of general insurance										K3
CO4	Know the protection provided for insurance policy holders under IRDA										K4
CO5	Evaluate the assessment and retention of risk										K5
Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	2	2	2
CO2	3	2	3	2	2	2	2	2	2	2	2
CO3	3	2	3	2	2	2	2	2	2	2	2
CO4	3	2	3	2	2	2	2	2	2	2	2
CO5	3	2	3	2	2	2	2	2	2	2	2
Total	15	10	15	10	10	10	10	10	10	10	10
Average	3	2	3	2	2	2	2	2	2	2	2
3 – Strong, 2- Medium, 1- Low											



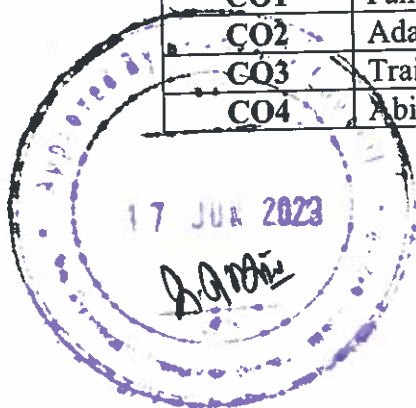
FIRST YEAR – SEMESTER – II

Elective II - Office Management & Secretarial Practice

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCM2C30	Theory	Office Management & Secretarial Practice	Elective II	4	-	-	3
Preamble: Should have studied Commerce in XII Std							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Modern Office and Its Function: Introduction — Meaning of Office—Office Work—Office Activities —The Purpose of an Office— Office Functions — Importance of Office—The Changing Office—The Paperless Office — Office Management - Elements— Functions — Office Manager — Success Rules for Office Managers—The Ten Commandments.						12
II	Office Space and Environment Management: Introduction— Principles — Location of Office — Office Building — Office Layout —Preparing the Layout — Re-layout — Open and Private Offices — New Trends in Office Layout. Office Lighting— Types of Lighting Systems—Designing a Lighting System - Benefits of Good Lighting in Office —Ventilation— Interior Decoration - Furniture — Freedom from Noise and Dust — Safety from Physical Hazards—Sanitary Requirements— Cleanliness —Security—Secrecy.						12
III	Office Systems and Procedures: The Systems Concept — Definitions—Systems Analysis —Flow of Work—Analysis of Flow of Work — Role of Office Manager in Systems and Procedures — Systems Illustrated - Office Machines and Equipments. Office forms – Design, Management and Control						12
IV	Records Management Records — Importance of Records — Records Management — Filing —Essentials and Characteristics of a Good Filing System — Classification and Arrangement of Files — Filing Equipment — Methods of Filing — Modern Filing Devices — Centralised vs. Decentralised Filing — Indexing — Types of Indexing— Selection of Suitable Indexing System—The Filing Routine — The Filing Manual — Records Retention — Evaluating the Records Management Programme—Modern Tendencies in Records Making						12
V	Secretarial Practice						



	Role of Secretary: Definition; Appointment, Duties and Responsibilities of a Personal Secretary - Qualifications for Appointment as Personal Secretary. Modern Technology and Office Communication, Email, Voice Mail, Internet, Multimedia, Scanner, Video-Conferencing, Web-Casting. Agenda and Minutes of Meeting. Drafting, Fax-Messages, Email. Maintenance of Appointment Diary.	
TOTAL		60
Recommended Textbooks: <ol style="list-style-type: none"> 1. R S N Pillai & Bagavathi, Office Management, S Chand Publications, New Delhi 2. P.K. Ghosh, Office Management, Sultan Chand & Sons, New Delhi. 3. R.K. Chopra, Office Management, Himalaya Publishing House, Mumbai. 4. Bhatia, R.C. Principles of Office Management, Lotus Press, New Delhi. 5. Leffingwell and Robinson: Text book of Office Management, Tata McGraw-Hill, Noida. 		
Suggested Reference Textbooks: <ol style="list-style-type: none"> 1. Chhabra, T.N., Modern Business Organisation, Dhanpat Rai & Sons New Delhi. 2. Terry, George R, Office Management and Control, Irwin, United States. 3. Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, New Delhi. 4. Dr. I.M. Sahai, Office Management & Secretarial Practice, Sahitya Bhawan Publications, New Delhi. 5. T Ramaswamy, Principles of Office Management, Himalaya Publishers, Mumbai. 		
Focus of Course: Employability / Skill Development / Entrepreneurship		
Level of Curriculum Relevance: Local / Regional / National / International Needs		
E Course / E Content URL:		
<ol style="list-style-type: none"> 1. https://accountlearning.com/basic-functions-modern-office/ 2. https://records.princeton.edu/records-management-manual/records-management-concepts-definitions 3. https://www.yourarticlelibrary.com/secretarial-practice/secretarial-practice-definition-importance-and-qualifications/75929 		
Course Designer:		
Assistant Professor, _____, STC		BOS Chairman – _____
STC		
Course Outcomes (COs): On Successful completion of this course the students will able to:		
COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Familiarised with modern office management	K1
CO2	Adapt with the modern work atmosphere	K2
CO3	Trained in maintaining the office independently and effectively	K3
CO4	Ability to organize data records in office	K4



CO5	Motivated to act as a company secretary								K5		
Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	3	2	2
CO2	3	2	3	2	2	2	2	2	3	2	2
CO3	3	2	3	2	2	2	2	2	3	2	2
CO4	3	2	3	2	2	2	2	2	3	2	2
CO5	3	2	3	2	2	2	2	2	3	2	2
Total	15	10	15	10	10	10	10	10	15	10	10
Average	3	2	3	2	2	2	2	2	3	2	2
3 – Strong, 2- Medium, 1- Low											



FIRST YEAR – SEMESTER – II

Skill Enhancement Course III – INDUSTRIAL TRAINING I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BAB2R10	Project	Industrial Training - I	SEC III	-	-	60	2

Preamble: This course aims at facilitating the student to give optimum exposure on the practical side of Commerce and Industry

Instructions to the Trainees.

1. Duration of the Industrial training is 30 Hours in the Ist Semester and 30 Hours in the IInd semester.
2. The department will prepare on exhaustive panel of Auditors and guided by the HOD / Staff-in-charge to choose the auditors/companies/institutions for undergoing training.
3. The students hereafter will be called as Trainees. They should maintain a work diary in which the daily work done should be entered and the same should be attested by the section in-charge.
4. A detailed outline of the job to be done, sections in which they have to be attached both in the office as well as in the field, should be provided to each student.
5. The trainees should strictly adhere to the rules and regulations and office timings of the institutions to which they are attached. The trainees have to obtain a certificate on successful completion of the institutional training from the chief executive of the organization.
6. Monitoring and inspection by staff on a regular basis.
7. Schedule of visit to be made by the staff is to be prepared by the HOD / Staff-in-charge.
8. Report writing manual and format should be prepared by the department.
9. Specimen forms are to be attached wherever it is necessary.
10. Expected outcome of the Industrial training is given separately.

Focus of Course: Employability

Course Designer:

Dr.K.Manikandan,
Assistant Professor, B.Com (ABA),STC

BoS Chairman:



Training at Auditor's Office

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To apply the accounting knowledge like Data Entry, BRS, Vouching etc., at Auditors' office	K3

Mapping of Cos with Pos and PSos

Cos / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	2	3	2	3	3	3	3	3	3
3 – Strong, 2- Medium, 1- Low											

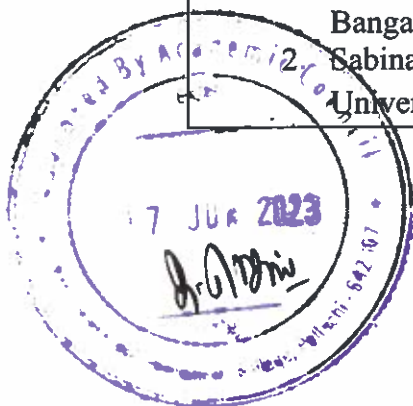


FIRST YEAR - SEMESTER – II
Ability Enhancement Compulsory Course -II - Soft Skills - II

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23AECSS10	Soft Skills - II	Ability Enhancement Compulsory Course -II	-	-	30	2
Preamble: To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career						

SYLLABUS: SOFT SKILLS & NUMERICAL ABILITY – II

Unit	Course contents	Hours
I	Soft skills and its importance: Pleasure and pains of transition from an academic environment to work environment. Need for change. Fears, stress and competition in the professional world - Characteristics of the person perceived, characteristics of the situation, characteristics of the perceiver. Attitude, values, motivation, emotion management, steps to like yourself, positive mental attitude, assertiveness.	6
II	Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy, etc. Wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words. Listening skills: The importance of listening in communication and how to listen actively.	6
III	Prepositions, articles and punctuation: A experiential method of learning the uses of articles and prepositions in sentences is provided. Presentations: Preparations, outlining, hints for efficient practice, last minute tasks, means of effective presentation, language, gestures, posture, facial expressions, professional attire.	6
IV	Boats & Streams, Alligation & Mixture, Problem on ages, SI & CI, Area & Perimeter.	6
V	Volume & Surface, Percentage and Average, Pipe & Cisterns.	6
Total		30
Text Book(s)		
1. Campus Recruitment Training pack by Nishit Sinha & Dinesh Khattar , 2022 – Pearson India Publications.		
Reference Book(s):		
1. M .S. Rao. “Soft skills”, I .K. International publishing House Pvt.ltd, Bangalore,2011		
2. Sabina Pillai & Agna Fernandez. “Soft Skills and Employability Skills, Cambridge University Press”, 2018		



3. "A Complete Manual for Campus Placements", GK Publications Private Limited 2019.
4. Kumkum Gupta. Everyday Vocabulary, Arihant Publications 2016.

Learning Methods (*):

Presentation / JAM / Group Discussion/Self-Study/etc.,

Focus of Course: Employability

(Employability/Entrepreneurship/Skill Development)

ONLINE RESOURCE

<https://www.thebalancemoney.com/what-are-soft-skills-2060852>

<https://www.skillsyouneed.com/ips/what-is-communication.html>

<https://www.forbes.com/sites/francesbridges/2017/07/21/10-ways-to-build-confidence/>

<https://k12.thoughtfullearning.com/teachersguide/writers-express/45-building-vocabulary-skills>

<https://www.indiabix.com/>

<https://www.faceprep.in/quantitative-aptitude/>

<https://prepinsta.com/how-to-prepare-for-campus-placements/>

Course Designer:

M. Devi Priya
Aptitude Trainer

BoS Chairman

Course Outcomes (COs) s

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the importance of soft skills needed for their profession	K2
CO2	Understand the importance of vocabulary usage in their future career	K2
CO3	Apply the semantic and pragmatic skills in their professional career	K3
CO4	Identify an appropriate approach to solve quantitative problems	K2
CO5	Apply the problem solving skills in everyday activities	K3



Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	3	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	2	3	3	3	2	2	2	3	2	2
Total	15	10	15	15	13	11	10	10	15	10	10
Average	3	2	3	3	2.6	2.2	2	2	3	2	2
3 – Strong, 2- Medium, 1- Low											



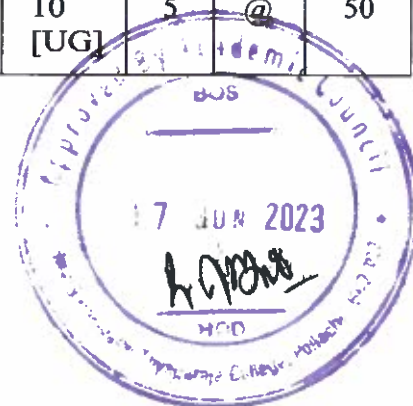
**Distribution of marks for Continuous Internal Assessment
(CIA) and End Semester Examinations (ESE) (UG&PG Theory)**

S. No	Course	Max Marks	Marks for		Components for CIA							
			CIA	ESE	Test			MCQ	Seminar [PG] / Assignment [UG]	Attd. [UG]	OBE -SBC	Total
					CIA I	CIA II	Model					
1	Theory (Value Based Course) (UG)	50	50	-	20(Best of 2 tests)		25	-	5[UG]	-	-	50
2	Theory (IDC-PG)	50	50	-	20 (Best of 2 tests)		30	-	-	-	-	50
3	Theory (UG &PG) (Core/Discipline Specific Elective / Discipline Centered Elective/Generic Elective)	100	25	75	03 (Best of 2 tests)		07	5	5 [PG]	5 [UG]	05* @	25
4	Theory (Skill Enhancement Courses) (UG)	75	30	45	6 (Best of 2 tests)		9	5	-	5	5#	30
5	Theory (Skill Enhancement Courses / Soft Skills / Professional Skills) & (Ability Enhancement Compulsory Courses) (PG)	50	50	-	10 (Best of 2 tests)		20	-	10 [PG]	-	10 @	50
6	Theory (Ability Enhancement Compulsory Courses) (UG)	50	50	-	10 (Best of 2 tests)		15	-	10 [UG]	5	10* @	50

NOTE: SBC – Skill Based Components [OBE based]

MCQ – Multiple Choice Questions

- IDC – Inter Departmental Course
- #-1Skill based task
- *-2Skill based tasks [Only For UG]
- @-3Skill based tasks [Only For PG]



**Distribution of marks for Continuous Internal Assessment
(CIA) and End Semester Examinations (ESE)
(UG & PG– Practical)**

S. No	Course	Max Marks	Marks for		Components for CIA						
			CIA	ESE	CIA I	CIA II	Model Exam	Lab Performance	Observation	OBE SBC	Total
1	Practical (Core/Discipline Specific Elective / Discipline Centered Elective/Generic Elective)	100	40	60	10(Best of 2 tests)		15	05	05	5* @	40
2	Practical (Skill Enhancement Courses) (UG)	75	30	45	6 (Best of 2 tests)		9	5	5	5#	30
3	Practical (Skill Enhancement Courses / Soft Skills / Professional Skills) (PG)	50	50	-	10 (Best of 2 tests)		20	5	5	10@	50
4	Practical (Ability Enhancement Compulsory Courses) (UG & PG)	50	50	-	10 (Best of 2 tests)		20	5	5	10*@	50

NOTE: SBC – Skill Based Components [OBE based]

- #-1 Skill based task
- *-2 Skill based tasks [Only For UG]
- @-3 Skill based tasks [Only For PG]



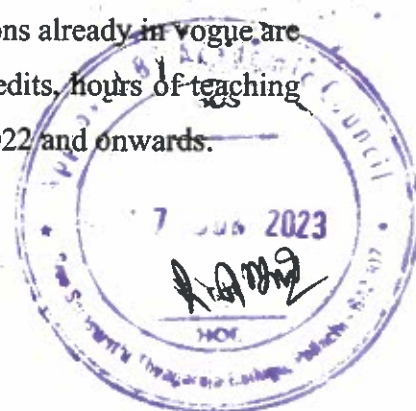
Distribution of marks for Continuous Internal Assessment (CIA) and End Semester Examinations (ESE) (UG&PG–Project and Internship)

S. No	Course	Max Marks	Marks for		CIA				ESE	
			CIA	ESE	Review I	Review II	Report sub	Model viva voce	Evaluation	Viva voce
1	Project / Internship / Industry Module	100	40	60	10	10	10	10	40	20
2	Project / Internship / Industry Module	75	30	45	05	05	10	10	25	20

Distribution of marks for Continuous Internal Assessment (CIA) and End Semester Examinations (ESE) (UG & PG Psychology & PG Social Work – Internship and Fieldwork)

S. No	Courses	Max Marks	Marks for		CIA				ESE	
			CIA	ESE	Atten.	Work diary / IC	Report/ Record	Professional Knowledge & Initiatives / Model viva voce	Evaluation	Viva voce
1	Internship for Psychology – UG & PG / Field work for PG - Social work	100	40	60	10	10	10	10	40	20

- NOTE:** The new regulations introduced by the Bharathiar University are applicable to CIA, ESE and the Question Paper pattern only. But the regulations already in vogue are applicable without any change to all other areas like course credits, hours of teaching etc., for the students admitted from the academic year 2021 – 2022 and onwards.



25 SKILL BASED TASKS FOR THEORY / PRACTICAL COURSES:

- ASSIGNMENTS
- FLOWCHARTS
- MINIATURES
- DEMONSTRATION
- SNAPTALK
- VIVA VOCE
- CLASS PRESENTATION [ORAL/POSTER]
- BUSINESS PLAN
- GROUP DISCUSSION
- SIMULATION EXERCISE
- CASE STUDY
- GAMES
- PUZZLES
- MODELS
- PAPER PRESENTATION
- ARTICLE REVIEW
- DEBATE
- SEMINAR
- REPORTS
- PORTFOLIOS
- QUESTIONNAIRE
- PUBLICATION
- SURVEY
- MINI PROJECT [INDIVIDUAL /GROUP]
- USP COMPONENT [UNIQUE TO THE COURSE]



Pattern of Examinations: The college follows semester pattern. Each academic year consists of two semesters and each semester ends with the End Semester Examinations. A student should have a minimum of 75% attendance out of 90 working days to become eligible to sit for the examinations.

Internal Examinations: The questions for every examination shall have equal representation from the units of syllabus covered. The question paper pattern and coverage of syllabus for each of the internal (CIA) tests for UG programs are as follows.

Internal Assessment Test

i. First CIA Test

Syllabus : First & Second Units
Working Days : On completion of 30 working days, approximately
Duration : Two Hours
Max. Marks : 50

ii. Second CIA Test

Syllabus : Third and Fourth Units
Working Days : On completion of 65 working days, approximately
Duration : Two Hours
Max. Marks : 50

iii. Model Examinations

Syllabus : All Five Units
Working Days : On completion of 85 working days, approximately
Duration : Three Hours
Max. Marks : 75

For the internal assessment test, the question paper pattern shall be as given below for the 2023 – 2024 Batch -

UG: CIA TEST – I & II
[FOR 2 UNITS - 2 HOURS – 50 MARKS]
[FOR ALL THEORY COURSES COURSES]
SECTION A

[06 MULTIPLE CHOICE QUESTIONS]

[ALL 6 FROM K1 LEVEL]:

06 x 01= 06 MARKS

(MINIMUM THREE QUESTION SHALL BE ASKED FROM EACH UNIT)

SECTION B

[250 WORDS – EITHER OR TYPE – 4 QUESTIONS]

[2 QUESTIONS FROM K1 LEVEL]

[4 QUESTIONS FROM K2 LEVEL]

[2 QUESTION FROM K3 LEVEL]:

04 x 05 = 20 MARKS

(MINIMUM TWO QUESTIONS SHALL BE ASKED FROM EACH UNIT)



SECTION C

[500 WORDS – EITHER OR TYPE – 3 QUESTIONS]

[2 QUESTIONS FROM K1 LEVEL]

[2 QUESTIONS FROM K2 LEVEL]

[2 QUESTION FROM K3 LEVEL]:

03 x 08 = 24 MARKS

(MINIMUM ONE & MAXIMUM TWO QUESTIONS SHALL BE ASKED FROM EACH UNIT)

TOTAL:

50 MARKS

**PG: CIA TEST – I & II
[FOR 2 UNITS - 2 HOURS – 50 MARKS]
[FOR ALL THEORY COURSES]**

SECTION A

[06 MULTIPLE CHOICE QUESTIONS]

[ALL 6 FROM K1 LEVEL]:

06 x 01 = 06 MARKS

(MINIMUM THREE QUESTION SHALL BE ASKED FROM EACH UNIT)

SECTION B

[250 WORDS – EITHER OR TYPE – 4 QUESTIONS]

[2 QUESTIONS FROM K1 LEVEL]

[2 QUESTIONS FROM K2 LEVEL]

[4 QUESTION FROM K3 LEVEL]:

04 x 05 = 20 MARKS

(MINIMUM TWO QUESTIONS SHALL BE ASKED FROM EACH UNIT)

SECTION C

[500 WORDS – EITHER OR TYPE – 3 QUESTIONS]

[2 QUESTIONS FROM K3 LEVEL]

[2 QUESTIONS FROM K4 LEVEL]

[2 QUESTION FROM K5 LEVEL]:

03 x 8 = 24 MARKS

(MINIMUM ONE & MAXIMUM TWO QUESTIONS SHALL BE ASKED FROM EACH UNIT)

TOTAL:

50 MARKS

PG: CIA TEST – I & II

[FOR 2 UNITS - 2 HOURS – 50 MARKS]

[FOR IDC OFFERED BY MATHEMATICS DEPARTMENT]

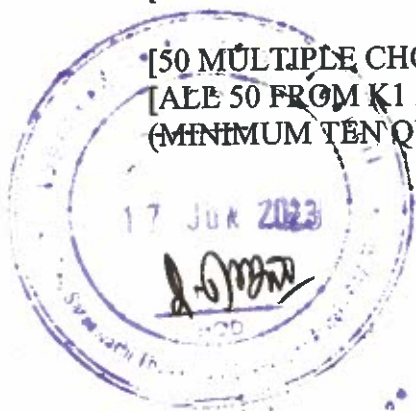
SECTION A

[50 MULTIPLE CHOICE QUESTIONS]

[ALL 50 FROM K1 LEVEL]:

50 x 01 = 50 MARKS

(MINIMUM TEN QUESTIONS SHALL BE ASKED FROM EACH UNIT)



**UG: MODEL & END SEMESTER EXAMINATION
[FOR ALL THEORY COURSES INCLUDING NME]
[FOR 5 UNITS – 3 HOURS – 75 MARKS]**

SECTION A

[10 MULTIPLE CHOICE QUESTIONS]

[ALL 10 FROM K1 LEVEL]:

10x01= 10MARKS

SECTION B

[250 WORDS – EITHER OR TYPE – 5 QUESTIONS]

[4 QUESTIONS FROM K1 LEVEL]

[4 QUESTIONS FROM K2 LEVEL]

[2 QUESTIONS FROM K3 LEVEL]:

05 x 05 = 25 MARKS

SECTION C

[500 WORDS – EITHER OR TYPE – 5 QUESTIONS]

[4 QUESTIONS FROM K1 LEVEL]

[4 QUESTIONS FROM K2 LEVEL]

[2 QUESTION FROM K3 or K4 LEVEL]:

05 x 08 = 40MARKS

TOTAL:

100 MARKS

**PG: MODEL & END SEMESTER EXAMINATION
[FOR 5 UNITS – 3 HOURS – 75 MARKS]
[FOR ALL THEORY COURSES]**

SECTION A

[10 MULTIPLE CHOICE QUESTIONS]

[ALL 10 FROM K1 LEVEL]:

10x01= 10MARKS

SECTION B

[250 WORDS – EITHER OR TYPE – 5 QUESTIONS]



[4 QUESTIONS FROM K1LEVEL]

[4 QUESTIONS FROM K2LEVEL]

[2 QUESTIONS FROM K3/K4LEVEL]:

05 x 05 = 25 MARKS

SECTION C

[500 WORDS – EITHER OR TYPE – 5 QUESTIONS]

[4 QUESTIONS FROM K3 LEVEL]

[2 QUESTIONS FROM K4 LEVEL &

1 QUESTION COMPULSORY [Q.NO.20] FROM K4 LEVEL]

[2 QUESTIONS FROM K5 LEVEL]:

05 x 08 = 40 MARKS

TOTAL:

100 MARKS

The following is the Question Paper Pattern for the courses Environmental Studies and Value Education and Human Rights, Inter Departmental Courses [for PG]

Syllabus : Two Units / All Five Units

Duration : Two / Three Hours

Max. Marks : 50

Question Paper Pattern

Section A (5 x 10 = 50 marks)

Five Questions of “either / or” type. Each question carries 10 marks.

Answer all questions

Q.1 (a) _____ or (b) _____

Q.2 (a) _____ or (b) _____

Q.3 (a) _____ or (b) _____

Q.4 (a) _____ or (b) _____

Q.5 (a) _____ or (b) _____

Assignments for UG

Each student is expected to submit at least two assignments per course. The assignment topics will be allocated by the course teacher. The students are expected to submit the first assignment before the commencement of first CIA and the second assignment before the commencement of second CIA.

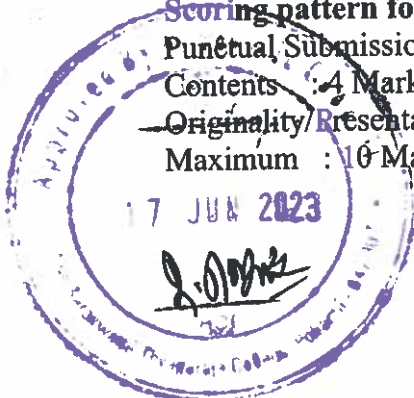
Scoring pattern for Assignments for UG

Punctual Submission : 2 Marks

Contents : 4 Marks

Originality/Presentation skill : 4 Marks

Maximum : 10 Marks x 2 Assignments = 20 marks



Attendance Marks for UG

Attendance Range	Marks
96 % and above	5 Marks
91 % & up to 95 %	4 Marks
86% & up to 90 %	3 Marks
81% & up to 85 %	2 Marks
From 75 % to 80%	1 Mark
Maximum	5 Marks

ALL UG & PG THEORY – MULTIPLE CHOICE QUESTIONS**[FOR 5 UNITS – 55 MINUTES – 50 MARKS]****QUESTIONS WILL BE SET VIA CAMU PORTAL / GOOGLE FORM QUIZ****[50 MULTIPLE CHOICE QUESTIONS]****[ALL 50 FROM K1 LEVEL]:****50 x 01= 50 MARKS****(MINIMUM TEN QUESTIONS SHALL BE ASKED FROM EACH UNIT)****Outcome Based Education Assessment Pattern (Internals)****2023–2024 batch onwards**

Internals Setup : Theory – 25 marks (UG/PG)

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	03
Model Examination	75	07
MCQ	50	05
Attendance [UG] / Seminar [PG]	05	05
2 OR 3 Skill Based Task	10	05
Total Marks		25

Internals Setup : Theory – 30 marks (UG/PG)

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	06
Model Examination	75	09
MCQ	50	05
Attendance [UG] / Seminar [PG]	05	05
1 Skill Based Task	05	05
Total Marks		30



Internals Setup : Value Based Course [EVS / VE] – 50 marks (UG)

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	20
Model Examination	50	25
Assignment	05	05
Total Marks		50

Internals Setup : IDC – 50 marks (PG)

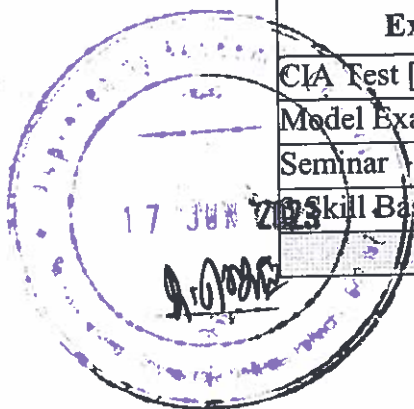
Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	20
Model Examination	50	30
Total Marks		50

Internals Setup : Theory – 50 marks (UG- AECC)

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	10
Model Examination	50	15
Seminar	10	10
Attendance	05	05
2 Skill Based Task	10	10
Total Marks		50

Internals Setup : Theory – 50 marks (PG- SEC/PS/SS/AECC)

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	10
Model Examination	50	20
Seminar	10	10
2 Skill Based Task	10	10
Total Marks		50



Internals Setup : *Practical – 40 marks [UG/PG]*

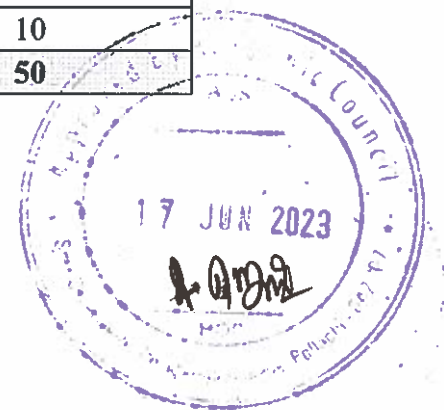
Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	10
Model Examination	60	15
Lab Performance	05	05
Observation	05	05
2/3 Skill Based Task	05	05
Total Marks		40

Internals Setup : *Practical – 30 marks [UG/PG]*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	6
Model Examination	50	9
Lab Performance	5	5
Observation	5	5
1 Skill Based Task	5	5
Total Marks		30

Internals Setup : *Practical – 50 marks [UG/PG] – [SEC/AECC/SS/PS]*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test [Best of Two]	50	10
Model Examination	50	20
Lab Performance	05	05
Observation	05	05
2/3 Skill Based Task	10	10
Total Marks		50



Internals Setup : *Project / Internship- 40 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Review – I	10	10
Review – II	10	10
Report Submission	10	10
Model Viva-voce	10	10
Total Marks		40

Internals Setup : *Project / Internship- 30 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Review – I	05	05
Review – II	05	05
Report Submission	10	10
Model Viva-voce	10	10
Total Marks		30

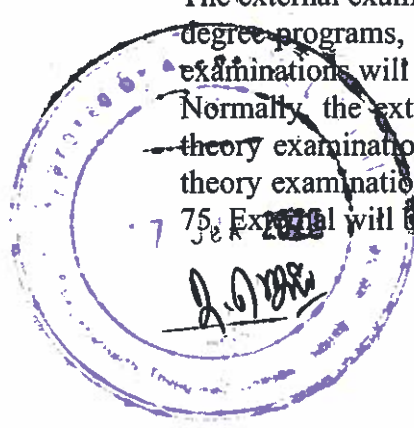
Internals Setup : *PSY & MSW Internship and Field Work – 40 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Work diary/IC	10	10
Report/Record	10	10
Professional Knowledge & Initiatives / Viva-voce	10	10
Attendance	10	10
Total Marks		40

External Examinations:

The external examinations for theory courses will be conducted for 75% marks for all UG and PG degree programs, (In case of Total mark is 75, External will be 45 marks). The external theory examinations will be conducted only after the completion of 90 working days in each semester.

Normally, the external practical examinations will be conducted before the commencement of theory examinations. Under exceptional conditions these examinations may be conducted after theory examinations are over. The external evaluation will be for 75% (In case of Total mark is 75, External will be 45 marks) of each practical course.



The **External Assessment marks for Practical Examinations** are based on the following criteria. The assessment is for 75 % marks of each practical course.

Programmes (2*20)	40
(Algorithm 10 marks, Key and execution 10 marks)	
Record	20

Total	60

The **External Assessment marks for Skill Based Practical Examinations** are based on the following criteria. The assessment is for 45 marks of each practical course.

Programmes (2*20)	40
(Algorithm 08 marks, Key and execution 12 marks)	
Record	05

Total	45

The **External Assessment marks for Non Major Elective Practical Examinations** are based on the following criteria. The assessment is for 75 marks.

Programmes (2*30)	60
(Algorithm 10 marks, Key and execution 20 marks)	
Record	15

Total	75

The **External Assessment marks for Project / Industry Module and Summer Internship [Inclusive of Psychology & Social Work]** are based on the following criteria. The assessment is for 60 marks.

a) Evaluation	40
b) Viva voce	20

Total	60

The **External Assessment marks for Project / Industry Module and Summer Internship** are based on the following criteria. The assessment is for 45 marks.

a) Evaluation	25
b) Viva voce	20

Total	45



THE EXTERNAL & TOTAL PASSING MINIMUM MARKS:

CLASSIFICATION	MARKS
FOR UG: TOTAL 100 MARKS	
UG: EXTERNAL PASSING MINIMUM [40%]	30/75
UG: TOTAL PASSING MINIMUM [40%]	40/100
FOR UG: TOTAL 75 MARKS	
UG: EXTERNAL PASSING MINIMUM [40%]	18/45
UG: TOTAL PASSING MINIMUM [40%]	30/75
FOR PG: TOTAL 100 MARKS	
PG: EXTERNAL MINIMUM [50%]	38/75
PG: TOTAL MARKS MINIMUM [50%]	50/100





**SREE SARASWATHI THYAGARAJA COLLEGE (AUTONOMOUS)
THIPPAMPATTI, POLLACHI - 642 107**

Student Grievance Form
(Forms Available at Utility Stores)

Date:
Place:

From

Register No :
Name :
Class :
Sree Saraswathi Thyagaraja College,
Pollachi – 642 107

To

The Principal / Examination-in-charge,
Sree Saraswathi Thyagaraja College,
Pollachi – 642 107

Through:

1. Head of the Department,
Department of,
Sree Saraswathi Thyagaraja College,
Pollachi – 642 107
2. Dean of the Department
Faculty of,
Sree Saraswathi Thyagaraja College,
Pollachi – 642 107

Respected Sir / Madam,

Sub: - reg.

NATURE OF GRIEVANCE

.....
.....
.....

Thanking you,

Yours Truly,

Signature

Forwarded by:

HOD with comments / recommendation

.....

2. Dean with comments / recommendation

.....

3. Signature and Directions of the Principal

.....

4. Controller of Examinations:

.....



Semester I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BCS1N10	NME-1	Office Automation	Theory	25	5	-	2
<p>Preamble: The course is designed to provide the applications of office automation. Students will be able to develop simple and effective presentation, documentation, database and excel sheet.</p>							
<p>Prerequisite: Basic skills in Computer operations.</p>							

SYLLABUS:

Unit	Course contents	Instructional Hours
I	Introductory concepts: Memory unit – CPU-Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. Introduction to Operating systems & its features: DOS – UNIX– Windows. Introduction to Programming Languages.	6
II	Word Processing: Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker - Document formatting – Paragraph alignment, indentation, headers and footers, numbering; printing – Preview, options, merge.	6
III	Spreadsheets: Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, analysis tables, preparation of financial statements, introduction to data analytics.	6
IV	Database Concepts: The concept of data base management system; Data field, records, and files, Sorting and indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding Programming environment in DBMS; Developing menu drive applications in query language (MS – Access).	6
V	Power point: Introduction to Power point - Features – Understanding slide typecasting & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects, audio inclusion, timers.	6
Total		30

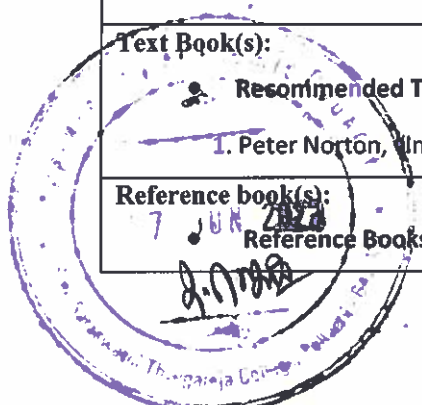
Text Book(s):

Recommended Texts

1. Peter Norton, "Introduction to Computers" –Tata McGraw-Hill.

Reference book(s):

Reference Books



1. Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, "Microsoft 2003", Tata McGraw-Hill.

- **Web resources :** Web content from NDL / SWAYAM or open source web resources

Focus of Course: Employability

e-Resource/e-Content URL:

Web content from NDL / SWAYAM or open source web resources

Course Designer: TANSICHE

Chennai

HOD, CS
BoS, Chairman

Course Outcomes (COs)

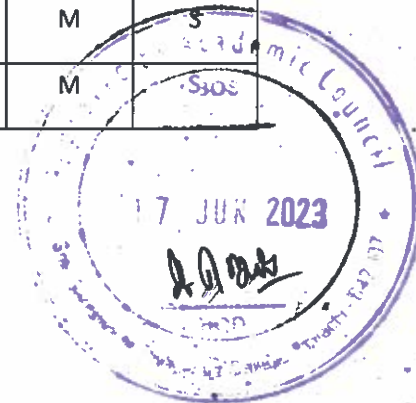
On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the basics of computer systems and its components.	K2
CO2	Understand and apply the basic concepts of a word processing package.	K2
CO3	Understand and apply the basic concepts of electronic spreadsheet software.	K2
CO4	Understand and apply the basic concepts of database management system.	K2
CO5	Understand and create a presentation using PowerPoint tool.	K2

Mapping Course Outcomes with Programme Outcomes & Programme Specific Outcomes:

Cos/Pos/ PSOs	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1	M	L	L	M	S	L
CO2	S	M	L	S	S	M
CO3	S	M	L	S	M	S
CO4	S	M	L	S	M	S
CO5	L	S	S	L	M	S

S –Strong; L –Low; M –Medium

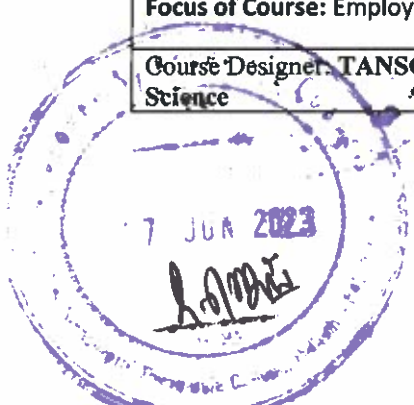


Semester II

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BCS2N10	NME 2/SEC 2	Multimedia Systems Lab	Practical	-	2	30	2
Preamble: Implement multimedia Concepts to develop various applications.							
Prerequisite: Basic knowledge on application development ideas.							

SYLLABUS

Ex. No	Course contents	Instructional Hours
1	Use the following tools and edit a image in Photoshop: Basic Selection Tools, Rectangular Marquee Tool, Moving the Marquee, Object selection tool, Making a Perfect Circle,	3
2	Create lighting effects in Photoshop.	3
3	Crop an image with the help of crop tool in Photoshop and use save as option.	3
4	Create a Sunflower and Water drops using Photoshop.	3
5	Convert a Black and White Photo to Color Photo using Photoshop	3
6	Upload an image and work with different filters option.	3
7	Animate an image with implementing the concept of Layers.	3
8	Animate a Plane Flying in the Clouds using Photoshop.	3
9	Create Plastic Surgery for the Nose using Photoshop.	3
10	Create Roll over button using Photoshop.	3
Total		30
Reference Book:		
1. Ranjan Parekh, "Principles of Multimedia(2/e)", Tata McGraw-Hill Publishing Company Limited, New Delhi, 2012		
Recommended: Photoshop		
Focus of Course: Employability		
Course Designer: TANSICHE Science		HOD, Dept. of Computer



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply the fundamental concepts of multimedia programming.	K3
CO2	Make use of various image editing tools.	K3
CO3	Develop multimedia programs to implement designing and streaming concepts.	K3
CO4	Examine the tools for developing real time applications	K4

Mapping Course Outcomes with Programme Outcomes & Programme Specific Outcomes:

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	S	S	L	M	M	M
CO2	L	M	S	S	M	M	M	M	M	M
CO3	M	M	S	S	S	S	M	S	S	S
CO4	L	M	S	M	M	S	M	S	S	S

S – Strong; L – Low; M – Medium





SREE SARASWATHI THYAGARAJA COLLEGE

An Autonomous, NAAC Re-Accredited with 'A' Grade, ISO 21001:2018 Certified Institution

Palani Road, Pollachi, Coimbatore - 642 107, Tamilnadu, India.

SCHOOL OF COMPUTING SCIENCE (SoCS)



Department of BCA

Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BCA1N10	NME1	Digital Publishing Tools-I	Practical	-	-	30	2

Preamble: The course provides hands on skills for designing.

Prerequisite: Basics of designing.

Ex. No	Course contents	Hours
1	Design and Edit master page and regular pages in Adobe In design.	2
2	Create a text frame and do resizing and formatting the text frame in Adobe Indesign.	2
3	Create layer panel and move object to a layer by using Adobe Indesign.	2
4	Publishing In design files for other formats and customizing print settings.	2
5	Create and managing layers in a document in Scribus.	2
6	Create and working with text in different styles by using Scribus.	3
7	Create and working with frames in Scribus.	3
8	Design and color an image in Scribus.	3
9	Create text effects-Overline to a text, Strikie a text, shading a text in Librewriter	4
10	Créate a picture effects and Clip art in Librewriter	2
11	Create a page and Insert Header, Footer in Librewriter	3
12	Create a text and give hyperlink in Librewriter	2
Total		30

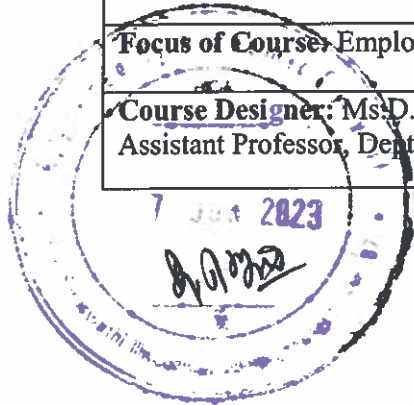
Tools to be used: Adobe Indesign, Scribus, Librewriter

Focus of Course: Employability

Course Designer: Ms.D.Manjula
Assistant Professor, Dept of BCA

Mrs.D.Geetha, HoD CS
BOS Chairman

7 Jul 2023





SREE SARASWATHI THYAGARAJA COLLEGE

An Autonomous, NAAC Re-Accredited with 'A' Grade, ISO 21001:2018 Certified Institution

Palani Road, Pollachi, Coimbatore - 642 107, Tamilnadu, India.

SCHOOL OF COMPUTING SCIENCE (SoCS)



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply the techniques to design Flyers	K3
CO2	Apply the techniques to design text with images	K3
CO3	Apply the techniques to design moving objects	K3
CO4	Designing a document with all features.	K3
CO5	Creating picture effects and working with frames	K3





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Palani Road, Pollachi, Coimbatore - 642 107, Tamilnadu, India.

SCHOOL OF COMPUTING SCIENCE (SoCS)



Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BCA2N10	NME2	Digital Publishing Tools-II	Practical	-	-	30	2

Preamble: This course introduces creating flyer, logo by using different types of tools.

Prerequisite: Aware of designing tools like Photoshop.

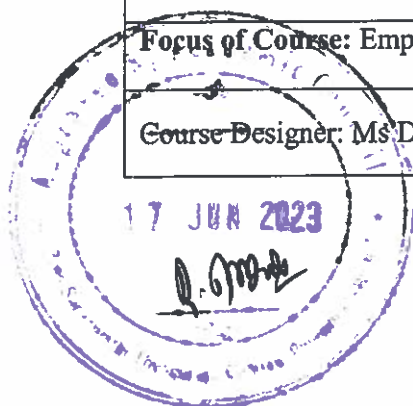
Ex. No	Course contents	Hours
1	Create and Design Event posters by using Canva.	2
2	Create a Design a resume for a relevant character by using Canva.	2
3	Create a cover by using Canva.	2
4	Create a Graph and Chart by using Canva.	2
5	Design a flyer for college event by using Design Cap.	2
6	Design a Facebook Cover by using Design Cap.	3
7	Create a logo for event by using Design Cap.	3
8	Create and Schedule a timetable of your class by using Design Cap.	3
9	Adding Titles and Text in CorelDraw.	4
10	Create a design and Shaping background -Shaping, Trimming, Welding in Corel draw.	2
11	Creating and working with objects in Corel draw.	3
12	Create a College Advertisement in Corel draw.	2
Total		30

Tools to be used: Canva, Design cap, Corel draw

Focus of Course: Employability

Course Designer: Ms.D.Manjula

Mrs.D.Geetha, HOD CS





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Palani Road, Pollachi, Coimbatore - 642 107, Tamilnadu, India.

SCHOOL OF COMPUTING SCIENCE (SoCS)



Assistant Professors, Dept of BCA

BoS Chairman

Course Outcomes (COs) : On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply various tools for designing in Canva	K3
CO2	Make use of Design Cap tool and its techniques	K3
CO3	Design applications to demonstrate the usage of tools in Corel draw.	K3
CO4	Design Face book covers and logos for events	K3
CO5	Make use of tools Corel draw tools	K3



SEMESTER-I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BITIN10	NME	Office Automation for DocumentationLab	Practical	-		30	2

Preamble: Implement the Office Automation Software features for various purpose

Prerequisite: Basic knowledge on Office Automation Tools

SYLLABUS

Ex. No	Course contents	Hours
WORD PROCESSING		
1	Creating and Formatting a document with bulleted and Numbered list, adding Headers, Footers and Page numbers)	2
2	Creating and formatting a document with charts and diagrams	2
3	Creating a Resume.	2
4	Creating a Newspaper Column with index page	2
5	Create a magazine document for your department	2
7	Create a Table and use various formatting options	2
8	Prepare a birthday greeting using templates	2
9	Create a Flowcharts	2
ELECTRONIC SPREADSHEET (MS EXCEL)		
11	Formatting the worksheets (Formatting the cell, rows and columns)	2
12	Working with basic functions and formulae.	2
13	Presenting Data with Charts	2
14	Conditional Formatting (Highlight Cells Rules with various options like Greater Than ,contained text, less than	2
15	Use Top/Bottom Rules in student mark sheet	2
16	Working with SORT ,FILTER for employee details	2
17	Freezing rows and columns	2
Total		30

Reference Book:

1.Peter Weverka, "Microsoft Office 2010 All in one for Dummies", Wiley India, 2010 2.JohnWalkenbach, Herb Tyson et.al, "Microsoft office 2010 Bible", Wiley India, 2010.

Recommended: Any office automation tool

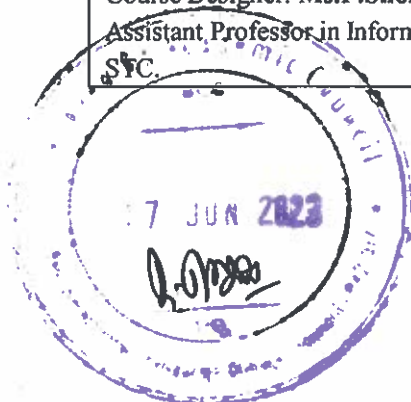
Focus of Course: Employability

Course Designer: Ms.P.Shobana

Assistant Professor in Information Technology

HOD, Dept.

BoS, Chairman.



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate the basic mechanics of creating word documents forOffice use	K2
CO2	Create and design a spreadsheet for general office use	K2
CO3	Apply the tools for drawing	K3
CO4	Choose the techniques for analyzing the data	K3

Mapping Course Outcomes with Programme Outcomes & Programme Specific Outcomes

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	S	S	L	M	M	M
CO2	L	M	S	S	M	M	M	M	M	M
CO3	M	M	S	S	S	S	M	S	S	S
CO4	L	M	S	M	M	S	M	S	S	S



SEMESTER-II

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BIT2N10	NME	Office Automation for Presentation	Practical			30	2
Preamble: Implement the Office Automation Software features for various purpose							
Prerequisite: Basic knowledge on Office Automation Tools							

SYLLABUS

Ex. No	Course contents	Hours
POWER POINT		
1.	Presentation using Text with animation	3
2.	Creating a photo album	3
3.	Creating a Presentation with Audio and Video	3
4.	Coping content from different presentation	3
5.	Create Tables and Charts in your presentation	3
6.	Use Clipart and Smart Art in your presentation	3
7.	Working with Drawing Tools	3
8.	Embedding web content in your presentation	3
9.	Creating a Template slide	3
10	Adding Transitions and Animations	3
	Total	30

Reference Book:

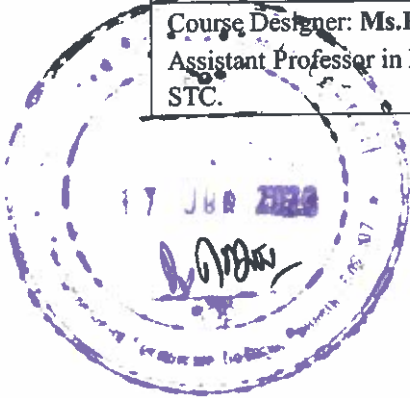
1.Peter Weverka, "Microsoft Office 2010 All in one for Dummies", Wiley India, 2010 2.JohnWalkenbach, Herb Tyson et.al, "Microsoft office 2010 Bible", Wiley India, 2010.

Recommended: Any office automation tool

Focus of Course: Employability

Course Designer: Ms.P.ShobanaMs.D.Geetha
Assistant Professor in Information Technology
STC.

HOD, Dept.
BoS, Chairman.



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Use the presentation tool in audio, video and animation	K3
CO2	Illustrate the ways to perform the operations like copying etc	K3
CO3	Apply the drawing or the pictures in the presentation	K3
CO4	Compose the album with transitions and animations	K3

Mapping Course Outcomes with Programme Outcomes & Programme Specific Outcomes

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	S	S	L	M	M	M
CO2	L	M	S	S	M	M	M	M	M	M
CO3	M	M	S	S	S	S	M	S	S	S
CO4	L	M	S	M	M	S	M	S	S	S



NME for 2023-24 admitted students

Course Code	Course Name	Type	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BFS1N10	Principles of Computer Security	Theory	Concept	30		-	2

SYLLABUS

Unit	Course contents	Hours
I	INTRODUCTION TO SECURITY TRENDS: The Computer Security Problem - Targets and Attacks - Ethics - Basic Security Terminology - Security Models	6
II	Operational and Organizational Security: Policies, Procedures, Standards, and Guidelines- The Security Perimeter - Physical Security - Environmental Issues - Wireless - Electromagnetic Eavesdropping - People—A Security Problem - People as a Security Tool	6
III	Cryptography: Cryptography in Practice - Historical Perspectives - Algorithms - Hashing Functions - Symmetric Encryption - Asymmetric Encryption - Quantum Cryptography- Cryptography Algorithm Us	6
IV	Authentication and Remote Access: User, Group, and Role Management - Password Policies - Single Sign-On - Security Controls and Permissions - Preventing Data Loss or Theft - The Remote Access Process - Remote Access Methods	6
V	Intrusion Detection Systems: History of Intrusion Detection Systems - IDS Overview, Intrusion Prevention Systems - Honeypots and Honeynets - Tools	6
Total		30
Text Book(s):		
1. W.A.Coklin, G.White, Principles of Computer Security: Fourth Edition, McGrawHill, 2016		
Reference		
1. William Stallings, Cryptography and Network Security Principles and Practices, Seventh Edition, Pearson		
2. Achyut S. Godbole, Web Technologies: TCP/IP, Web/Java Programming, and Cloud Computing, Tata McGraw-Hill Education, 2013		
Focus of Course: Employability		
Course Designer : Mr. Mithun S Assistant Professor , Dept. of DCFS,		BoS Chairman Prof. D Geetha HOD, CS



Course Outcomes (COs)		
Upon successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Define the fundamentals of Cyber security.	K1
CO2	Demonstrate various types of organizational security systems.	K2
CO3	Outline various cryptographic algorithm	K3
CO4	Demonstrate various security methods	K2
CO5	Implement various IDS	K3

Mapping Course Outcomes with Program Outcomes and Program Specific Outcomes:

COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO 4	PSO5
CO1	M	M	M	S	M	M	M	S	M	M
CO2	M	M	M	S	S	S	M	M	S	S
CO3	M	M	S	S	S	S	M	S	M	M
CO4	M	M	S	S	S	S	M	S	S	S
CO5	M	S	M	M	S	S	M	M	S	S

S –Strong; L –Low; M –Medium



Course Code	Course Name	Type	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BFS2N10	Cyber Forensics	Theory	Concept	30		-	2

SYLLABUS

Unit	Course contents	Hours
I	INTRODUCTION TO SECURITY TRENDS: Introduction Cyber Threat – Definition of Cyber Crime – Classification– Diversity of Cyber Crime – Cyber Hate Crimes – Cyber Terrorism.	6
II	Cyber Strategy – National Security Strategy – Cyber Security Strategy – Organized Crime Strategy – Cyber Crime Strategy - Police and Crime Commissioners.	6
III	INVESTIGATING CYBER CRIME: Preventing Cyber Crime – Password Protection – Get Safe Online - Crime Investigation Skills – Criminal Investigation – Code of Ethics – Evidence – Hi-Tech Investigations – Capturing and Analyzing Digital Evidence.	6
IV	DIGITAL FORENSICS: Introduction to Digital Forensics - Forensic Software and Hardware - Analysis and Advanced Tools - Forensic Technology and Practices - Windows System Forensics - Linux System Forensics - Network Forensics	6
V	CASE STUDY: Latest Study Topics on Cyber Crime and Investigations - Recent Cyber Crime Cases – Recent Digital Forensics Cases – Bridging the Gaps in Cyber Crime Investigations between the cyber security stake holders.	6
Total		30
Text Book(s):		
1. Thomas Halt, Adam M. Bossler and Kathryn C.SeigfriedSpellar, —Cybercrime and Digital Forensics: An Introductionl, Routledge Taylor and Francis Group 2017.		
<i>(https://www.docdroid.net/cWvNYZZ/by-thomas-j-holt-adam-m-bossler-kathryn-seigfr-5009186-z-liborg-pdf)</i>		
2. Bernadette H Schell, Clemens Martin, —Cybercrimel, ABC – CLIO Inc, California, 2004		
Focus of Course: Employability		
Course Designer : Mr. Midhun S Assistant Professor , Dept. of DCFS,		BoS Chairman Prof. D Geetha HOD, CS



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO 1	Discuss the security issues over network layer and transport layer	K1
CO 2	Apply security principles in the application layer	K1
CO 3	Explain computer forensics	K2
CO 4	Use forensics tools Analyze and validate forensics data	K3
CO5	Analysis email, mobile device data for identification of evidence	K3

Mapping with Program Outcomes:

COs/POs / PSOs	PO1	PO2	PO3	PO4	PO 5	PSO 1	PSO2	PSO 3	PSO 4	PSO 5
CO1	L	M	L	L	L	L	L	L	M	L
CO2	L	L	L	L	L	M	M	M	M	S
CO3	M	M	M	M	M	S	L	M	M	L
CO4	L	L	M	M	S	S	L	M	M	S
CO5	M	M	S	M	S	M	S	M	M	S

S – Strong; L – Low; M – Medium



SEMESTER – I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BAM1N10	NME	Basic Python Programming Lab	NME	2	-	-	2
<p>Preamble : Basic knowledge of any programming language concepts like conditional statements, iterative statements, functions.</p> <p>Prerequisite: Basic programming skills and logical thinking.</p>							

Syllabus:

Ex. No	Course contents	Hours
1	Compute the GCD of two numbers.	2
2	Find the square root of a number	2
3	Exponentiation (power of a number)	2
4	Find the maximum of a list of numbers	2
5	Write a python program to check whether the given number is a positive, negative or Zero.	3
6	Write a python program to check whether the given number is a prime number or not.	3
7	Write a program for various string methods	3
8	Write a program for various list methods	3
9	Write a program for various tuple methods	3
10	Write a program for various dictionary methods	3
11	Write a program for various set methods	2
12	Write a program for factorial of a number	2
Total		30

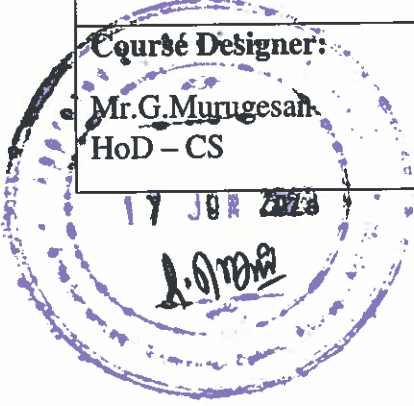
Reference Book :

1. Reema, Thareja, "Python Programming: Using Problems Solving Approach", Oxford University Press, 2017.
2. Gowrishankar S, Veena, "Introduction to Python Programming", CRC Press/Taylor & Francis, 2019.

Focus of Course :- Employability

Course Designer:

Mr.G.Murugesan
HoD – CS



CO Number	Course Outcome(CO)Statement	Blooms Taxonomy Knowledge
CO1	Describe the core syntax and semantics of Python programming language.	K1
CO2	Infer the usage of various operators.	K2
CO3	Analyse fundamental of conditional and looping statements	K3
CO4	Illustrate the process of structuring the data using lists, dictionaries, tuples, strings and sets.	K3

Mapping with Programme Outcomes and Programme Specific Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	S	L	L	L	L	L
CO2	L	M	M	M	S	L	L	L	L	L
CO3	L	M	M	M	S	L	L	L	L	L
CO4	L	M	S	M	S	L	L	L	L	L

S – Strong; L – Low; M – Medium



SEMESTER – II

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BAM2N10	NME	Advance Python Programming	NME	2	-	-	2
<p>Preamble : Basic knowledge of any programming language concepts like functions, modules, object oriented concepts.</p> <p>Prerequisite: Basic programming skills and logical thinking.</p>							

Syllabus:

Ex. No	Course contents	Hours
1	Compute the marksheet of a student.	2
2	Creation of functions	2
3	Creation of modules.	2
4	Creation of class	2
5	File operations.	3
6	Read a CSV File.	3
7	Basic operations using numpy library	3
8	Write a program for random number generation	3
9	Write a program for Normal Distribution	3
10	Write a program for cleaning data	3
11	Write a program for generate a scatter plot	2
12	Write a program for generate a histogram	2
Total		30

Reference Book :

1. Jake VanderPlas, "Python Data Science Handbook: Essential Tools for Working with Data", Kindle Edition, O'REILLY, 2016.
2. Gowrishankar S, Veena, "Introduction to Python Programming", CRC Press/Taylor & Francis, 2019.

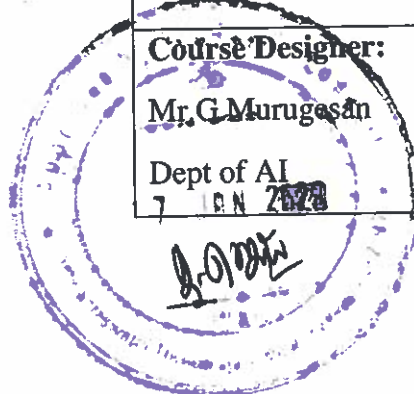
Focus of Course :- Employability

Course Designer:

Mr. G. Murugesan

Dept of AI

7 JAN 2023



CONumber	Course Outcome(CO)Statement	Blooms Taxonomy Knowledge
CO1	Describe the concept of functions.	K1
CO2	Infer the usage of creation and usage of modules.	K2
CO3	Analyse fundamental of numpy library	K3
CO4	Illustrate the process of pandas library.	K3

Mapping with ProgrammeOutcomes and Programme Specific Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	S	L	L	L	L	L
CO2	L	M	M	M	S	L	L	L	L	L
CO3	L	M	M	M	S	L	L	L	L	L
CO4	L	M	S	M	S	L	L	L	L	L

S – Strong; L – Low; M – Medium

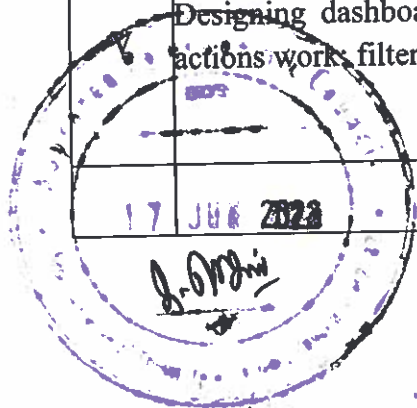


**Student admitted from 2023-24 onwards
SEMESTER- I**

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BDA1N10	NME	Data Visualization using Tableau - I	Theory	25	5	-	2

Preamble: This course enable the students to learn basics of Data Visualization using Tableau Tool

Unit	Course Content	Number of Sessions
I	A Brief Introduction to Tableau Desktop: Starting with Tableau- Downloading the Tableau trial- Installing the trial software- Looking at the Tableau Workspace- Viewing a sample workbook or data source- Analyzing Data- Looking back at data analysis- Connecting to your data in Tableau- Understanding Tableau worksheets- Starting to analyze data.	6
II	Understanding the Basics: The Cycle of Analytics - Data Discovery – Data preparation – Data Analysis – Data Storytelling – Foundations of building visualizations : measures and dimensions – Discrete and Continuous Field -Choosing Chart Types- Tableau file types	6
III	Understanding Data Connections: Connecting to data on a server – Connecting to data on a file – Connecting to data on a cloud-Managing data source metadata - working with extract instead of live connections	6
IV	Visualizing Data: Visualizing Consideration: Audience – Goal – Setting – Mode - Mood – Consistency. Chart Types Area charts- Box-and-whisker plot- Bullet graphs- Circle views- Dual combination- Dual lines- Filled maps- Gantt- Heat maps- Histogram- Horizontal bars- Lines- Packed bubbles- Pie charts- Scatter plots- Stacked bars- Treemaps – Joins and Blends	6
	Data Story: Key concepts of dashboard: Definition – Objectives – approaches. Designing dashboard: Objects. Designing for different displays and devices, How actions work: filter actions – highlight actions – URL actions – set actions. Stories	6
	Total	30



Text Book:
1. Molly Monsey, Paul Sochan- "Tableau For Dummies" – 2016 , Wiley Brand publications. (Unit I) 2. Joshua N Milligan , Tableau 2019, 3 rd Edition -Packt publications (Unit II – Unit V)
Focus of Course : Employability
e-Resource/e-ContentURL: https://www.tutorialspoint.com/tableau/index.htm

COURSE DESIGNER & BOS CHAIRMAN

Dr.A.Samuel Chellathurai

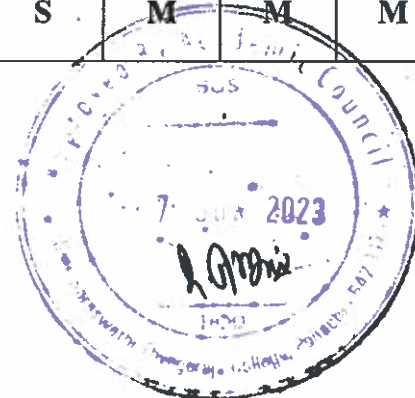
HOD, Dept. of DSA

Course Outcomes (COs):		
On Successful completion of this course the students will able to:		
CO Number	Course Outcome (CO)Statement	Blooms Taxonomy Knowledge Level
CO1	Analyze data using Tableau Desktop	K1
CO2	Use worksheets and explore the data	K2
CO3	Creating connections to data sources and creating calculations	K2
CO4	Implement various data connection and visualization	K3
CO5	Design Dashboards and stories using Tableau	K4

Mapping with Programme Outcomes and Programme Specific Outcomes

Cos/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	S	M	L	S	L	M	M
CO2	L	M	M	S	M	L	M	L	M	M
CO3	L	M	M	S	M	L	S	L	M	M
CO4	L	M	M	S	M	M	S	M	M	M
CO5	L	M	M	S	M	M	S	M	M	M

S– Strong; L –Low; M–Medium



SEMESTER - II

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BDA2N10	NME	Data Visualization using Tableau – II	Practical	-	-	30	2

Preamble: This course enable students to learn practical implementation of Data Visualization using Tableau Tool

Syllabus:

Unit	Course Content	Number of Sessions
1	To connect with Data Source, Refresh, Edit Metadata using Tableau	3
2	To create a new worksheet, Rename it and perform Numeric, String and Date calculations in Tableau	3
3	To work with various sort and filters available in Tableau	3
4	To create Bar chart, Line chart using Tableau	3
5	To create Pie chart, Crosstabusing Tableau	3
6	To create Scatter plot, Bubble chart using Tableau	3
7	To create Box plot, Tree Map using Tableau	3
8	To createGantt chart, Histogram using Tableau	3
9	To create Waterfall chart using Tableau2	3
10	To create a Superstore Dashboard using Tableau	3
	Total	30

Reference Book:

1. Molly Monsey, Paul Sochan- "Tableau For Dummies" – 2016 , Wiley Brand publications.

Recommended Tools to be used:Tableau public Desktop

FocusofCourse:Skill Development

e-Resource/e-Content URL:<https://www.tutorialspoint.com/tableau/index.htm>

COURSE DESIGNER

Mrs.A.ReshmaParveenMrs.D.Geetha
Department of DSA

BOS CHAIRMAN

HOD Dept of BCA

7 JUN 2023

[Signature]

CourseOutcomes(COs):		
OnSuccessfulcompletionofthiscoursethestudentwillableto:		
CO Number	CourseOutcome(CO)Statement	Blooms Taxonomy KnowledgeLevel
CO1	Connect to Data sources and work with metadata	K1
CO2	Implement various function and calculations in Data	K2
CO3	Implement the various sort and filters available in Tableau	K3
CO4	Design various visualization graphs and charts using Tableau	K3
CO5	Design dashboard using Tableau	K4

Mapping with Programme Outcomes and Programme Specific Outcomes:

Cos/ POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	M	S	S	M	L	S	M	M
CO2	L	M	M	S	S	M	L	M	M	M
CO3	L	M	S	S	S	S	M	S	M	M
CO4	L	M	S	S	S	S	M	S	M	M
CO4	L	M	S	S	S	S	M	S	M	M

S- Strong;L -Low;M-Medium

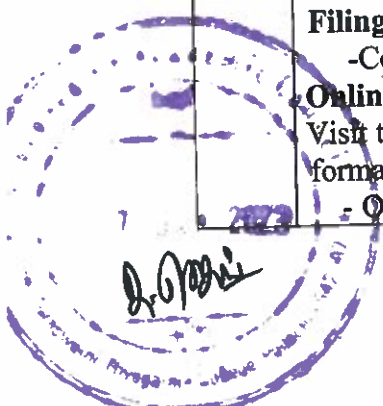


Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BCM1N10	SEC I-(NM E) 1	Practical Banking	Application	-	-	2	2

Preamble : It enables the students to gain knowledge on the organizational structure of a Company, PAN Application form, Form16, online transactions and Social networking websites.

Prerequisite : Nil

Unit	Course Contents	Hours
	<p>Banking Procedures</p> <p>a) Fill the application for opening a bank account</p> <p>b) Fill up forms:</p> <ul style="list-style-type: none"> • Pay in slip for deposits • Withdrawal slip • Challan for taking demand draft • Fixed deposits and Recurring deposit forms. • Fill the jewel loan application form • Fill the personal loan application form <p>E-Banking</p> <ul style="list-style-type: none"> • Fill the application form for opening online account • Significance of debit and credit cards <p>Educational loan</p> <ul style="list-style-type: none"> • Fill up the form for obtaining educational loan <p>Preparation of feasibility report and obtaining bank loan</p> <p>Prepare feasibility report to obtain a loan from a bank for starting new business</p> <p>Working capital financing:</p> <ul style="list-style-type: none"> • Fill up the application form forgetting the Working capital finance <p>Stock Exchange : Fill up the share application form Fill up the share transfer application form</p> <p>PAN card</p> <p>-Fill up the PAN Application Form</p> <p>Filing of Income tax Returns</p> <p>-Computation of tax liability and Filling up of Form16, ITR-1 to7</p> <p>Online Shopping Purchase Payment</p> <p>Visit the website relating to online reservation. Collect and present the information relating to;</p> <ul style="list-style-type: none"> - Online bus ticket reservation 	30



- Online airways ticket reservation	
- Visit the Social networking Websites and make a purchase order	
Total	30

Note : The Syllabus will have 100% Practical

Focus of Course:-Employability

e-Resources/e-Content URL:

- NPTEL Video:<http://nptel/index.php/search>
- e-Pathshala :<http://e-pathshala/index.php/search>
- You Tube :<http://youtube/index.php/search>

Course Designer:
Dr. P. SenthilKumar
Associate Professor, Dept. of B.Com

BoS-Chairman
Dr.I.Siddiq
Head, Dept. of Commerce

Course Outcomes(COs):

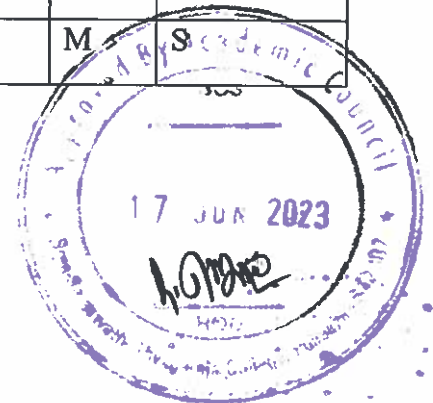
On Successful completion of this course the students will able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Remember the organizational structure of a company	K1
CO2	Understand the PAN Application form and Form 16	K2
CO3	Application of online transactions	K3
CO4	Analyze the Social networking websites	K4

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	S	S	S	M	S
CO2	S	S	M	S	M	L	S	S	S	S
CO3	S	S	M	M	S	M	S	L	S	M
CO4	S	M	M	M	M	L	M	M	M	S

S- Strong; L -Low; M-Medium



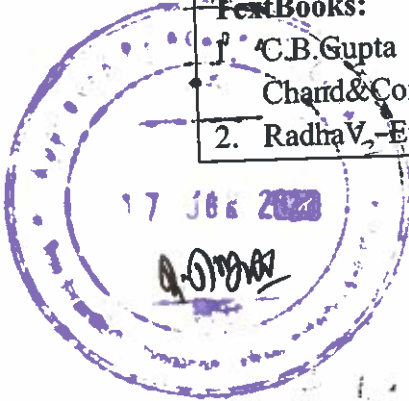
Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BCM2N10	SEC II NME- 2	Entrepreneurship	Concept	20	10	-	2

Preamble: It will enable the students to gain knowledge on Entrepreneurship and the role of entrepreneur in economic development.

Unit	Course Contents	Hours
I	Entrepreneurship – Meaning - Definition - Nature and Importance of Entrepreneurship – Characteristics -function and types of Entrepreneur – Entrepreneurial Prospective – Intrapreneurs Vs Entrepreneur – Women Entrepreneur & Rural Entrepreneur–Problems-Phases of EDP-Role of Entrepreneur in economic development–Startup in India	6
II	Project Preparation and Management : Business Idea- Concept and Meaning of Project and Classification – Project Identification — Project Formulation- Project Design – Project Report – Project Appraisal.	6
III	Institutional Service to Entrepreneur – District Industries Center (DIC), Small Industries Development Organization (SIDO), National Small Industries Corporation Ltd. (NSIC), Micro, Small & Medium Enterprises Development (MSMED) - Small Industries Development Corporations (SIDCO)-Industrial and Technical Consultancy Organisation of Tamilnadu (ITCOT), and The Khadi and Village Industries Commission (KVIC) – Micro Units Development and Refinance Limited (MUDRA)	6
IV	Institutional Finance to Entrepreneur-IFCI, SFC, IDBI, ICICI, THIC, LIC and GIC, UTI, SIPCOT, SIDBI	6
V	Government Assistance and Finance: Incentives and Subsidies–Venture Capital–Seed Capital Assistance	6
Total		30

Text Books:

1. C.B. Gupta and N.P. Srinivasan, –Entrepreneurial Development I, Sultan Chand & Company Ltd, New Delhi-110 002. Edition-2012.
2. Radha V., –Entrepreneurial Development Prasanna Publishers, Chennai, Edition-2011



ReferenceBook:-

1. S.S.Khanka, Entrepreneurial Development, Kalyani Publishers, B-I/1292, Rajinder Nagar, Ludhiana-141008, Edition -2007
2. Renu Arora and S.KI .Sood, -Fundamentals of Entrepreneurship and Small Business, Sultan Chand & Company Ltd, New Delhi -110002.,Edition- 2012
3. P.Saravanavel,-Entrepreneurial Development ,Prasanna Publishers, Chennai, Edition-2002.

Focus of Course:-Employability**e-Resources/e-Content URL:**

- NPTEL Video: <http://nptel/index.php/search>
- e-Pathshala: <http://e-pathshala/index.php/search>
- YouTube : <http://youtube/index.php/search>

Course Designer

R.Nagarajan
Assistant Professor, Dept. of B.Com

BoS-Chairman

Dr.I.Siddiq
Head ,Dept. of Commerce

Course Outcomes(COs):

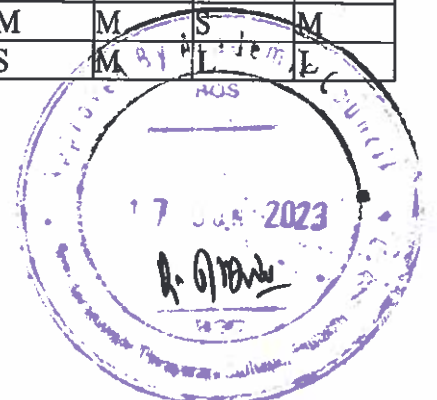
On Successful completion of this course the students will able to:

CO Number	Course Outcome(CO) Statement	Blooms Taxonomy Knowledge
CO1	To remember Entrepreneur, Entrepreneurship Intrapreneurs and Women Entrepreneur	K1
CO2	To understand the role of entrepreneur in economic development	K2
CO3	To understand the DIC, SIDO, NSIC, MSMEDI-SSIC, SIDCO- ITCOT, IIC, and KVIC services to Entrepreneurs	K2
CO4	To apply the techniques for obtaining Government Incentives and Subsidies	K3

Mapping with Program Outcomes and Program Specific Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	M	L	M	M	S	M	M
CO2	M	M	S	M	M	M	M	M	L	S
CO3	M	S	S	S	L	S	M	M	S	M
CO4	S	M	S	M	L	S	S	M	L	M

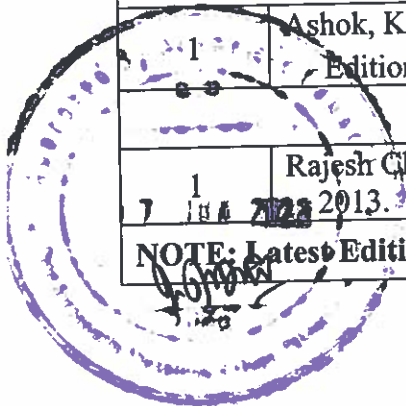
S-Strong; L-Low; M-Medium



FIRST YEAR – SEMESTER – I

Skill Enhancement Course SEC – 1 (Accounting software - I)

COURSE CODE	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
23BBC1N10	-	-	2	-	2	2	25	75	100
Learning Objectives									
LO1	To Impart the Knowledge of creation of company in accounting software.								
LO2	To create the various ledger and vouchers for a company.								
LO3	To prepare purchase and sales book.								
LO4	To create debit and credit note.								
LO5	To prepare cash book.								
Prerequisite: Should have studied Commerce in XII Std									
Unit	Contents								No. of Hours
I	Company creation								3
II	Ledger creation								3
III	Voucher creation								4
IV	Preparation of purchase book								4
V	Preparation of purchase return book								4
VI	Preparation of sales book								4
VII	Preparation of sales return book								4
VIII	Preparation of cash book								4
TOTAL								30	
CO	Course Outcomes								
CO1	To learn basic accounting formats in the computerized environments								
CO2	To translate basic accounting transactions in the software								
CO3	To maintain subsidiary books in accounting package.								
CO4	To familiarise the statutory features of computerised accounting package								
CO5	To generate various statements for decision making								
Textbooks									
Ashok, K.Nadhani, "Tally ERP.9 Training Guide", BPB Publications, Revised Edition, 2010.									
Reference Books									
Rajesh Gheda.U, Obaidmotiwala, "Learn Tally.ERP.9", Ane Book Pvt.Ltd., Edition 2013.									
NOTE: Latest Edition of Textbooks May be Used									



Web Resources

1	https://www.youtube.com/watch?v=8A8BmxrY1dA
2	https://www.youtube.com/watch?v=v5S8-SdqIVc
3	https://www.youtube.com/watch?v=b4sMqQw-g9I

Mapping With Programme Outcomes and Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	3	2	3	3	2
CO2	3	2	3	2	3	2	3	2	3	3	2
CO3	3	2	3	2	3	2	3	2	3	3	2
CO4	3	2	3	2	2	2	3	2	3	3	2
CO5	3	2	3	2	2	2	3	2	3	3	2
TOTAL	15	10	15	10	12	10	15	10	15	15	10
AVERAGE	3	2	3	2	2.4	2	3	2	3	3	2

3 - Strong, 2 - Medium, 1- Low



FIRST YEAR – SEMESTER – II

Skill Enhancement Course SEC – 2 (Accounting software - II)

COURSE CODE	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
23BBC2N10	-	-	2	-	2	2	25	75	100
Learning Objectives									
LO1	To Impart the knowledge on subsidiary book with GST.								
LO2	To create the stock items to prepare stock summary								
LO3	To prepare final accounts.								
LO4	To create various ledgers for Bank reconciliation statement								
LO5	To show the entries for Depreciation account								
Prerequisite: Should have studied Commerce in XII Std									
Unit	Contents								No. of Hours
I	Prepare subsidiary book with GST (Purchase)								3
II	Preparation of stock summary								3
III	Preparation of trial balance								4
IV	Preparation of final accounts								4
V	Preparation of invoice details								4
VI	Preparation of Bank reconciliation statement								4
VII	Preparation of Outstanding statement								4
VIII	Preparation of Depreciation account								4
TOTAL								30	
Course Outcomes									
CO									
CO1	Apply the accounting software for GST calculations.								
CO2	Enable to maintain the stock levels in godown and showroom.								
CO3	Preparation of Financial statements								
CO4	Preparation of invoice bill and outstanding statements.								
CO5	Apply the software for maintain business transactions								
Textbooks									
1	Ashok, K.Nadhani, "Tally ERP.9 Training Guide", BPB Publications, Revised Edition, 2010.								
Reference Books									
1	Rajesh Chheda, U, Obaidmotiwala, "Learn Tally.ERP.9", Ane Book Pvt.Ltd., Edition 2013.								



NOTE: Latest Edition of Textbooks May be Used

Web Resources

1	https://www.youtube.com/watch?v=qv4dB3qUVHs
2	https://www.youtube.com/watch?v=8jH90qPicro
3	https://www.tutorjoes.in/tally_prime_tutorial/bank_reconciliation_statement_in_tally_prime

Mapping With Programme Outcomes and Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	3	2	3	3	2
CO2	3	2	3	2	3	2	3	2	3	3	2
CO3	3	2	3	2	3	2	3	2	3	3	2
CO4	3	2	3	2	2	2	3	2	3	3	2
CO5	3	2	3	2	2	2	3	2	3	3	2
TOTAL	15	10	15	10	12	10	15	10	15	15	10
AVERAGE	3	2	3	2	2.4	2	3	2	3	3	2

3 - Strong, 2 - Medium, 1- Low



FIRST YEAR – SEMESTER – I

Skill Enhancement Course SEC – 1 Personal Finance

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BPA1N10	Theory	Personal Finance	SEC 1	30			2
Preamble: Fundamental Knowledge on Personal Finance							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Personal Finance: Introduction and basics – Micro factors – Financial planning process – Career planning – Choice factors.						6
II	Money and credit management: purpose – strategies – personal budget – savings goals – techniques. Consumer credits – basics – uses and misuses – advantages and disadvantages – Measuring credit capacity.						6
III	Insurance and tax planning: Insurance – purpose – long term – disability – mediclaim policies – Scheme selection. Tax fundamentals – Tax savings through investments – electronic tax filing.						6
IV	Investment planning: Investing – assets allocation – factors affecting the choice of investments – investment alternatives – sources of investment information.						6
V	Retirement and estate planning: purpose of retirement planning – Retirement living expenses – inflation effect. Meaning of estate planning purpose – key legal aspects						6
TOTAL							30

Recommended Textbooks:

1. Kanisk Nayan "Personal Finance – An Indian Perspective",
2. Jack R Kapoor, Les R Dalabay, Robert J Hughes "Personal Finance" Tata McGraw-Hill publications. Edition 2018.

Suggested Reference Textbooks:

1. Hema Si V. A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House 2018
2. Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

E Course / E Content URL:

<http://www.moneycontrol.com>

<https://www.investopedia.com/>

Course Designer:

Dr. K. Loganathan
Associate Professor, Dept. of B.Com (PA)

BOS Chairman, STC



Course Outcomes (COs): On Successful completion of this course the students will able to:											
COs	Course Outcome (CO) Statement									Bloom's Taxonomy Knowledge Level	
CO1	Remember the nexus of personal finance									K1	
CO2	Apply the knowledge of different financial planning									K2	
CO3	Analyze the various aspects of personal life risk									K3	
CO4	Evaluate the parameters of different alternatives									K4	
CO5	Create a financial model for their life									K5	
Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	3	3	2	2	2	2	2	2	2
CO4	3	2	2	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
Total	15	10	13	14	11	10	10	10	10	10	10
Average	3	2	2.6	2.8	2.2	2	2	2	2	2	2

3 – Strong, 2- Medium, 1- Low



FIRST YEAR – SEMESTER – II

Skill Enhancement Course II – Basics of Stock Market

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BPA2N10	Theory	Basics of Stock Market	SEC 2	30			2

Preamble: To create an awareness among the students about the concept of Stock Market

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Stock Market: Meaning-Importance-Functions-Investment-Need-Types – Distinguish between share and stock.	6
II	Stock Market System: Primary market – meaning – Merits and demerits – Secondary market – meaning, Merits and Demerits –Difference between primary and Secondary Market.	6
III	Capital market instruments : Meaning – Types of instruments – Equity shares Meaning – merits and demerits- Preference Shares-Meaning - Typesofpreferenceshares–Meritsanddemerits;Debentures-Meaning–types–meritsanddemerits–Bonds	6
IV	Stock Market Indices: Meaning, purpose, and construction of developing index – Role of BSE and NSE -Features	6
V	Role of Regulatory: SEBI - Functions-Role of SEBI activities in Stock market	6
TOTAL		30

Recommended Textbooks:

1. Dr.S.Gurusamy, "Capital Marke" Tata McGraw – Hill Education Pvt Ltd, 2nd edition 2008.

Suggested Reference Textbooks:

1. Punithavathy Pandian, "Security analysis and Portfolio Management", Vikas Publishing House Pvt Ltd.
2. V. Avadhani, Investment and Securities Market in India Himalaya Publishing House.
3. Sanjeev Agarwal. A guide to Indian Capital Market, Bharat Publishers
4. Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication.
5. Prasanna Chandra "Investment Analysis and Portfolio Management "TataMcgraw Hill, 3Rd edition

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs



E Course / E Content URL:
<http://nptel/index.php/search>
<http://e-pathshala/index.php/search>
<http://youtube/index.php/search>
www.agritech.tnau.ac.in

Course Designer:

Dr. K. Jayaprakash

Associate Professor, Department of B.Com (ABA)

BOS Chairman, STC

Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	To learn the overview of Stock Market	K1
CO2	To understand various Capital Market Instruments	K2
CO3	To understand the concept to indices	K3
CO4	To analyze the role of regulatory of stock market	K4

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	3	3	2	2	2	2	2	2	2
CO4	3	2	2	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
Total	15	10	13	14	11	10	10	10	10	10	10
Average	3	2	2.6	2.8	2.2	2	2	2	2	2	2

3 – Strong, 2- Medium, 1- Low



FIRST YEAR – SEMESTER – I

Skill Enhancement Course SEC – 1 Agricultural Marketing

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BAB1N10	Theory	Agricultural Marketing	SEC 1	2			2

Preamble: Fundamental Knowledge on Agricultural products marketing

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Agriculture market: Agriculture market- definition - components of agriculture market –classification. Market structure – intermediaries. Agricultural marketing - concepts and definition – scope – stakeholders- function of agricultural marketing in India. Cooperative marketing. Producer's surplus: Meaning, Types of producers surplus, marketable surplus, factors affecting marketable surplus.	6
II	Agricultural products: Agricultural products- characteristics .Grading farm products- need, methods of fruit and vegetable grading - Ware housing corporation; central and state, objectives, functions, advantages. Food corporation of India-objectives and functions. Efficiency of marketing – storage - quality control. Agricultural products – AGMARK- pricing of agricultural products - process, meaning, need for agricultural price policy.	6
III	Agricultural products Storage: Role of transportation in agricultural Marketing- Cold storage --Cooperative Cold Storages – new concepts of preservation of food products. Risk in agricultural marketing – significance- types of risk - futures trading - contract farming – new trends.	6
IV	Agricultural information system: Agricultural information system- introduction- concepts - benefits - models and its implications – MIS and arbitrage – storage- policy makers- MIS and agri enterprises, e- choupal, Indian Agribusiness Systems Private Limited (IASL), AGMARKNET, e-NAM, APMC, AFFMMRI - challenges.	6
V	Agricultural Marketing: Agricultural Marketing- institutions. Schemes offered by Ministry of Agriculture, Government of India- Ministry of food Processing Industries, APEDA- National Co-operative Development Corporation - commodity boards: Spices board of India- Cotton corporation of India –Market research schemes. Rural Marketing Models. -Pesticide and insecticide marketing – case studies.	6
TOTAL		30

Recommended Textbooks:

F. C. Acharya S.S and Agarwal NL, Agricultural Marketing in India. Oxford & IBH

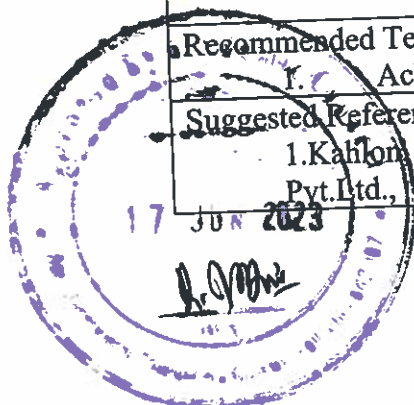
Suggested Reference Textbooks:

1. Kahlon A.S and Tyagi.D S, 1983 Agricultural Price Policy in India. Allied Publishers

Pyt.Ltd.,

17 JUN 2023

R. J. Malik



2..Kulkarni, K R.1964, Agricultural Marketing in India. The Co-operators Books Depot, Mumbai.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

- NPTEL Video: <http://nptel/index.php/search>
- e-Pathshala : <http://e-pathshala /index.php/search>
- You Tube :<http://you tube /index.php/search>
- www.agritech.tnau.ac.in

Course Designer:

Dr. K. Manikandan

Assistant Professor, Dept.of B.Com (ABA)

BOS Chairman, STC

Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	To know the basic concept and components of agricultural marketing.	K1
CO2	To understand the agricultural products	K2
CO3	To know the transportation and risk in agricultural marketing	K3
CO4	To understand the Schemes for agriculture.	K4
CO5	To know the information system usage in agricultural marketing.	K5

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	3	3	2	2	2	2	2	2	2
CO4	3	2	2	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
Total	15	10	13	14	11	10	10	10	10	10	10
Average	3	2	2.6	2.8	2.2	2	2	2	2	2	2

3 – Strong, 2- Medium, 1- Low



FIRST YEAR – SEMESTER – II

Skill Enhancement Course II – DIGITAL MARKETING

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BAB2N10	Theory	Digital Marketing	SEC 2	2			2

Preamble: Basic knowledge of the marketing and social media.

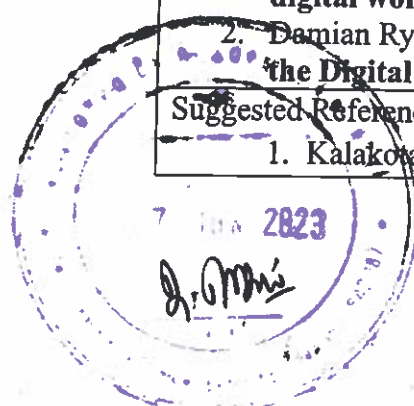
UNIT	COURSE CONTENT	NO. OF SESSIONS
I	E Commerce Business : E Commerce Business & Digital Marketing – Meaning – Paradigm shift - Application of E-Commerce in different Sectors – Digital Marketing trends and Challenges in E- Commerce business.	6
II	E-Security: Business Model – E Commerce & Digital Marketing – B2B and B2C – Intelligent Agents – Mobile Commerce Online Payment – E-Security – Security Protocols – sites hacked – Internet Governance – Firewall.	6
III	Digital Marketing Channels : Digital marketing - vision, mission, and goals of digital marketing – importance of digital marketing – Website design and Hosting – Search Engine Optimisation (SEO) – Blogs - Digital Marketing Channels - social media marketing – email marketing – You tube marketing – Pay per click and Search Engine Marketing.	6
IV	Digital Advertising: Digital Marketing and Advertising – Types of Digital promotions – Print Advertising - Display screens - Content marketing and Customization Strategies – Digital Advertising in India – Digital Marketing and understanding buyer behavior.	6
V	Digital Marketing Strategies and Services : Digital Marketing Strategies and Services - Online Retail Sector – Online Financial Services – Online Travel services – Online career services – online publishing – online entertainment -consumer Protection Privacy and Information Rights – Warranties and New Products.	6
TOTAL		30

Recommended Textbooks:

1. Rob Stokes and the Minds of Quirk, “eMarketing: The essential guide to marketing in a digital world”, Quirk eMarketing (Pty) Ltd., 5th Edition,
2. Damian Ryan, “Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback – Import”, Kogan Page, 4th Edition.

Suggested Reference Textbooks:

1. Kalakota, R. and Whinston, A., Frontiers of Electronic Commerce, 2011, Pearson.



2. Turban, E., King, D. and Lee, J., Electronic Commerce: A Managerial and Social Networks Perspective, 2015, 8/e, Prentice Hall
3. Turban, E., Lee, J., King, D., Liang, T.P. and Turban, D., Electronic Commerce 2015, 8/e, Pearson
4. Tracy L Tuten, Michael R Soloman, Social Media Marketing, 2/e, 2016, Sage.
5. Dan Zarrella, "The Social Media Marketing Book (E Book)", Published by O'rielly
6. Vandana Ahuja, "Digital Marketing", Oxford University Press, 1st Edition (2015),
7. Moutusy Maity, "Internet Marketing- A practical Approach in the Indian Context", Oxford University Press, 2017.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

- NPTEL Video: <http://nptel/index.php/search>
- e-Pathshala : <http://e-pathshala/index.php/search>
- You Tube : <http://you tube /index.php/search>
- www.agritech.tnau.ac.in

Course Designer:

Dr. K. Jayaprakash

Associate Professor, Dept. of B.Com (ABA)

BOS Chairman, STC

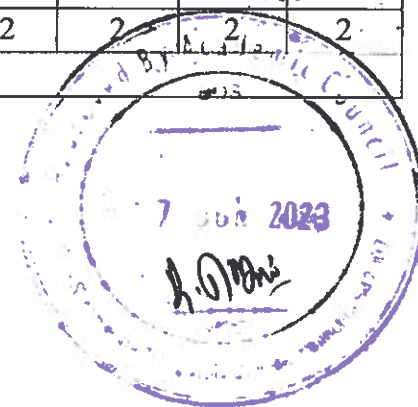
Course Outcomes (COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	To learn the overview of E Commerce Business	K1
CO2	To understand the E-Security.	K2
CO3	To analyse the Digital Marketing Channels	K3
CO4	To understand the concept of digital promotion	K4
CO5	To identify the Digital Marketing Strategies and Services	K5

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	3	3	2	2	2	2	2	2	2
CO4	3	2	2	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
Total	15	10	13	14	11	10	10	10	10	10	10
Average	3	2	2.6	2.8	2.2	2	2	2	2	2	2

3 – Strong, 2- Medium, 1- Low



SEMESTER – I

SEC-I- NME

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BAS1N10	Theory	Information Security	Employability	2			2

Preamble	To understand Information Security	
Prerequisite	To apply Digital rights management.	

Unit	Course contents	Hours
I	Information security: History of IS-What is security?-characteristic of IS-components of Isystem –security system life cycle model.	6
II	Cryptography: Concepts and techniques- plain text and cipher text-Encryption principles- Cryptanalysis-cryptograph algorithm-Cryptograph tools Authentication methods passwords-keys versus passwords-Attacking Systems via passwords-Password verification.	6
III	Fire walls: Viruses and worms- Digital rights management--What is firewalls- Types ofFire wall-Design Principles of Firewall	6
IV	Hacking: Hacker hierarchy-password cracking-Phishing- spoofing-denial of services.	6
V	Network Hacking: Wireless hacking.-Windows hacking- Web hacking-Ethical hacking.	6
Total		30

Text Book:

1. Dr. Michael E. Whitman, Herbert J. Mattord – Principles and Practice of Information Technology – Course Technology Cengage Learning 4th edition, 2012
2. Atul Kahato Cryptography and Network security McGraw Hill Education 3rd edition, 2012

Reference Book:

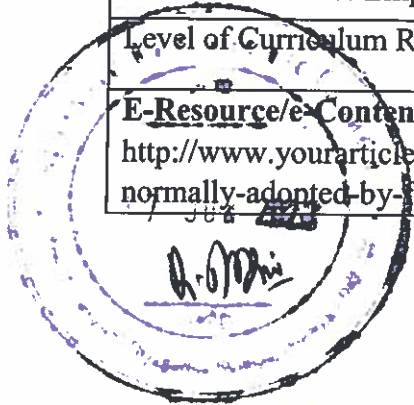
Devan N. Shah Information Security Principles and Practice

Focus of Course: Employability

Level of Curriculum Relevance: Local / Regional / National Needs

E-Resource/e-Content URL:

<http://www.yourarticlelibrary.com/managerial-economics/8-types-of-pricing-strategies-normally-adopted-by-firms-economics/29028>



Course Designer: Dr.A.Selvakumar Assistant Professor Department of B.Com(CA). STC	BoS Chairman: Dr.I.Siddiq Associate Professor Department of B.Com, STC
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On successful completion of this course the students will be able to:		
CO	Course Outcome Statement	Blooms Taxonomy Knowledge Level
CO1	History of IS	K1
CO2	Classify the basic concepts of Cryptograph tools Authentication methods passwords.	K2
CO3	Apply : DNS, IP SEC - Social media	K3

Mapping with Program Outcomes and Program Specific Outcomes

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	2	2	3	1	2	3	3
CO2	2	3	2	1	1	3	2	1	2	3
CO3	2	2	3	3	1	2	3	3	2	2

3- Strong, 2 – Medium, 1 - Low

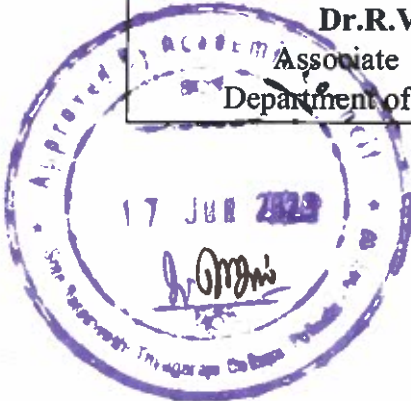


Second Semester

SEC- II – NME

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BAS2N10	Theory	Office Administration	Employability	2			2

Preamble	Aim to understand the concepts of office administration, office layout	
Prerequisite	To apply filing reports.	
Unit	Course contents	Hours
I	Office – Definition – Importance – Function of an Office – Office Management Elements– Function of Office Management – Office Manager.	6
II	Office Organisation – Principles – Types of Organisation – Delegation of authority – Principles of delegation	6
III	Office Systems and procedures – Office methods – Importance – Analysis of the office system and procedures – Contents of Office Manual.	6
IV	Office accommodation and layout – Advantages and disadvantages – office furniture – planning the office space – open & private offices	6
V	Working environment – Office forms – Filing – Indexing – Office reports.	6
Total		30
Text Book: 1. Office Management by Mishra		
Reference Book: 1. Office Management by Kathiresan&Radha		
Focus of Course: Employability		
Level of Curriculum Relevance: Local / Regional / National Needs		
E-Resource/e-Content URL: http://www.yourarticlelibrary.com/managerial-economics/8-types-of-pricing-strategies-normally-adopted-by-firms-economics/29028		
Course Designer: Dr.R.Vasuki Associate Professor Department of B.Com, STC		BoS Chairman: Dr.I.Siddiq Associate Professor Department of B.Com, STC



MAPPING WITH PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	M	M	S	L	M	S	S
CO2	M	S	M	L	L	S	M	L	M	S
CO3	M	M	S	S	L	M	S	S	M	M

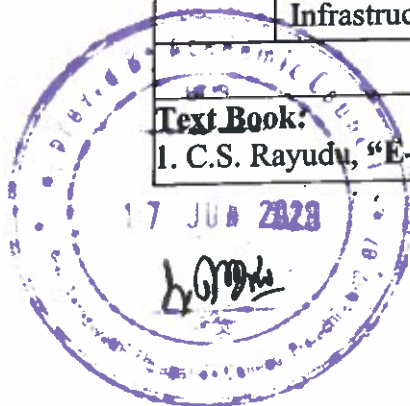
S – Strong; L – Low; M – Medium



Course Code	Type	CourseName	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BBI3N10	NME-1	Digital Banking	Theory	30	-	-	2
Preamble	The students will gain knowledge on the products of E-Banking						
Prerequisite	Banking Activities						

Syllabus

Unit	CourseContents	Hours
1	Digital Banking: Meaning and its products- Advances of E-Banking- Constraints in E-Banking. E-Banking Components-Traditional Banking Vs E-Banking- Facets of E-Banking -E-Banking transactions - truncated cheque and Electronic cheque - Models for E-banking- complete centralized solution- features CCS- Cluster approach-Hi tech. Bank within Bank.	6
2	Online Banking: Introduction –concept and meaning-the electronic delivery channels- need for computerization-Automatic Teller Machine(ATM) at home – Electronic Fund Transfer(EFT)-uses – computerization in clearing houses- Telebanking- Banking on home computers –Electronic Money Transfer -uses ofEMT.	6
3	Updating Bank saving accounts –Computer bank branches-Financial Transaction Terminals- (FTT)-Echeque-Magnetic Ink Character Recognition (MICR) and Cheques - E-Banking in India-Procedure- Programmes-Componets-How to go on net for Online Banking advantages-Limitations.	6
4	E-Banking Security- Introduction need for security –Security concepts- Privacy–Survey. Findings on security-Attack-Cyber crimes-Reasons for Privacy- Tampering-Encryption –Meaning-The encryption process-may appear as follows - Cryptogram-Cryptanalyst-cryptography-Types of Cipher systems –Code systems-Cryptography-Cipher-Decipher- Jumbling-Asymmetric-Cryptosystem-Data Encryption Standard (DES).	6
5	E-Builder solutions-Digital certificate-Digital Signature & Electronic Signature-E-Security solutions—solutions providers-E-locking technique- E-locking services-Netscape security solutions- Pry Zone - E-software security Internet- Transactions-Transaction security-PKI-Sierras Internet solutions-inc – security devices-Public Key Infrastructure-(PKI)-Firewalls Secure Ledger-(FSL)-Secure Electronic	6
Total		30
Text Book: 1. C.S. Rayudu, "E-Business", Himalaya Publishing House, 2014.		



Reference Books: 1. 1. Dr.R.K.Uppal,"Internet Banking"-Kunal Books, 2022 2. Abha Singh,"E-Banking"-ABD Publishers,New Delhi.2012 3. Ram kumar Sinha, "Banking and E-Services"-Pacific Book Internationals,2011	
Focus of Course: Employability	
E-Resource/e-Content URL: https://www.mps.it/persona/digital-banking/digital-banking.html	
Course Designer: Dr. M.Selvarani Associate Professor Dept. of B.Com (B&I)	BoS Chairman:

Course Outcome

CO Number	Course Outcome(CO)Statement	Blooms Taxonomy Knowledge Level
CO1	Familiarize students with E-Banking	K1
CO2	Understand Banking optimization in the digital platform	K2
CO3	Investigate how security system is maintained in the E-Banking.	K3
CO4	Learn the techniques used in E-Banking System	K3

Mapping Course Outcomes with Program Outcomes and Program Specific Outcomes

Cos / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	S	M	M	M	S	S
CO2	L	M	S	S	S	S	M	M	S	S
CO3	L	M	S	S	S	S	M	M	S	S
CO4	L	M	S	S	S	S	M	M	M	S

S –Strong; L –Low; M –Medium



Course Code	Type	CourseName	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BBI4N20	NME-2	Elements of Insurance	Theory	30	-	-	2
Preamble	To gain basic knowledge in insurance concepts related to various kinds of insurance						
Prerequisite	No prerequisite required						

Syllabus

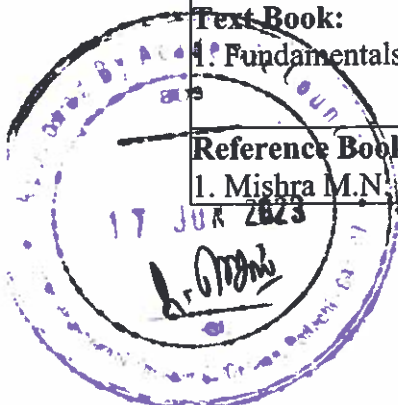
Unit	CourseContents	Hours
1	Introduction to Insurance: Meaning and definition of insurance – Features of insurance- Essentials of valid insurance contract - Functions, Importance of insurance- Benefits – Kinds of insurance organization- Role of insurance in the development of commerce and industry-Reinsurance - Classification of insurance.	3
2	Life insurance: Definition- essential features of life insurance – procedure for effecting life insurance- life insurance policies- classification of policies- assignment and nomination of life policies Marine insurance: introduction- elements – double insurance in marine insurance – marine policy- kinds of marine policies.	3
3	Fire insurance: subject matter of fire insurance – features- principles of fire insurance- fire policy- procedure for taking fire insurance policy- types of fire insurance policy- fire insurance claims.	4
4	Miscellaneous Insurance: Motor insurance- Personal accident – health insurance – agriculture insurance- cattle insurance live stock insurance- poultry insurance, sheep and goat insurance – fidelity guarantee and property insurance.	4
5	Role of insurance intermediaries: insurance broker- corporate insurance agent essential qualities required for a successful agent.	4
Total		30

Text Book:

1. Fundamentals of Insurance- Dr. Periyasamy, Himalaya Publishing Pvt Ltd, Mumbai

Reference Books:

1. Mishra M.N. Insurance Principles and practice; S. Chand and co, New Delhi.



3. Insurance principles and practice - Moorthy.A , Margham publications, Chennai
 4 .Principles and practice Insurance- Dr. Periyasamy, Himalaya Publishing Pvt Ltd, Mumbai

Focus of Course: Employability

e-Resource/e-Content URL: <https://www.canarahsbclife.com/faqs/life-insurance/what-is-meant-by-principles-of-insurance.html>

<p>Course Designer: Dr.S.Poornimadevi Assistant Professor, Dept of B.Com(B&I), STC</p>	<p>BoS Chairman:</p>
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Course Out Comes (COs):

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO 1	Learn the fundamentals concepts of Insurance	K1
CO 2	Understand various kinds of Insurance	K2
CO 3	Analyse the role of Insurance intermediaries	K3

Mapping with programme Outcome

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	S	M	S	S
CO2	L	M	S	M	M	S	S	S	S	S
CO3	M	S	S	S	M	S	M	S	S	S

S – Strong; L – Low; M – Medium



அடிப்படைத்தமிழ்
SEMESTER - I

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23TAM1N10	Theory	அடிப்படைத் தமிழ் - 1	Part IV Supportive	Yes 27 Hrs	-	-	2
Learning Objectives							
The Main Objectives of this Course are to:							
<ul style="list-style-type: none"> • தமிழ்மொழியை அறிமுகம் செய்து தமிழ் எழுத்துக்களின் சிறப்புகளை அறியச் செய்தல் • தமிழ் மொழியைப் புரிந்து கொள்வதற்கும், மடல் எழுதுவதற்கும் அடிப்படைத்தமிழ் வழி பயிற்சி அளித்தல். • தமிழ்மொழி கற்காத பிறமொழி கற்ற மாணவர்களுக்குத் தமிழ் எழுத்துக்களின் அறிமுகத்தை ஏற்படுத்துதல். 							
Prerequisite: இளங்கலை மற்றும் இளம் அறிவியல் பாடப்பிரிவுகளில் தமிழை முதன்மைப் பாடமாகவோ அல்லது மொழிப்பாடமாகவோ பயிலாத மாணவர்களுக்குரியது.							
UNIT	COURSE CONTENT						No. of Sessions
I	தமிழ் எழுத்துக்கள் அறிமுகம் உயிர், மெய், உயிர்மெய், ஆய்தம், குறில், நெடில் வேறுபாடு						8
II	திணை, பால், எண், இடம், காலம்						7
III	சேர்த்தெழுதுக, பிரித்தெழுதுக, பொருத்துக						4
IV	பெயர்ச்சொல், வினைச்சொல் வகைகள்						4
V	குறிப்புகளைக் கொண்டு கதை எழுதுதல் வாசிப்புப் பயிற்சியளித்தல்						4
TOTAL						27	
Recommended Textbooks: -							



Suggested Reference Textbooks:

1. நல்ல தமிழ் - முனைவர். க. வெள்ளி மலை, விஜயா பதிப்பகம், 20, இராஜ வீதி, கோவை-1,
3. தமிழில் தவறின்றி எழுத பேச கற்க! - நல்லாழார் முனைவர் கோ.பெரியண்ணன், முத்தமிழ் பதிப்பகம், நங்கை நல்லூர், சென்னை - 61.
3. இனிய தமிழ் பயிற்சி நூல் - புத்தகம்-3 - கோ.சந்திரலேகா, அலைடு பப்ளிஷர்ஸ் பிரைவேட் லிமிடெட், சன்னை - 02.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

E Course / E Content URL:

- Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>>
- Tamil virtual University Library- www.tamilvu.org/library <http://www.virtualvu.org/library>
- Project Madurai - www.projectmadurai.org.
- Chennai Library- www.chennailibrary.com <<http://www.chennailibrary.com>>.
- Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
- Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
- Tamil Books on line- books.tamilcube.com
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

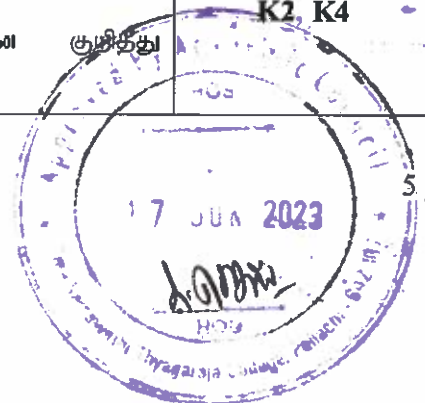
Course Designer: Dr. G. Malarvizhi

Associate Professor of Tamil, STC

BOS Chairman – Tamil, STC

Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	தமிழ் எழுத்துக்களை அடையாளப்படுத்துதல்.	K1
CO2	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல்.	K2
CO3	தமிழ்ச்சொற்கள், வாக்கிய அமைப்பு, அடிப்படை இலக்கணப் பிழைகள் ஆகியவற்றை உணரவைத்தல்.	K4
CO4	திணை, பால், எண், இடம் ஆகியன குறித்து அறியவைத்தல்.	K2, K4

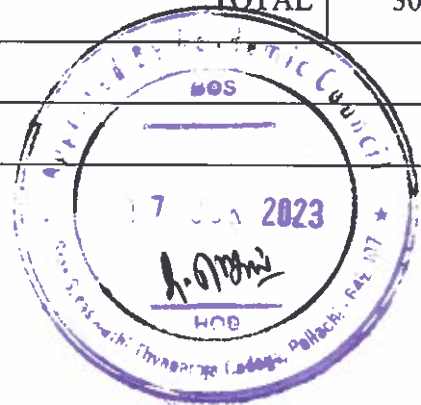


CO5	கதை எழுதுதல், வாசிப்புப் பயிற்சியளித்தல்.							K5, K6		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 Evaluate; K6 - Create										
Mapping with Programme Outcomes and Programme Specific Outcomes:										
CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	M			
CO2	S	S	M	M	M	M	M			
CO3	S	M	S	S	M	S	M			
CO4	S	S	S	M	M	S	S			
CO5	S	S	M	M	M	S	S			
S- Strong;L -Low;M-Medium										



SEMESTER – II

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23TAM2N10	Theory	அடிப்படைத் தமிழ் - 2	Part IV Supportive	Yes 27 Hrs	-	-	2
Learning Objectives							
The Main Objectives of this Course are to:							
<ul style="list-style-type: none"> • தமிழ் எழுத்துக்களின் சிறப்பு, தமிழர் பண்பாடு, தமிழ் இலக்கியங்கள் ஆகியவற்றை அறிமுகம் செய்தல் • தமிழ் மொழியைப் புரிந்து கொள்வதற்கும், மடல் எழுதுவதற்கும் அடிப்படைத்தமிழ் வழி பயிற்சி அளித்தல். • தமிழ்மொழி கற்காத பிறமொழி கற்ற மாணவர்களுக்குத் தமிழ் எழுத்துக்களின் அறிமுகத்தை ஏற்படுத்துதல். 							
Prerequisite: இளங்கை மற்றும் இளம் அறிவியல் பாடப்பிரிவுகளில் தமிழை முதன்மைப் பாடமாகவோ அல்லது மொழிப்பாடமாகவோ பயிலாத மாணவர்களுக்குரியது.							
UNIT	COURSE CONTENT						No. of Sessions
I	சொற்பொருள் விளக்கம் - மலர்கள், காய்கள், சுவைகள், பழங்கள், உடல் உறுப்புகள்.						6
II	பத்தியைப் படித்து பொருள் அறிதல்.						6
III	வாக்கியத்தில் அமைத்து எழுதுதல்.						6
IV	தமிழர் விழாக்கள் - பொங்கல், ஆடிப்பெருக்கு, கார்த்திகை தீபம், தைப்பூசம், பங்குனி உத்திரம்.						4
V	தலைப்புகளைக் கொடுத்து மாணவர்களை எழுத வைத்தல் - சுதந்திரதினம், குடியரசுதினம், இயற்கை, மனிதம், கல்வி, வேளாண்மை.						6
TOTAL						30	
Recommended Textbooks: -							
Suggested Reference Textbooks:							



1. நல்ல தமிழ் - முனைவர். க. வெள்ளி மலை, விஜயா பதிப்பகம், 20, இராஜ வீதி, கோவை-1,
3. தமிழில் தவறின்றி எழுத பேச கற்க! - நல்லாமுர் முனைவர் கோ.பெரியண்ணன், முத்தமிழ் பதிப்பகம், நங்கை நல்லூர், சென்னை - 61.
3. இனிய தமிழ் பயிற்சி நூல் - புத்தகம்-3 - கோ.சந்திரலேகா, அலைடு பப்ளிஷர்ஸ் பிரைவேட் லிமிடெட், சன்னை - 02.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

E Course / E Content URL:

- Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>>
- Tamil virtual University Library- www.tamilvu.org/library <http://www.virtualvu.org/library>
- Project Madurai - www.projectmadurai.org.
- Chennai Library- www.chennailibrary.com <<http://www.chennailibrary.com>>.
- Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
- Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
- Tamil Books on line- books.tamilcube.com
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

Course Designer: Dr. K. Ramganesh

Assistant Professor Of Tamil, STC

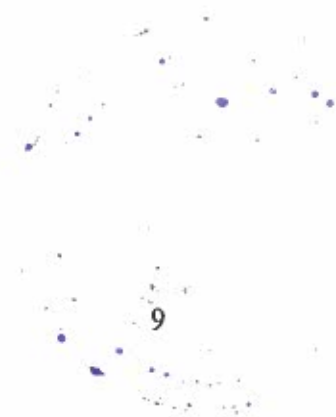
BOS Chairman – Tamil, STC

Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	சொற்பொருளுக்கான விளக்கங்கள் குறித்து எடுத்துரைத்தல்.	K1
CO2	வாக்கியங்களைப் பிழை இல்லாமல் எழுதும் ஆற்றலைப் பெறுதல்.	K2
CO3	தமிழர்களின் பண்பாட்டினை வெளிப்படுத்தும் விழாக்கள் குறித்து எடுத்துரைத்தல்.	K3
CO4	பத்தியைப் படித்து எழுதும் ஆற்றலை வளர்த்தல்.	K2, K4
CO5	தலைப்புளைக் கொடுத்து விளக்கி எழுதும் திறமையை வளர்த்தல்.	K5, K6

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 Evaluate; K6 - Create

Mapping with Programme Outcomes and Programme Specific Outcomes:										
CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	M			
CO2	S	S	M	M	M	M	M			
CO3	S	M	S	S	M	S	M			
CO4	S	S	S	M	M	S	S			
CO5	S	S	M	M	M	S	S			
S- Strong;L -Low;M-Medium										



சிறப்புத்தமிழ்
SEMESTER - I

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23TAM1N20	Theory	தமிழியல் கல்வி ஆதார வளங்கள்	Part IV Advance Tamil I	Yes 27 Hrs	-	-	2

Learning Objectives

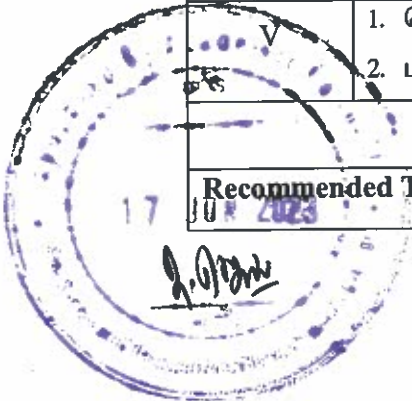
The Main Objectives of this Course are to:

- இக்கால இலக்கியங்களில் இன்றியமையாத சில வகைமைகளை மாணவர்கள் அறியுமாறு செய்தல்.
- அழியும் நிலையில் உள்ள நாட்டுப்புறப் பாடல்கள் குறித்த விழிப்புணர்வை ஏற்படுத்துதல்.
- உரைநடை வடிவத்தின் குறிப்பிடத்தக்கக் கூறான நாடக இலக்கியம் பற்றியும் அதன் சிறப்புகள் குறித்தும் அறியச்செய்தல்.
- தம் உள்ளக் கருத்துக்களை நடப்பு இலக்கிய வடிவங்களைப் பயன்படுத்தி சமூகத்துக்குப் படைத்தளிக்கத் தூண்டுதல்.
- மொழிப் பிழைகள் நேராமல் தவிர்த்து, பல்வகை ஊடகங்களிலும் வேலை வாய்ப்புப் பெற ஊக்கமளித்தல்.

Prerequisite: பத்தாம் வகுப்பு வரை தமிழை மொழிப் பாடமாகப் பயின்றிருக்க வேண்டும்.

UNIT	COURSE CONTENT	No. of Sessions
I	நாட்டுப்புறப் பாடல் 1. பஞ்சம் 2. மானம் விடிவதெப்போ?	6
II	கட்டை விரல் - சி. என். அண்ணாதுரை	5
III	1. ஆடிக்காற்றே - சிற்பி 2. கடமையைச் செய் - மீரா 3. இழந்தவர்கள் - அப்துல் ரகுமான்	6
IV	கலைச்சொல்லாக்கம்	5
	1. பொருந்திய சொல் தருதல் 2. பிழை நீக்கி எழுதுதல்	5
TOTAL		27

Recommended Textbooks: -



Suggested Reference Textbooks:

1. நாட்டுப்புறப் பாடல்கள்
2. கட்டை விரல் - சி.என். அண்ணாதுரை, பும்பகார் பதிப்பகம், சென்னை.
3. நல்ல தமிழ் எழுதவேண்டுமா - அ.கி. பரந்தாமனார்
4. மொழிப்பயன்பாடு - பட்டாபிராமன்

Focus of Course: **Employability / Skill Development / Entrepreneurship**

Level of Curriculum Relevance: **Local / Regional / National / International Needs**

E Course / E Content URL:

- Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>>
- Tamil virtual University Library- www.tamilvu.org/library <http://www.virtualvu.org/library>
- Project Madurai - www.projectmadurai.org.
- Chennai Library- www.chennaiLibrary.com <<http://www.chennaiLibrary.com>>.
- Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
- Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
- Tamil Books on line- books.tamilcube.com
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

Course Designer: TANSCHÉ

Chennai

BOS Chairman – Tamil, STC

Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	தான் வாழும்கால இலக்கியங்களின் நோக்குகள் - போக்குகள் குறித்து மாணவர்கள் அறிந்துகொள்வர்.	K1, K2
CO2	நாட்டுப்புற மக்களின் வாழ்வியல், அறிவாற்றல், வேளாண்மையின் இன்றைய நிலை ஆகியவை குறித்துச் சிந்திப்பர்.	K2
CO3	தங்கள் கற்பனை வளத்தை மாணவர்கள் பெருக்கிக் கொள்வர்.	K2, K4
CO4	மொழியியல் பிழைகள் நேரா வண்ணம் எழுதக் கற்றுக்கொள்வதோடு, நாடகம் மற்றும் கவிதை எழுதும் திறன் பெறுவர்.	K4, K5



CO5	பத்திரிகைகள், திரைப்படங்களில் வேலை வாய்ப்புப் பெறுவர்							K5, K6		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 Evaluate; K6 - Create										
Mapping with Programme Outcomes and Programme Specific Outcomes:										
CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	M			
CO2	S	S	M	M	M	M	M			
CO3	S	M	S	S	M	S	M			
CO4	S	S	S	M	M	S	S			
CO5	S	S	M	M	M	S	S			
S- Strong;L -Low;M-Medium										



SEMESTER – II

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23TAM2N20	Theory	தமிழ் மொழி அமைப்பியல்	Advanced Tamil I	Yes 27 Hrs	-	-	2

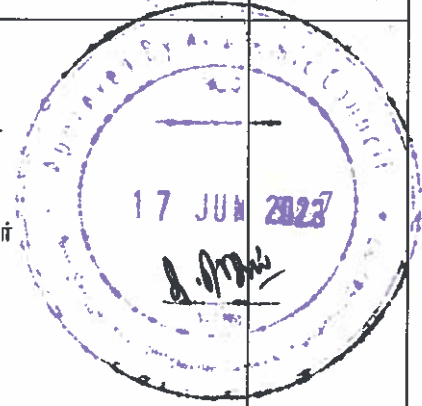
Learning Objectives:

The Main Objectives of this Course are to:

- உரைநடை இலக்கியத்துள் கட்டுரை இலக்கியம் குறித்த அறிமுகத்தை மாணவர்களுக்கு ஏற்படுத்துதல்.
- பண்டைத் தமிழ் இலக்கியங்கள், அவற்றின் சிறப்புகள் மற்றும் பொருண்மைகள் ஆகியன குறித்து அறியச் செய்தல்.
- காப்பிய இலக்கியங்கள், பக்தி இலக்கியங்கள் ஆகியவற்றில் காணலாகும் கருத்துக் கருவூலங்களை நுகரச் செய்தல்.
- பாடத்தின் வழி, பல்வகை இலக்கியங்கள் தோன்றுவதற்கான காரணங்கள் மற்றும் மாற்றம் பெறுவதற்கான காரணங்களை அறியச் செய்தல்.
- இருவேறு மொழிகளின் இயல்புகளை உணர்ந்து, மொழிபெயர்க்கும் ஆற்றலை வளர்த்தல்.

Prerequisite: பத்தாம் வகுப்பு வரை தமிழை மொழிப் பாடமாகப் பயின்றிருக்க வேண்டும்.

UNIT	COURSE CONTENT	No. of Sessions
I	கட்டுரை 1. பெண்ணின் பெருமை - திரு.வி.க.	7
II	செய்யுள் புறநானூறு 1. கெடுக சிந்தை - ஓக்கூர் மாசாத்தியார் 2. ஈன்று புறந்தருதல் - பொன்முடியார் 3. யாதும் ஊரே - கனியன் பூங்குன்றனார் திருக்குறள் - வான்சிறப்பு முழுமையும் சிலப்பதிகாரம் - மங்கல வாழ்த்துப் பாடல் திருவாசகம் - வேண்டத்தக்கது	7
III	1. திருவாய்மொழி - உயர்வற 2. இரட்சண்ய யாத்ரிகம் (சிலுவைப்பாடு) - பாடல்கள் : 1,3,4 3. சீறாப்புராணம் - வாணவர்க்கும் 4. பாரதியார் - நல்லதோர் வீணை	7



IV	பாடம் சார்ந்த இலக்கிய வரலாறு காப்பியங்களின் வளர்நிலை தற்காலத் தமிழ் உரைநடை	4
V	மொழிபெயர்ப்பு ஆங்கிலப் பகுதியைத் தமிழாக்கம் செய்தல்	2
TOTAL		27

Recommended Textbooks: -

Suggested Reference Textbooks:

1. பெண்ணின் பெருமை - திரு.வி.க
2. சங்க இலக்கியம் - கழக வெளியீடு
3. காப்பியங்கள் - கழக வெளியீடு
4. தமிழ் இலக்கிய வரலாறு - சிற்பி பாலசுப்பிரமணியன்

Focus of Course: **Employability / Skill Development / Entrepreneurship**

Level of Curriculum Relevance: **Local / Regional / National / International Needs**

E Course / E Content URL:

- Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>>
- Tamil virtual University Library- www.tamilvu.org/library <http://www.virtualvu.org/library>
- Project Madurai - www.projectmadurai.org.
- Chennai Library- www.chennaiilibrary.com <<http://www.chennaiilibrary.com>>.
- Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
- Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
- Tamil Books on line- books.tamilcube.com
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

Course Designer: TANSCHÉ

Chennai, A. S.

BOS Chairman – Tamil, STC

Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	உரைநடை இலக்கியத்தின் பெருமைகளை உணர்ந்து, அதனை அன்றாட வாழ்வில் பயன்படுத்தும் திறன்	K1, K2



	பெறுவர்.	
CO2	பண்டைத் தமிழ் இலக்கியங்கள் காட்டும் சமூக, பண்பாட்டு, வாழ்வியல் முறைகளை அறிந்து கொள்வர்.	K2
CO3	காப்பியக் கட்டமைப்புகளை இன்றைய புதினம், திரைப்படங்கள் ஆகியவற்றுடன் ஒப்பிட்டுக் காணும் அறிவைப் பெறுவர்.	K2, K4
CO4	செய்யுள் மற்றும் கவிதைகள் புனையும் ஆற்றல் பெற்று மகிழ்வார்.	K4, K5
CO5	திரைப்படம், சின்னத்திரை, தொலைக்காட்சி உள்ளிட்ட ஊடகங்களில் பாடல், இசை, எழுத்து எனப் பல்வேறு இனங்களில் வேலை வாய்ப்புகள் பெறுவர்.	K5, K6

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 Evaluate; K6 - Create

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	M			
CO2	S	S	M	M	M	M	M			
CO3	S	M	S	S	M	S	M			
CO4	S	S	S	M	M	S	S			
CO5	S	S	M	M	M	S	S			

S- Strong; L -Low; M-Medium



SEMESTER-I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BBA1N10	NME	Basics of Event Management	Concept	2	-	-	2

Learning Objectives

C1	To know the basic of event management its concepts.
C2	To make an event design.
C3	To make feasibility analysis for event.
C4	To understand the 5 Ps of Event Marketing.
C5	To know the financial aspects of event management and its promotion.

Unit	Course Content	Number of Sessions
I	Introduction: Event Management – Definition, Need, Importance, Activities.	6
II	Concept and Design of Events: Event Co-ordination, Developing & Evaluating event concept – Event Design	6
III	Event Feasibility: Resources – Feasibility, SWOT Analysis	6
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	6
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship.	6
Total		30

Recommended Textbooks:

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher – 2009.
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
4. Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross.
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers.

Suggested Reference Textbooks:

1. Event Management By Chaudhary, Krishna, Bio-Green Publishers.
2. Successful Event Management By Anton Shone & Bryn Parry.
3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid.
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen, Wiley Publishers.
5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik Create Space Independent Publishing Platform, 2015.

Focus of Course: Employability

Level of Curriculum Relevance: International Needs

e-Resource/e-Content URL:

1. https://ebooks.ipude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf

A. Sharma

2. <https://www.inderscience.com/jhome.php?jcode=ijhem> International Journal of Hospitality & Event Management.
3. <https://www.emeraldgrouppublishing.com/journal/ijefm> International Journal of Event and Festival Management
4. <https://www.eventbrite.com/blog//?s=roundup>
5. <https://www.eventindustrynews.com/>

Course Designer:

TANSCHÉ - CHENNAI

BOS Chairman – BBA

Course Outcomes (Cos):

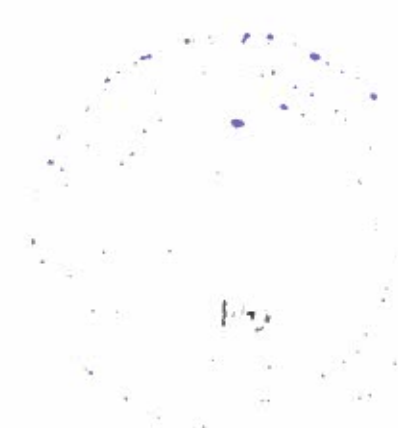
On successful completion of this course the students will able to:

CO1	To understand basics of event management	K2
CO2	To design events	K3
CO3	To study feasibility of organising an event	K1
CO4	To gain Familiarity with marketing & promotion of event	K1
CO5	To develop event budget	K3

Mapping with Programme Outcomes and Programme Specific Outcomes:

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	M	S	S	S	S	S	S	S
CO 2	S	S	S	S	M	S	S	S
CO 3	S	M	S	S	S	S	S	S
CO 4	S	S	S	S	S	S	S	S
CO 5	S	S	S	S	S	S	S	S

S– Strong; L –Low; M–Medium



SEMESTER-II

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BBA2N10	NME	Managerial Skill Development	Concept	2	-	-	2

Learning Objectives

C1	To improve the self-confidence, groom the personality and build emotional competence.
C2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
C3	To assess the Emotional intelligence.
C4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions.
C5	To improve professional etiquettes.

Unit	Course Content	Number of Sessions
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	6
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	6
III	Building Emotional Competence: Emotional Intelligence-Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.	6
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	6
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.	6
Total		30
Recommended Textbooks:		
1. Managerial Skill Articles		
2. The Management Skills of SALL Managers - SiSAL Journal		

[Handwritten Signature]

3. Managerial Skills by Dr.K.Alex S.CHAND
4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

Suggested Reference Textbooks:

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication.
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012.
5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan.

Focus of Course: Employability

Level of Curriculum Relevance: International Needs

e-Resource/e-Content URL:

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerialskill-development-syllabus/63>
2. https://www.academia.edu/4358901/managerial_skill_development_pdf
3. https://www.academia.edu/4358901/managerial_skill_development_pdf
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

Course Designer:

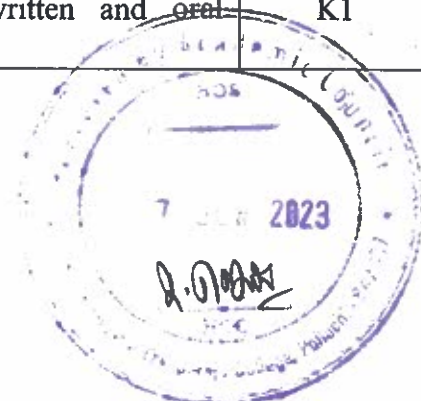
TANSCH - CHENNAI

BOS Chairman – BBA

Course Outcomes (Cos):

On successful completion of this course the students will able to:

CO1	Identify the personal qualities that are needed to sustain in the world of work.	K2
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	K3
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	K2
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	K2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	K1



Mapping with Programme Outcomes and Programme Specific Outcomes:

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	M	M	S	S	S	S	S	S
CO 2	M	M	S	S	S	S	S	S
CO 3	S	S	S	S	S	S	S	S
CO 4	S	S	S	S	S	S	S	S
CO 5	S	S	S	S	S	S	S	S

S- Strong; L -Low; M-Medium



Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BMA1N10	Numerical Ability - I	NME1	30	-	-	2

Preamble: To train the students on solving quantitative aptitude problems in the said area.

Prerequisite: Basic Knowledge of LCM, roots and proportion (Samcheer kalvi upto X std level)

Unit	Course contents	Instructional hours
I	H.C.F and L.C.M of Numbers Decimal Fractions	6
II	Square root and cube root Average	6
III	Percentages Profit and Loss	6
IV	Ratio and proportion Partnership	6
V	Chain Rule Time & Work	6
Total		30

Text Book(s): Dr.R.S.Aggarwal, "Quantitative Aptitude", S.Chand& Sons, 2013

Unit I	: Page No	30-36, 50-54
Unit II	: Page No	121-122, 139-143
Unit III	: Page No	215-217, 256-258
Unit IV	: Page No	296-299, 311-314
Unit V	: Page No	326-330, 341-346

Reference Book(s):

1. Abhijit Guha Educational Consultant of Quantitative Aptitude for Competitive Examinations
Published by Tata McGraw-Hill Education Pvt Ltd sixth Reprint 2011.
2. Kiran's Textbook of Quicker Mathematics (Quantitative Aptitude and Numerical Ability) Satellite Baba Publishing House Pvt Ltd.

Learning Methods (*):

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

Focus of Course:

Skill Development

e-Resource/e-Content URL:

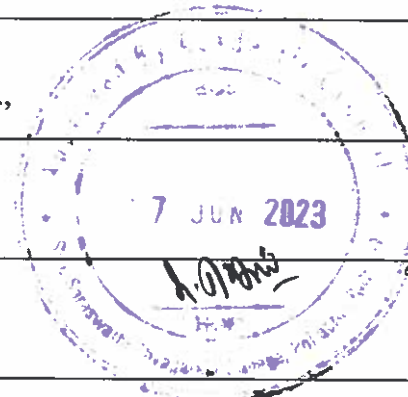
<https://www.youtube.com/watch?v=58Bx5dkTDTI>

Course Designer: Prof.K.Sivaswamy
Dean, Mathematics, STC

BoS Chairman

Course Outcomes (COs)

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



CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level								
CO1	Develop skill to solve problems on HCF, LCM and decimal fraction	K1								
CO2	Familiarise solving problems on square root, cube root and average	K1								
CO3	Enrich the ability in solving problems on percentages and profit and loss	K3								
CO4	Develop ability for solving problems in ratio and proportion, Patnership.	K3								
CO5	Familiarise problems on Chain rule, Time and work	K2								
Mapping with Program Outcomes and Program Specific Outcomes:										
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	M	L	M	M	L	M
CO2	L	S	M	-	M	L	L	M	M	L
CO3	M	M	S	L	M	L	S	M	M	M
CO4	M	L	L	M	M	M	L	S	M	M
CO5	L	M	S	M	L	M	L	M	M	M
S -Strong; L -Low; M -Medium										



Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
23BMA2N10	Numerical Ability - II	NME2	30	-	-	2

Preamble: To train the students on solving problems on quantitative aptitude and mensuration.

Prerequisite: Basic Knowledge of simplification and area of plane curves and properties of sphere, cylinder and cone.

Unit	Course contents	Instructional hours
I	Time and Distance Problems on Trains	6
II	Boats and Streams Allegations or Mixture	6
III	Simple Interest Compound Interest	6
IV	Area	6
V	Volume and Surface Area	6
Total		30

Text Book(s):

Dr.R.S.Aggarwal of Quantitative Aptitude S.Chand& Sons,2013

Unit I : Page No: 384-388, 405-408.

Unit II : Page No: 425-428, 435-438.

Unit III : Page No: 445-448,466-471.

Unit IV : Page No: 499-516.

Unit V : Page No: 555-564.

Reference Book(s):

1. Abhijit Guha Educational Consultant of Quantitative Aptitude for Competitive Examinations
Published by Tata McGraw-Hill Education Pvt Ltd sixth Reprint 2011

2.Kiran's Textbook of Quicker Mathematics (Quantitative Aptitude and Numerical Ability)Satellite
Baba Publishing House Pvt Ltd

Learning Methods (*):

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

Focus of Course:

Skill Development

e-Resource/e-Content URL:

<https://www.youtube.com/watch?v=58Bx5dkTDTI>

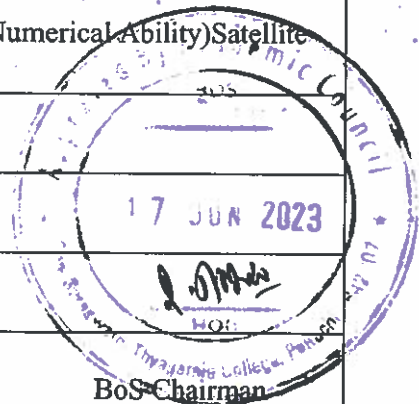
Course Designer: Prof.K.Sivaswamy

Dean, Mathematics , STC

Course Outcomes (COs)

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Develop skill to solve problems on trains, time and distance	K1
CO2	Develop ability in solving Boat and streams, Mixture problem	K1



CO3	Develop ability in solving problems in simple and compound interest								K3	
CO4	Familiarize problems on areas of plane figures								K3	
CO5	Skill in the menstruation of three dimensional solids								K2	
Mapping with Program Outcomes and Program Specific Outcomes:										
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	M	L	M	M	L	M
CO2	L	S	M	-	M	L	L	M	M	L
CO3	M	M	S	L	M	L	S	M	M	M
CO4	M	L	L	M	M	M	L	S	M	M
CO5	L	M	S	M	L	M	L	M	M	M
3- Strong; 2 -Low; 1-Medium										



SEMESTER I

NME- I WRITING SKILLS FOR THE MEDIA

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BEN1N10	Theory	Writing Skills for the Media	SEC I NME	2	-	-	2

Preamble:

To train the students on the art of media writing

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Types of Media Writing-History of media News Paper and Magazine Writing, Creative Writing, Narrative Writing, Interpretative Writing	6
II	Report Writing for Radio and TV Programmes	6
III	Editorial writing : Leader writing, Write-Ups , Middles, Opinion Writing Letter's to Editor	6
IV	Technical Writing : Science, Business, Environmental	6
V	Article Writing and Conceptual Writing	6
TOTAL		30

Recommended Textbooks:

- 1)Chadhdha,Savita : 1998 : Modern Journalism and News Writing, Delhi, Taxshila Prakashan,
- 2)George,A. Hough : 2006,Newswriting,NewDelhi,KanishkaPublishers

Suggested Reference Textbooks:

- Pant.,N.C.2008, Media Lekhan ke Sidhant, Delhi, Taxshila Prakashan
- Mishra, Chandra Prakash:2013 Media Lekhan Sidhantaur Vyavhar, Sanjay Publisher
- Mehta. Yashodhara : 2018, Media lekhan Sidhant aur Prayog, Delhi, Rawat Publication .
- Prasad. Govind and Pandey Anupam:2011, Media Lekhan aur Sampadan Kala, N. Delhi Discovery Pubishing House

Focus of Course: Employability

Level of Curriculum Relevance: International Needs

E Course / E Content URL:

<https://www.digimat.in/nptel/courses/video/109107139/L52.html>

<https://www.digimat.in/nptel/courses/video/109102156/L01.html>

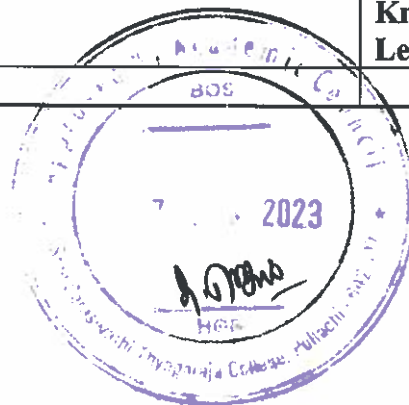
Course Designer:

Mr.Jeevanantham
Assistant Professor -

Dr.J.Das
BOS Chairman -

Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Know the insights of writings	K1



CO2	Understand the various rules in writing for media.										K2
CO3	Develop the skill to write formal writings.										K3
CO4	Emerge as a good industry write.										K4
CO5	Comprehend the insights of writings										K5
Mapping with Programme Outcomes and Programme Specific Outcomes:											
CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	S	S	S	S	S	S	S	S	S	S	
CO2	L	S	S	S	L	S	S	S	S	S	
CO3	S	S	S	L	S	S	S	S	S	S	
CO4	S	S	S	S	S	S	S	S	S	S	
CO5	S	L	S	S	S	S	S	S	S	S	
S- Strong; L -Low; M-Medium											

SEMESTER II

NME- II PROFESSIONAL AND TECHNICAL WRITING

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BEN2N10	Theory	Professional and Technical Writing	SEC II NME	2	-	-	2

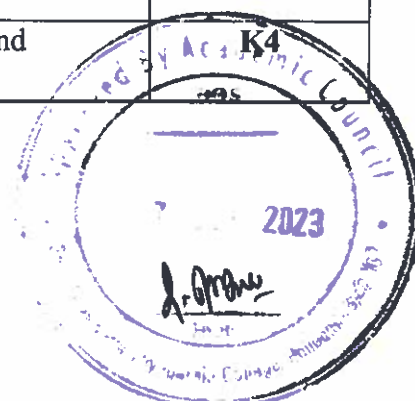
Preamble:

This course aims at facilitating the students to develop their abilities and skills in teaching methodologies of Professional and Technical Writings

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Basics of Technical Communication: Importance of Technical Communication, Levels of Communication, Visual Aids in Technical Communication. Professional Communication in a Digital, Social, Mobile World, Communication Challenges in a Diverse, Global contexts. Analyzing the Situation Defining Your Purpose Marketplace.	6
II	Reading Comprehension: Techniques for Good Comprehension, Structure of the Text, Structure of Paragraphs, Punctuation, Author's Viewpoint (Inference), Reader Anticipation: Determining the Meaning of Words, Typical Reading Comprehension Questions, Predicting the Content, Understanding the Gist.	6
III	Communication Challenges in a Diverse, Global Analyzing the	

	Situation Defining Your Purpose Marketplace: Understanding the Opportunities and Challenges of Communication in a Diverse World, Developing Cultural Competency, Recognizing Variations in a Diverse World.	6
IV	Reading and Writing: Elements of Effective Writing, Writing Business Messages, The Art of Condensation, Technical Reports, Technical Proposals , Formal Letters, Resume, Memos, and Email, Research Papers and Technical Descriptions .	6
V	Completing Business Messages: Revising Your Message: Evaluating the First Draft, Revising to Improve Readability, Editing for Clarity and Conciseness, Producing Your Message, Proofreading Your Message Distributing Your Message.	6
TOTAL		30
Recommended Textbooks:		
1)Raman, Meenakshi, and Sangeeta Sharma. Technical Communication Principles and Practices. 3rd ed., vol. 1 1, Oxford, 2015;		
2)Bové, Courtland L, et al. Business Communication Today. 15th ed., vol. 1 1, Pearson, 2021.		
Suggested Reference Textbooks:		
Baker, Suzie. Professional and Technical Writing. 1st ed., vol. 1 1, "Creative Commons AttributionNonCommercial 4.0, 2019.		
Focus of Course: Employability		
Level of Curriculum Relevance: International Needs		
E Course / E Content URL:		
https://youtu.be/NM53k7x_jjk		
https://youtu.be/Hdi1S52bhNg		
https://youtu.be/by4m2kvuwso		
Course Designer:		
Mrs.Srija Assistant Professor -		Dr.J.Das BOS Chairman -

Course Outcomes(COs): On Successful completion of this course the students will able to:		
COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	learn English Language to perform variety of functions	K1
CO2	use Sociable use of English language	K2
CO3	develop learners' ability to use English effectively for the purpose of practical communication	K3
CO4	develop learners' awareness of the nature of language and language-learning skills	K4

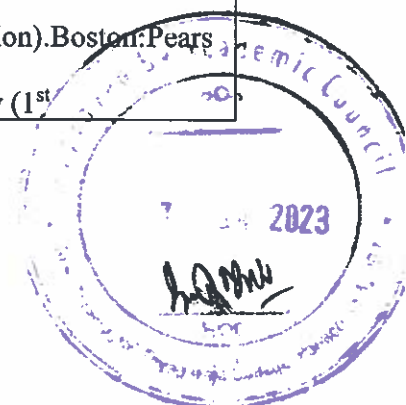


CO5	learn English Language to perform variety of functions								K5	
Mapping with Programme Outcomes and Programme Specific Outcomes:										
CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	S	S	S	S
CO2	L	S	S	S	L	S	S	S	S	S
CO3	S	S	S	L	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	L	S	S	S	S	S	S	S	S
S- Strong; L -Low; M-Medium										

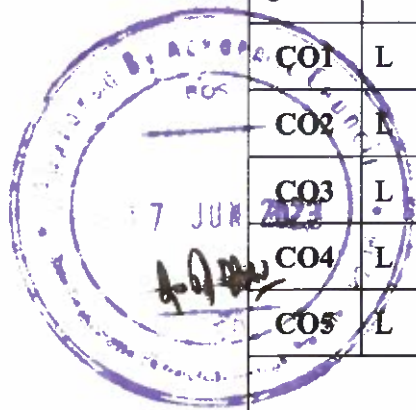


SEMESTER 1:

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BPY1N10	Theory	Psychological Wellbeing	SEC I NME I	2	-	-	2
<ul style="list-style-type: none"> • Preamble: To enlighten the students on the vital skills that they need to inculcate within themselves in order to prepare themselves for a bright and optimistic future; • To help the students know how psychology acts as a basic driving force for all the basic skills required to lead an equanimous life; 							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Basics of Human Motivation: Meaning – Nature – Basic Theories of Motivation-Maslow's Need Hierarchy Theory; Classifying Human Motives: Physiological Motives– Hunger – Thirst – Sleep – Air – Shelter – Avoidance of Pain; Psychological Motives– Achievement– Affiliation –Power– Self Esteem-Aggression						6
II	Basics of Human Emotions: Emotions: Meaning – Definition – Aspects of Emotion -Robert Plutchik's Primary Emotions; Physiological Changes in Human Body						6
III	Basics of Memory Techniques: Memory – meaning –basic process; memory techniques – mnemonics – loci – key word and peg word system –chunking – link method. Study Habits – Recitation – rehearsal – selection –serial position – whole vs part learning – spaced practice – over learning.						6
IV	Inculcating Positive Thoughts: Defining Happiness and Wellbeing via one dimensional and multi dimensional theories – Measuring Subjective wellbeing by self report measures – Stability and Importance of Happiness						6
V	Maintaining Happiness: Increasing Happiness and Life Satisfaction: Intensity and Frequency of Positive emotion –Creating good mood – Sustainable and maintaining happiness.						6
TOTAL						30	
Recommended Textbooks: Baron,RobertA(1997).Psychology(4 th Edition).London: AllynandBaconLtd.							
Suggested Reference Textbooks:							
<input type="checkbox"/> Devito,J.A(2013).TheInterpersonalCommunicationBook(13 th Edition).Boston:Pears onEducationInc.pp.106-180							
<input type="checkbox"/> Baumgardner, S.R.,& Crothers, M.K. (2009). Positive Psychology (1 st							



Edition).New Delhi: DorlingKindersley(India) Pvt.Ltd. <input type="checkbox"/> Snyder,R.S.(2007).PositivePsychology:TheScientificandPracticalExplorationofHumanStrength.NewDelhi: SAGE Publications :Ltd.										
Focus of Course: Skill Development										
Level of Curriculum Relevance: International Needs										
Course Designer: Ashwanth Kanna V, Assistant Professor - PSY BOS Chairman – PSY										
Course Outcomes(COs): On Successful completion of this course the students will able to:										
COs	Course Outcome (CO) Statement									Bloom's Taxonomy Knowledge Level
CO1	Present various ways of understanding Motivation.									K1
CO2	Explain the basics of human emotions.									K2
CO3	Define the various types of Memory techniques									K1
CO4	Outline the measures of instilling positive thoughts									K2
CO5	Identify the various methods for maintaining happiness									K3
Mapping with Programme Outcomes and Programme Specific Outcomes:										
CO/PO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO1	L	L	L	M	L	M	L	L	M	M
CO2	L	L	L	M	M	L	L	L	M	M
CO3	L	L	L	M	M	L	L	L	M	M
CO4	L	L	L	M	M	L	L	L	M	M
CO5	L	L	L	M	M	L	L	L	M	M
S– Strong; L –Low; M–Medium										



SEMESTER 2:

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BPY2N10	Theory	Psychological Self Management	SEC III NME III	2	-	-	2

Preamble: To learn the hack of everyday life for a successful life and career.

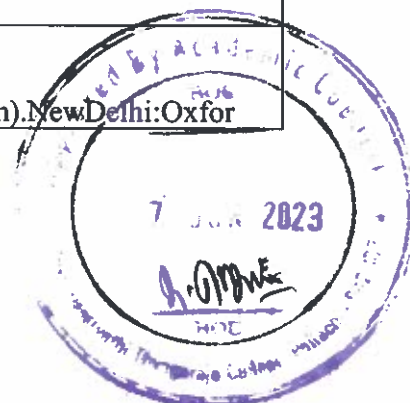
UNIT	COURSE CONTENT	NO. OF SESSIONS
I	Basics of Leadership Styles: Leadership – meaning – various forms of leaderships –Charismatic leadership – transactional leadership–transformational leadership –Authentic leadership–Spiritual leadership–Servant leadership –Ethical leadership	6
II	Basics of Stress: Meaning – Variations of Stress – Eustress – Distress – Hypo stress –Hyper stress; Causes of Stress – Stressful life events – hassles of everyday life – Work related and environmental sources of stress; Basics of Conflicts and Frustration: Conflict–meaning –4types; Frustration–meaning– 6frustration reactions–sources of frustration.	6
III	Management of Stress: Stress – GAS Model; Coping with stress – active coping styles: meditation – exercise – biofeedback – relaxation – chemotherapy – time management –rolemanagement–assertiveness training–stress inoculation–support groups–humour therapy.	6
IV	Time management: The Psychology of Time management - Set clear priorities – Overcome procrastination - Delegate to other - Invest in personal development	6
V	Anger management: Meaning of Anger – Condition of Anger – Triggers of Anger – Four Core of Anger–Management of Anger	6
TOTAL		30

Recommended Textbooks:

- Baron, Robert A (1997). Psychology (4th Edition). London: Allyn and Bacon Ltd.
- Tracy B (2013) Time Management. United States of America: AMACOM Ltd.
- Glenn R. Schiraldi, Melissa Hallmark Kerr, (2002) Anger Management Source Book, Tata McGraw Hill.

Suggested Reference Textbooks:

- Hilgard, E.R. et al., (1975). Introduction to Psychology (6th Edition). New Delhi: Oxford



d&IBHPublishingCo.Pvt. Ltd.,
 • Schermerhorn, J.R et.al [2010]. Organizational Behaviour [11th Edition]. John Wiley and Sons, Inc. USA.pp. 321– 334.

Focus of Course: Skill Development

Level of Curriculum Relevance: International Needs

E Course / E Content URL:

<https://youtu.be/sunnGz6OL4Q>

Course Designer:

Ashwanth Kanna V

Assistant Professor - PSY

BOS Chairman – PSY

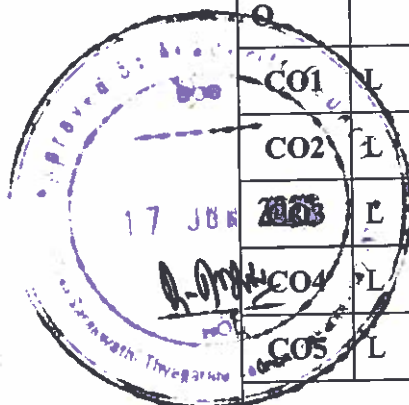
Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the components contributing to leadership.	K2
CO2	Predict and learn the basics of stress, conflict and frustration.	K2
CO3	Understand the importance of managing Stress.	K2
CO4	Apply the various methods used for time management	K3
CO5	Analyze the importance and methods of Anger management	K4

Mapping with Programme Outcomes and Programme Specific Outcomes:

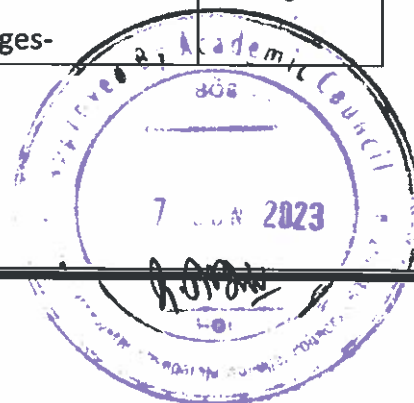
CO/P	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO1	L	L	L	M	L	M	L	L	M	M
CO2	L	L	L	M	M	L	L	L	M	M
CO3	L	L	L	M	M	L	L	L	M	M
CO4	L	L	L	M	M	L	L	L	M	M
CO5	L	L	L	M	M	L	L	L	M	M

S– Strong; L –Low; M–Medium



NME – SEM-I

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCH1N10	Theory	FOOD CHEMISTRY	SEC	2	-	-	2
Preamble: Higher secondary chemistry							
UNIT	COURSE CONTENT						NO. OF SESSIONS
I	Food Adulteration Sources of food, types, advantages and disadvantages. Food adulteration - contamination of Coffee, Sugar, turmeric, milk, butter and Fruits -Common adulterants, Ghee adulterants and their detection. Detection of adulterated foods by simple analytical techniques.						6
II	Food Poison Food poisons - natural poisons (alkaloids - nephrotoxin) - pesticides, (DDT, BHC, Malathion) -Chemical poisons - First aid for poison consumed victims.						6
III	Food Additives Food additives -artificial sweeteners – Saccharin - Cyclamate and Aspartate. Food flavours -esters, aldehydes and heterocyclic compounds – Food colours – Emulsifying agents – preservatives - leavening agents. Baking powder – yeast – tastemakers – MSG - vinegar.						6
IV	Beverages Beverages-softdrinks-soda-fruitjuices-alcoholicbeverages-						6



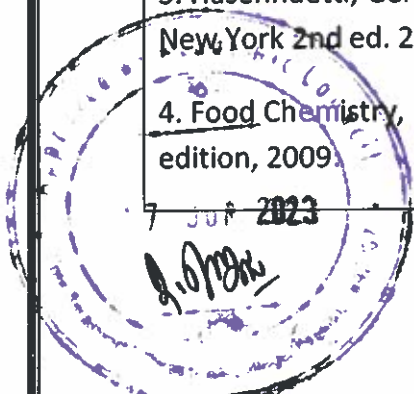
	examples. Carbonation-addiction to alcohol– diseases of liver and social problems.	
V	Edible Oils Fats and oils - Sources of oils - production of refined vegetable oils - preservation. Saturated and unsaturated fats - iodine value - role of MUFA and PUFA in preventing heart diseases-determination of iodine value, RM value, saponification values and their significance.	6
TOTAL		

Recommended Textbooks:

1. Food chemistry, H. K. Chopra, P. S. Panesar, Narosa publishing house, 2010.
2. Jayashree Ghosh, Fundamental Concepts of Applied Chemistry, S. Chand & Co. Publishers, second edition, 2006.
3. Food chemistry, H. K. Chopra, P. S. Panesar, Narosa publishing house, 2010.
4. Food Chemistry, Dr. L. Rakesh Sharma, Evincepub publishing, 2022.
5. Food processing and preservation, G. Subbulakshmi, Shobha A Udipi, Padmini S Ghugre, New age international publishers, second edition, 2021.

Suggested Reference Textbooks:

1. H.-D. Belitz, Werner Grosch, Food Chemistry Springer Science & Business Media, 4th Edition, 2009.
2. M. Swaminathan, Food Science and Experimental Foods, Ganesh and Company, 1979.
3. Hasenhuettl, Gerard. L.; Hartel, Richard. W. Food Emulsifiers and their applications Springer New York 2nd ed. 2008.
4. Food Chemistry, H.-D. Belitz, W. Grosch, P. Schieberle, Springer, fourth revised and extended edition, 2009.



5. Principles of food chemistry, John M. deMan, John W. Finley, W. Jefferey Hurst, Chang Yong Lee, Springer, Fourth edition, 2018.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

E Course / E Content URL:

Course Designer:

Tanche-Chennai

BOS Chairman, STC

Course Outcomes(COs): On Successful completion of this course the students will able to:

Cos	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level
CO1	learn about Food adulteration - contamination of , Sugar, turmeric, milk, butter and Fruits	K1
CO2	get an awareness about food poisons like natural poisons (alkaloids - nephrotoxin) pesticides, DDT, BHC, Malathion	K2
CO3	get an exposure on food additives, artificial sweeteners, Saccharin, Cyclamate and Aspartate in the food industries	K3
CO4	acquire knowledge on beverages, soft drinks, soda, fruit juices and alcoholic beverages examples.	K4
CO5	study about fats and oils - Sources of oils - production of refined vegetable oils - preservation. Saturated and unsaturated fats – MUFA and PUFA	K5



Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	S	M	S	M
CO2	M	S	S	S	M	S	S	M	M	M
CO3	S	S	S	M	S	S	S	M	S	M
CO4	S	S	S	S	S	S	S	M	M	M
CO5	M	S	S	S	S	S	S	M	M	S

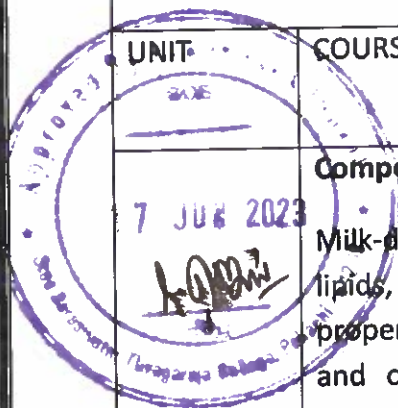
S- Strong; L-Low; M-Medium

SEM-II

Course Code	Type	Course Name	Category	Lecture [L]	Tutorial [P]	Practical [P]	Credit
23BCH2N10	Theory	DAIRY CHEMISTRY	SEC	2	-	-	2

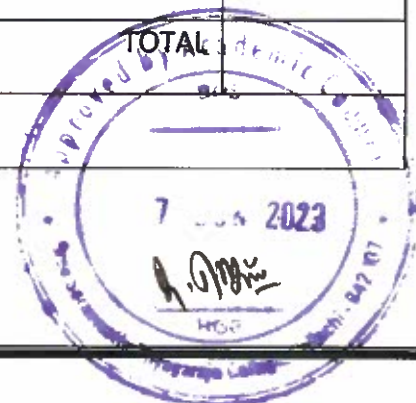
Preamble: Higher secondary chemistry

UNIT	COURSE CONTENT	NO. OF SESSIONS
I	<p>Composition of Milk</p> <p>Milk-definition-general composition of milk- constituents of milk - lipids, proteins, carbohydrates, vitamins and minerals - physical properties of milk - colour, odour, acidity, specific gravity, viscosity and conductivity -Factors affecting the composition of milk - adulterants, preservatives with neutralizerexamples and their detection- estimation of fat, acidity and total solids in milk.</p>	6
II	<p>Processing of Milk</p> <p>Microbiology of milk - destruction of micro - organisms in milk,</p>	6



	physico – chemical changes taking place in milk due to processing - boiling, pasteurization – types of pasteurization -Bottle, Batch and HTST (High Temperature Short Time) – Vacuum pasteurization – Ultra High Temperature Pasteurization.	
III	<p>Major Milk Products</p> <p>Cream - definition - composition - chemistry of creaming process - gravitational and centrifugal methods of separation of cream - estimation of fat in cream. Butter - definition -composition - theory of churning – desi butter - salted butter, estimation of acidity and moisture content in butter. Ghee - major constituents - common adulterants added to ghee and their detection - rancidity - definition - prevention - antioxidants and synergists - natural and synthetic.</p>	6
IV	<p>Special Milk</p> <p>Standardised milk - definition - merits - reconstituted milk - definition - flow diagram of manufacture - Homogenised milk - flavoured milk - vitaminised milk - toned milk -Incitation milk - Vegetable toned milk - humanized milk - 34 condensed milk - definition, composition and nutritive value.</p>	6
V	<p>Fermented and other Milk Products</p> <p>Fermented milk products – fermentation of milk - definition, onditions,</p> <p>cultured milk - definition of culture - example, conditions - cultured cream, butter milk - Bulgarious milk -acidophilous milk – Yoheer Indigeneous products- khoa and chhena definition - Ice cream - definition-percentage composition-types-ingredients-manufacture of ice-cream, stabilizers - emulsifiersandtheirrole-milkpowder- definition-needformakingmilkpowderdrying process-types of drying.</p>	6

Recommended Textbooks:



1. K. Bagavathi Sundari, Applied Chemistry, MJP Publishers, first edition, 2006.
2. K. S. Rangappa and K.T. Acharya, Indian Dairy Products, Asia Publishing House New Delhi, 1974.
3. Text book of dairy chemistry, M.P. Mathur, D. Datta Roy, P. Dinakar, Indian Council of Agricultural Research, 1st edition, 2008.
4. A Text book of dairy chemistry, Saurav Singh, Daya Publishing house, 1st edition, 2013.
5. Text book of dairy chemistry, P. L. Choudhary, Bio-Green book publishers, 2021.

Suggested Reference Textbooks:

1. Robert Jenness and S. Patom, Principles of Dairy Chemistry, S.Wiley, New York, 2005.
2. F.P.Wond, Fundamentals of Dairy Chemistry, Springer, Singapore, 2006.
3. Sukumar De, Outlines of Dairy Technology, Oxford University Press, New Delhi, 1980.
4. P.F.Fox and P.L.H. Mcsweeney, Dairy Chemistry and Biochemistry, Springer, Second edition, 2016.
5. Dairy chemistry and biochemistry, P. F. Fox, T. Uniacke-Lowe, P.L.H. McSweeney, J.A. OMahony, Springer, Second edition, 2015.

Focus of Course: Employability / Skill Development / Entrepreneurship

Level of Curriculum Relevance: Local / Regional / National / International Needs

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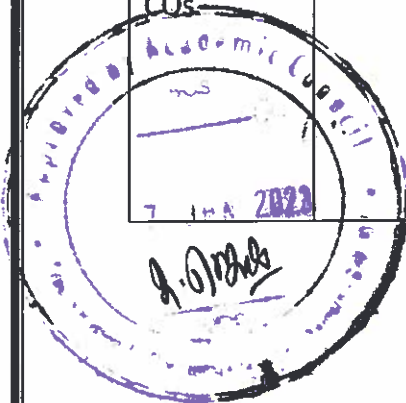
Course Designer:

Tanche-Chennai

BOS Chairman, STC

Course Outcomes(COs): On Successful completion of this course the students will able to:

COs	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge Level



CO1	understand about general composition of milk – constituents and its physical properties.	K1
CO2	acquire knowledge about pasteurization of Milk and various types of pasteurization - Bottle, Batch and HTST Ultra High Temperature Pasteurization.	K2
CO3	learn about Cream and Butter their composition and how to estimate fat in cream and Ghee	K3
CO4	explain about Homogenized milk, flavoured milk, vitaminised milk and toned milk.	K4
CO5	have an idea about how to make milk powder and its drying process - types of drying process	K5

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	S	M	S	M
CO2	M	S	S	S	M	S	S	M	M	M
CO3	S	S	S	M	S	S	S	M	S	M
CO4	S	S	S	S	S	S	S	M	M	M
CO5	M	S	S	S	S	S	S	M	M	S

S– Strong; L–Low; M–Medium



