

**ST. XAVIER'S COLLEGE (AUTONOMOUS)
PALAYAMKOTTAI - 627 002**

(Recognized as "College with Potential for Excellence" by UGC)
(Accredited by NAAC at "A⁺⁺" Grade with a CGPA of 3.66 in IV Cycle)
(Star College Programme by DBT, Govt. of India.)

Affiliated to Manonmaniam Sundaranar University
Tirunelveli

SYLLABUS



**Preserve this copy of the syllabus until you complete the course, as it is an
important document of your present course of study.**

Name _____

B.B.A

**Choice Based Credit System (CBCS)
(w.e.f. June 2023)**

DEPARTMENT OF BBA
St. Xavier's College (Autonomous)
Palayamkottai -627 002

Profile of BBA Department

The Department of BBA was established in the year 2006. It is mainly established with a view to cater to the requirements of the prospective learners of the discipline of Business Administration. The syllabus of the BBA course is designed in such a way that the learners can take up higher education in various functional areas of management as well as they can turn to be a successful entrepreneurs. In this regard, besides the class room teaching the Department regularly facilitates the following:

1. Organizing seminars on emerging fields of Management.
2. In order to develop the organizing skills of the students the department conducts management meets inviting the students from all over the state where they can exhibit their managerial talents.
3. Guest lecture is an integral part of the activities of the department.
4. Students are encouraged to take part in various intra departmental competitions.
5. Students are provided with the opportunity of appearing in model Entrance Tests for CAT, MAT, TANCET etc.
6. Students are facilitated to undertake Industrial visits. Five Assistant Professors are serving the department.

Programme Outcomes:

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; Communicate 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 a 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 learned 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; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

PO7: Cooperation/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 a team

PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/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 a 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.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: 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 issues related to ones work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong 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 work place through knowledge/skill development/reskilling.

Program Specific Outcomes

PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.

PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.

PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.

PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.

PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application-oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

BBA COURSE PATTERN
(With Effect from June 2023)

Sem	Part	Course	Course code	Title	Hrs	Credits
I	I	Lang	23UGTL11	General Tamil – I	6	3
	I	Lang	23UGHL11	Hindi	6	3
	I	Lang	23UGFL11	French - I	6	3
	II	Lang	23UGEL11	Communicative English - I	6	3
	III	Core 1	23UBAC11	Principles of Management	5	5
	III	Core 2	23UBAC12	Accounting for Managers - I	5	5
	III	EC 1	23UBAE11	Managerial Economics	4	3
	IV	SEC 1	23UBAN11	Business Etiquette (NME)	2	2
	IV	FC	23DHER11/ 23DHEE11	Foundation Course: Religion: Catholic Doctrine/ Ethics	2	2
				TOTAL	30	23
II	I	Lang	23UGTL21	General Tamil – II	6	3
	I	Lang	23UGHL21	Hindi – II	6	3
	I	Lang	23UGFL21	French - II	6	3
	II	Lang	23UGEL21	Communicative English - II	4	3
	III	Core 3	23UBAC21	Marketing Management	5	5
	III	Core 4	23UBAC22	Accounting for Managers II	5	5
	III	EC 2	23UBAE21	International Business	4	3
	IV	SEC 2	23UBAN21	Group Discussion and Interview Techniques (NME)	2	2
	IV	SEC 3	23UHEI21	Integrated Personality Development	2	2
				TOTAL	30	23
III	I	Lang	23UGTL31	General Tamil – III	6	3
	I	Lang	23UGHL31	Hindi – III	6	3
	I	Lang	23UGFL31	French - III	6	3
	II	Lang	23UGEL31	Communicative English - III	6	3
	III	Core 5	23UBAC31	Organisational Behaviour	5	5

	III	Core 6	23UBAC32	Financial Management	5	5
	III	EC 3	23UBAE31	Business Statistics	4	3
	IV	SEC 4	23UHEL31	Life Issues & Entrepreneurial Skill Development	2	2
	IV	SEC 5	23UBAN31	Skills for a Team Player (NME)	2	2
				TOTAL	30	23
IV	I	Lang	23UGTL41	General Tamil – IV	6	3
	I	Lang	23UGHL41	Hindi – IV	6	3
	I	Lang	23UGFL41	French - IV	6	3
	II	Lang	23UGEL41	Communicative English - IV	6	3
	III	Core 7	23UBAC41	Business Environment	5	5
	III	Core 8	23UBAC42	Business Regulatory Framework	4	4
	III	EC 4	23UBAE41	Operations Management	3	3
	IV	SEC 6	23UBAN41	Computer Applications in Business (NME)	2	2
	IV	SEC 7	23UBAS42	Intellectual Property Rights	2	2
	IV	EVS	23UEVS41	Environmental Studies	2	2
					TOTAL	30
V	III	Core 9	23UBAC51	Human Resources Management	6	5
	III	Core 10	23 UBAC52	Research Methodology	6	5
	III	Core 11	23 UBAC53	Business Taxation	6	5
	III	Core 12	23UBAC54	Management Information system	5	4
	III	EC 5	23UBAE51	Industrial Relations	5	3
	III	VE	23UHEH51	Human Rights & Social Analysis	2	2
	IV	Internship	23UBAI51	Internship	-	2
				TOTAL	30	26
VI	III	Core 13	23UBAC61	Entrepreneurial Development	6	4
	III	Core 14	23UBAC62	Services Marketing	6	4
	III	Core 15	23UBAC63	Project with Viva - Voce	6	4
	III	EC 6	23UBAE61	Consumer Behaviour	5	3

	III	EC 7	23UBAE62	Fundamentals of Logistics	5	3
	IV	SEC 8	23UBAS61	Quantitative Aptitude	2	2
	V	Extension Activités		STAND	-	1
				TOTAL	30	21
					180	140
Additional Compulsory Courses						
I UG	Add-on	23UBAAO1	Leadership For Excellence			2
II UG	Value Added	23UBAVA1	Intellectual Property Rights			2
III UG	ECC (Any One)	23UBAEC1	Management Process			2
		23UBAEC2	Indian Financial System			
		23UBAEC3	E-Commerce			
		23UBAEC4	Emotional Intelligence			
		23UBAEC5	Elements of Insurance			
		23UBAEC6	Legal Aspects of Business			
			Total		180	146

LEARNING OBJECTIVES: கற்றலின் நோக்கங்கள்

1. முதலாமாண்டு பட்ட வகுப்பு மாணவர்களுக்குத் தமிழ்மொழி இலக்கியங்களை அறிமுகம் செய்தல்.
2. தற்கால இலக்கியப் போக்குகளையும் இலக்கணங்களையும் மாணவர் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்.
3. தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.
4. மொழித்திறன்களை மாணவர்கள் அறிந்துகொள்ள தூண்டுதல்.
5. நவீன இலக்கிய வகைமைகளை அறிமுகம் செய்தல்.
6. சமூகச்சிந்தனைகளை உருவாக்க இலக்கியப்பாடுபொருள் காரணமாய் உள்ளது என்பதை அறியச் செய்தல்.

அலகு1: மரபுக்கவிதை

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| 1. பெ. சுந்தரனார் | - தமிழ்த் தெய்வவணக்கம் |
| 2. பாரதிதாசன் | - சிறுத்தையே வெளியே வா |
| 3. கவிமணி | - புத்தரும் சிறுவனும் |
| 4. முடியரசன் | - மொழி உணர்ச்சி |
| 5. கண்ணதாசன் | - ஆட்டனத்தி ஆதிமந்தி (ஆதிமந்தி புலம்பல்) |
| 6. சுரதா | - துறைமுகம் (வினாத்தாள்) |
| 7. தமிழ் ஒளி | - கடல் |

அலகு2: புதுக்கவிதை

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| 1. அப்துல் ரகுமான் | - வீட்டுக்கொரு மரம் வளர்ப்போம் |
| 2. ஈரோடு தமிழன்பன் | - சென்றியூ கவிதைகள் (ஏதேனும் ஐந்து கவிதைகள்) |
| 3. வைரமுத்து | - பிற்சேர்க்கை |
| 4. மு.மேத்தா | - வாழைமரத்தின் சபதம் |
| 5. அறிவுமதி | - வள்ளுவம் பத்து |
| 6. நா. முத்துக்குமார் | - ஆனந்த யாழை மீட்டுகிறாய் |
| 7. சுகிர்தராணி | - சபிக்கப்பட்ட முத்தம் |
| 8. இளம்பிறை | - நீ எழுத மறுக்கும் எனது அழகு |

அலகு3: சிறுகதைகள்

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| 1. வாய்ச்சொற்கள் | - ஜெயகாந்தன் (மாலை மயக்கம் தொகுப்பு) |
| 2. கடிதம் | - புதுமைப்பித்தன் |
| 3. கரு | - உமா மகேஸ்வரி |
| 4. முள்முடி | - தி. ஜானகிராமன் |
| 5. சிதறல்கள் | - விழி. பா. இதயவேந்தன் |
| 6. காகிதஉறவு | - சு. சமுத்திரம் |
| 7. வீட்டின் மூலையில் சமையலறை- அம்பை | |
| 8. (மொழிப்பெயர்ப்புக் கதை) நாயக்காரர் சீமாட்டி - ஒரு குறும்புக்காரர் சிறுவன் | |

அலகு4: பாடம் சார்ந்த இலக்கிய வரலாறு

அலகு5 : மொழித்திறன் போட்டித் தேர்வு

1. பொருள் பொதிந்த சொற்றொடர் அமைத்தல்
2. ஓர் எழுத்து ஒரு மொழி
3. வேற்றுமை உருபுகள்
4. திணை, பால், எண், இடம்
5. கலைச்சொல்லாக்கம், மொழிபெயர்ப்பு

COURSE OUTCOMES: பயன்கள்

இப்பாடங்களைக் கற்பதால் மாணவர் பின்வரும் பயன்களைப் பெறுவர்.

CO1- பாரதியார் காலந்தொட்டு தற்காலப் புதுக்கவிதைகள் வரை கவிதையிலக்கியம் அறிமுகப்படுத்தப்படுவதால் படைப்பாற்றல் திறன் பெறுதல். (K1,K2)

CO2- புதுக்கவிதை வரலாற்றினை அறிந்துகொள்வர். (K2)

CO3- இக்கால இலக்கிய வகையினைக் கற்பதன் மூலம் படைப்பாக்கத் திறனைப் பெறுதல். (K4)

CO4- மொழி அறிவோடு சிந்தனைத் திறன் அதிகரித்தல். (K3)

CO5- தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச் சொற்களை உருவாக்கவும் அறிந்துகொள்வர். (K4)

CO6- காலந்தோறும் சமூகச் சிந்தனைகள் மாறுவதை இலக்கிய வரலாற்றின் மூலம் அறிந்து கொள்ளுதல். (K6)

TEXT BOOKS (பாடநூல்கள்)

1. தமிழ்த்துறை வெளியீடு - தூய சவேரியார் தன்னாட்சிக் கல்லூரி, பாளையங்கோட்டை.
2. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு- எ.பி. பாக்கியமேரி

REFERENCE BOOKS (பார்வை நூல்கள்)

- தமிழ் இலக்கிய வரலாறு - சிற்.பி. பாலசுப்பிரமணியன்
- புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு – தமிழண்ணல்
- தமிழ் இலக்கிய வரலாறு – சேதுராமன்

WEB SOURCES (இணையதளங்கள்)

- 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

பருவம்: 2	தாள்:மொழிப்பாடம்	Hrs: 6	Credits: 3
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LEARNING OBJECTIVES: கற்றலின் நோக்கங்கள்

1. சமய இலக்கியங்களையும் சிற்றிலக்கியங்களையும் மாணவர்களுக்கு அறிமுகப்படுத்துதல்.
2. மொழித்திறனையும் சிறுகதை இலக்கிய வடிவத்தையும் மாணவர்களுக்கு உணர்த்துதல்.
3. தமிழ் இலக்கிய வரிசையில் சமய இலக்கியங்களின் முக்கியத்துவத்தை உணர்த்துதல்.
4. தமிழ் இலக்கிய வரிசையில் சிற்றிலக்கியங்களின் முக்கியத்துவத்தை அறிமுகம் செய்தல்.
5. தமிழ் இலக்கிய வளமைக்குப் பல்சமயங்கள் ஆற்றிய பங்கினை உணரச் செய்தல்.
6. சமய, சிற்றிலக்கியங்களின் இடத்தைத் தமிழ் இலக்கிய வரலாற்றின் வழி அறியச் செய்தல்.

அலகு 1:

- திருநாவுக்கரசர் - தேவாரம் - நாமார்க்கும் குடியல்லோம் எனத் தொடங்கும் பதிகம் (10 பாடல்கள்)
- ஆண்டாள் - திருப்பாவை (முதல் 20 பாசரம்)

அலகு 2 :

- வள்ளலார் - அருள் விளக்கமாலை (முதல் 10 பாடல்கள்)
- எச்.ஏ.கிருட்டிணப்பிள்ளை - இரட்சணியமனோகரம் - பால்ய பிராத்தனை
- குணங்குடி மஸ்தான் சாகிபு - பராபரக்கண்ணி (முதல் 10 கண்ணி)

அலகு 3:

- தமிழ் விடுதாது (முதல் 20 கண்ணி)
- திருக்குற்றாலக் குறவஞ்சி - குறத்தி மலைவளம் கூறுதல்
- முக்கூடற்பள்ளு - நாட்டு வளம்

அலகு 4: பாடம் தழுவிய இலக்கிய வரலாறு

(பல்லவர் காலம், நாயக்கர் காலம்)

அலகு 5 : மொழித்திறன் - போட்டித் தேர்வுத்திறன்

1. தொடர் வகைகள்
2. மரபுத்தொடர், பழமொழிகள்
3. பிறமொழிச் சொற்களைக் களைதல்
4. வழுச்சொற்கள் நீக்குதல்
5. இலக்கணக் குறிப்பு அறிதல்.

COURSE OUTCOMES - பயன்கள்

- CO1– பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், சமய நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர். (K1,K2)
- CO2– சிற்றிலக்கியங்களின் வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர். (K2)
- CO3– பட்டப்படிப்பினைப் படிக்கும்போதே பெரும்பான்மையான தமிழ் இலக்கியங்கள் குறித்த அறிவினைப் பெறுவர். (K4)
- CO4– தமிழ்ச் சமூகப் பண்பாட்டு வரலாற்றினை இலக்கியங்கள் வாயிலாக அறிவர். (K3)
- CO5– போட்டித் தேர்வுகளில் வெற்றிப் பெறுவதற்குத் தமிழ்ப்பாடத்தினை பயன் கொள்ளும் வகையில் ஏற்ற பயிற்சி பெறுவர். (K4)
- CO6– பல்சமய இலக்கியங்களை அறிவதன் மூலம் பல்சமய உரையாடல்களின் முக்கியத்துவத்தை அறிவர். (K3)

TEXT BOOKS (பாட நூல்கள்)

1. தமிழ்த்துறை வெளியீடு, தூய சவேரியார் தன்னாட்சிக் கல்லூரி, பாளையங்கோட்டை.
2. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு– எ.பி. பாக்கியமேரி

REFERENCE BOOKS (பார்வை நூல்கள்)

- தமிழ் இலக்கிய வரலாறு - சிற்பி. பாலசுப்பிரமணியன்
- புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு – தமிழண்ணல்
- தமிழ் இலக்கிய வரலாறு – சி.சேதுராமன்

WEB SOURCES (இணையதளங்கள்)

- 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](http://tamilebooksdownloads.blogspot.com)
- Tamil Books on line- [books.tamil cube.com](http://books.tamilcube.com)
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

பருவம்: 3	தாள்: மொழிப்பாடம்	Hrs: 6	Credits: 3
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Learning objectives: கற்றலின் நோக்கங்கள்

1. காலந்தோறும் எழுந்த காப்பியங்களின் போக்கையும், புதினத்தின் இலக்கிய வடிவத்தையும் மாணவர்கள் உணருமாறு செய்தல்
2. காப்பியம், புதினம், ஆகிய படைப்பியல் வகைகளைப் பற்றிய பரந்து பட்டபுலமையைப் பெருக்குதல்.
3. தமிழ் இலக்கியங்களின் உள்ளடக்கம், வெளியீட்டுநெறி, படைப்பியல் கொள்கை ஆகியவற்றை அறியச் செய்தல்.
4. இலக்கியக் கொள்கைகளின் அடிப்படையில் இலக்கியங்களைத் திறனாய்வுச் செய்யப் பயிற்சி அளித்தல்.
5. படைப்புத் துறையிலும் ஊடகத் துறையிலும் கல்விப் புலத்திலும் அயல்நாடுகளிலும் வேலைவாய்ப்பினைப் பெறுதற்குத் துணைசெய்தல்.
6. மதிப்புரை, திறனாய்வு அறிமுகப்படுத்துவதன் மூலம் சிறந்த திறனாய்வுகளை அடையாளம் காணுதல்

அலகு: 1

சிலப்பதிகாரம் - வழக்குரைகாதை, மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை, சீவகசிந்தாமணி - பூமகள் இலம்பகம், வளையாபதி

அலகு: 2

பெரியபுராணம் - பூசலார் புராணம், கம்பராமாயணம் - மந்தரை சூழ்ச்சிப் படலம், வில்லிபாரதம் - மற்போர் சருக்கம், சீறாப்புராணம் - புலி வசனித்த படலம்.

அலகு: 3

வஞ்சிமாநகரம் வரலாற்றுப் புதினம் - நா.பார்த்தசாரதி

அலகு: 4

பாடம் தழுவிய இலக்கிய வரலாறு

அலகு: 5

மொழித்திறன்

1. நூல் மதிப்புரை
2. திறனாய்வுசெய்தல்
3. கடிதம் வரைதல்
4. விண்ணப்பம் எழுதுதல்

Course outcomes: பயன்கள்

- CO1 - காப்பியங்களின் வழி வாழ்வியல் சிந்தனையைப் பெறுதல். (K1,K2)
- CO2 - காப்பியங்கள் அறிமுகப் படுத்தப்படுவதால் தமிழ் மொழியின் உயர்வையும், சிறப்பையும் உணர்தல். (K2)
- CO3 - தமிழ் புதினங்கள் வழி சமகாலப் படைப்புகளின் வாழ்வியல் சிந்தனைகளை அறிதல் (K4)
- CO4 - நாவல் இலக்கியம் அறிமுகப்படுத்தப்படுவதால் சிந்தனை ஆற்றல், படைப்பாற்றல், கற்பனைத் திறன் வளர்தல் (K3)
- CO5 - தமிழ் இலக்கியம் சார்ந்தபோட்டித் தேர்வுகளை எதிர்கொள்ளும் ஆற்றல் பெறுதல் (K4)
- CO6 - கடிதம், விண்ணப்பம் எழுதும் முறைகளை அறிதல் (K6)

பாடநூல்கள் :

தமிழ்த்துறை வெளியீடு
பார்வை நூல்கள்
1. தமிழ் இலக்கியவரலாறு- சிற்பிபாலசுப்பிரமணியன்

இணையதளம்

1. Tamil Heritage Foundation – www.tamilheritage.org<<http://www.tamilheritage.org>>.
2. Tamil Virtual University Library – www.tamilvu.org/library<http://www.virtualvu.org/library>
3. Project Madurai – www.projectmadurai.org
4. Chennai Library – www.chennailibrary.com<<http://www.chennailibrary.com>>
5. Tamil Universal Library- www.ulib.prg<<http://www.ulib.prg>>
6. Tamil E-books downloads – tamilbooksdownloads.blogspot.com
7. Tamil Books online – books.tamilcube.com
8. Catalogue of the Tamil Books in the library of British congress archive.org
9. Tamil novels.online – books.tamil.cube.com

Learning objectives: கற்றலின் நோக்கங்கள்

1. இலக்கியங்களின் சிறப்பினை உணர்த்துதல்
2. சங்க இலக்கியத்தின் மும் வாழ்வியல் நெறிகள் உணர்தல்
3. தமிழ் இலக்கியங்களின் உள்ளடக்கம், வெளியீட்டுநெறி, படைப்பியல் கொள்கை ஆகியவற்றை அறியச் செய்தல்.
4. அகத்திணை, புறத்திணை இலக்கணங்களை மாணவர்கள் அறியச் செய்தல்
5. மொழிபெயர்ப்புத் திறனை வளர்த்தல்
6. நாடக இலக்கியங்களின் அமைப்பு முறையை அறிதல்

அலகு: 1

நற்றிணை 10, 14, 16, குறுந்தொகை - 16, 17, 19, 20, 25, 29, 38, 44, கலித்தொகை - 38, 51, அகநானூறு - 15, 33, 55, புறநானூறு - 37, 86, 112, பரிபாடல் - 55

அலகு: 2

நெடுநல்வாடை- நக்கீரர்

அலகு: 3

சபாபதிநாடகம் - பம்மல் சம்பந்த முதலியார்

அலகு: 4

பாடம் தழுவிய இலக்கியவரலாறு

அலகு: 5

மொழித்திறன்

1. மொழிபெயர்ப்புகலைச்சொற்கள்
2. கொடுக்கப்பட்டுள்ள ஆங்கிலப் பகுதியைத் தமிழில் மொழிபெயர்த்தல்
3. அலுவலகக் கடிதம்- தமிழில் மொழிபெயர்த்தல்

Course outcomes: பயன்கள்

- CO1 – சங்க இலக்கியங்களில் காணப்படும் வாழ்வியல் சிந்தனைகளை அறிதல் (K1,K2)
- CO2 – தமிழின் தொன்மையையும் செம்மொழித் தன்மையையும் உணர்தல் (K2)
- CO3 – நாடக இலக்கியம் மூலம் நடிப்பாற்றலையும் கலைத்தன்மையையும் வளர்த்தல் (K4)
- CO4 – நாடக இலக்கியம் அறிமுகப்படுத்தப்படுவதால் சிந்தனை ஆற்றல், படைப்பாற்றல், கற்பனைத் திறன் வளர்த்தல் (K4)
- CO5 – தமிழிலிருந்து அலுவலகக் கடிதங்களை மொழிபெயர்க்கும் அறிவைபெறுதல் (K3)
- CO6 - மொழி அறிவோடு வேலைவாய்ப்பினையும் பெறுதல். (K4)

பாடநூல்கள் :

தமிழ்த்துறை வெளியீடு

பார்வை நூல்கள்

2. தமிழ் இலக்கிய வரலாறு- சிறப்பிபாலசுப்பிரமணியன்

இணையதளம்:

1. Tamil Heritage Foundation – www.tamilheritage.org<<http://www.tamilheritage.org>>.
2. Tamil Virtual University Library – www.tamilvu.org/library<http://www.virtualvu.org/library>
3. Project Madurai – www.projectmadurai.org
4. Chennai Library – www.chennailibrary.com<<http://www.chennailibrary.com>>
5. Tamil Universal Library- www.ulib.pig7<<http://www.ulib.pig7>>
6. Tamil E-books downloads – tamilbooksdownloads.blogspot.com
7. Tamil Books online – books.tamilcube.com
8. Catalogue of the Tamil Books in the library of British congress archive.org
9. Tamil novels.online – books.tamil.cube.com

DEPARTMENT OF ENGLISH

UG – PART II - GENERAL ENGLISH

(The Seven-Tier Pattern recommended by UGC Curriculum Development Centre and Identified as Best Practice by NAAC)

	Stream A (For learners of high entry level proficiency)	Stream B (For learners of average entry level proficiency)	Stream C (For learners of low entry level proficiency)
Courses in Semester I	IV 23UGEL14	III 23UGEL13	I 23UGEL11
Courses in Semester II	V 23UGEL25	IV 23UGEL24	II 23UGEL22
Courses in Semester III	VI 23UGEL36	V 23UGEL35	III 23UGEL33
Courses in Semester IV	VII 23UGEL47	VI 23UGEL46	IV 23UGEL44

GENERAL COURSE OUTCOMES

- CO1 Acquire the four language skills (Listening, Speaking, Reading and Writing)
- CO2 Develop the skill of independent reading and interpreting of graded texts
- CO3 Expand and consolidate active and passive vocabulary
- CO4 Acquire the skills needed to participate in a conversation that builds knowledge collaboratively
- CO5 Acquire a clear understanding of English Grammar to facilitate accuracy of communication
- CO6 Develop the skills of formal written communication to be used in academic and career related contexts

TEXTS

- Course I - *Spotlight I*
- Course II - *Spotlight II*
- Course III - *Spotlight III*
- Course IV - *Spotlight IV*
- Course V - *Spotlight V*
- Course VI - *Spotlight VI*
- Course VII - William Shakespeare's *Julius Caesar* & Charles Dickens' *Oliver Twist*
- All Courses - *Active English Grammar and Composition* by the Board of Editors

EXTERNAL EXAMINATION

- ❖ External Examination has two components.
1) Written Examination and 2) Viva Voce
- ❖ A three-hour written examination will be conducted for 100 marks for all General English papers and the scores will be converted to 40 marks, with a pass minimum of 16 marks
- ❖ At the end of every semester, **Spoken English Viva Voce** will be conducted for all the students for 100 marks (four components) and the scores will be converted to 10 marks, with a required pass minimum of 4 marks
- ❖ To pass in any General English paper, a student must secure the pass minimum of 40 out of 100

Distribution of marks:	Written Exam (100 marks)	Converted to 40 marks
	Viva voce (100 marks)	Converted to 10 marks
	TOTAL (40+10)	50 marks

INTERNAL ASSESSMENT

- ❖ Two Internal Examinations shall be conducted for 50 marks each along with the Continuous Internal Assessments for the Core and Allied courses.
- ❖ The internal assessment for the courses may include assignments, seminars, projects, tests, viva (any oral presentation), communication activities etc., focusing on skill development or / and the course content

**GENERAL ENGLISH
COURSE – I**

Hours: 6

Course Code: 23UGEL11

Credits: 3

LEARNING OUTCOMES

- LO1** To provide an ambience to acquire the basic language skills, listening, speaking, reading and writing
- LO2** To make the learners learn the basic elements of grammar
- LO3** To enable them to involve in basic communicative activities
- LO4** To develop basic vocabulary
- LO5** To help the learners comprehend and respond in English
- LO6** To build confidence in using English to communicate

UNIT	TOPICS	
I	POETRY Maya Angelou Hilaire Belloc	“Poor Girl” “The Justice of Peace”
II	PROSE A. P. J. Abdul Kalam Madhavan Kutty	“My Early Days” “I Won’t Let Him Go!”
III	SHORT STORIES Oscar Wilde Mulk Raj Anand	“The Selfish Giant” “The Lost Child”
IV	LANGUAGE COMPETENCY 1. Use of Verbs: Verb Grid (Positive, Negative & Question), Regular Verbs, Irregular Verbs & Modals 2. Tenses: Active Voice Tenses & Passive Voice Tenses 3. Use of Nouns: Forms of Personal Pronouns, Use of Nouns as Subject, Object, Complement and Object of the Preposition 4. Sentence Patterns: SV, SVO, SVC, SVA, SVOA, SVIODO 5. Punctuation and Capitalisation 6. Reading Comprehension (5 Anecdotes and 5 Wisdom Stories)	
V	SPOKEN ENGLISH 1. Reading Aloud (From the text) 2. Introducing oneself 3. Describing a place (With hints) 4. Describing a picture(With hints)	

COURSE OUTCOMES

- CO1** Use grammatical structures in meaningful constructions
- CO2** Use oral communication for day-to-day activities
- CO3** Use simple sentences for oral and written communication
- CO4** Use punctuation and capitalisation accurately
- CO5** Comprehend what they listen to, and respond to it at the primary level
- CO6** Read and appreciate simple stories and anecdotes

TEXTBOOKS

1. Board of Editors. *Spotlight I*. India: Ponnasai Publishers & Distributors, 2015.
2. *Oxford Elementary Learner's Dictionary*. Ed. Angela Crawley. Phonetics Ed. Michael Ashby. United Kingdom: Oxford University Press, 2021.
3. Board of Editors. *Active English Grammar and Composition*. India: Trinity Press, 2022.

REFERENCE

- Bhatnagar, R. P. ,*English for Competitive Examinations*, India: Trinity Press, 2017.
- Joseph K. V. , *A Textbook of English Grammar & Usage*, India: McGraw Hill Education 2015.
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

S. No.	QUESTION PATTERN	Marks
I	3 Short essays (200 words each) out of 6 from Units I, II & III (3X10)	30
II	5 Match the following from Units I, II & III	05
III	5 Stating True or False from Units I, II & III	05
IV	Verb Grid (Positive, Negative & Question)	20
V	Tense Grid (Active & Passive)	10
VI	Noun as subject, object, complement & object of the preposition	10
VII	Sentence pattern	10
VIII	Punctuation & Capitalization	05
IX	Reading comprehension	05
	Total	100

GENERAL ENGLISH

COURSE – II

Hours: 6

Course Code: 23UGEL22

Credits: 3

LEARNING OUTCOMES

- LO1 To provide an ambience to acquire the basic language skills, listening, speaking, reading and writing
- LO2 To make the learners frame questions and answers
- LO3 To enable them to involve in basic communicative activities
- LO4 To develop a comprehensible use of adjectives and adverbs
- LO5 To help the learners comprehend and respond in English
- LO6 To develop oral communication for day-to-day activities

UNIT	TOPICS	
I	POETRY Rabindranath Tagore Gieve Patel	“Leave this Chanting and Singing” “ On Killing a Tree”
II	PROSE Leslie W. Leavitt Sister Nivedita	“Mahatma Gandhi” “The Judgement Seat of Vikramaditya”
III	SHORT STORIES O. Henry Stephen Leacock	“After Twenty Years” “With the Photographer”
IV	LANGUAGE COMPETENCY 1. Use of Adjectives 2. Use of Adverbs 3. Use of Conditional ‘If’ (Probable & Improbable Conditions) 4. Use of ‘who’, ‘which’, ‘where’ & ‘that’ in combining sentences 5. Framing questions – ‘Wh -’ & ‘Yes’ / ‘No’ Questions 6. Prefixes and Suffixes 7. Developing Hints into a Paragraph	
V	SPOKEN ENGLISH 1. Reading Aloud (from the Prescribed Text) 2. Introducing Others 3. Describing a Personality (from Hints) 4. Narrating a Story(from Hints)	

COURSE OUTCOMES

- CO1 Use grammatical structures in meaningful contexts
- CO2 Use oral communication for day-to-day activities
- CO3 Use simple sentences for oral and written communication
- CO4 Use enhanced vocabulary
- CO5 Comprehend and respond to what they listen to at the secondary level
- CO6 Read and appreciate simple pieces of fiction and non-fiction

TEXTBOOKS

1. Board of Editors. *Spotlight II*. India: Ponnasai Publishers & Distributors, 2015.

2. *Oxford Elementary Learner's Dictionary*. Ed. Angela Crawley. Phonetics Ed. Michael Ashby. United Kingdom: Oxford University Press, 2021.
3. Board of Editors. *Active English Grammar and Composition*. India: Trinity Press, 2022.

REFERENCE

- Bhatnagar, R. P., *English for Competitive Examinations*. India: Trinity Press, 2017.
- Joseph K. V. *A Textbook of English Grammar & Usage*, India: McGraw Hill Education, 2015.
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

S. No.	QUESTION PATTERN	Marks
I	3 Short Essays from Unit I, II and III	30
II	5 True or False (Units I, II and III)	05
III	5 Match the Following (Unit I, II and III)	05
IV	Adding appropriate adjectives	10
V	Adding appropriate adverbs	10
VI	Framing Probable & Improbable Conditional Sentences	10
VII	Combining Sentences with 'who', 'where', 'which' & 'that'	10
VIII	Framing 'Wh' & 'Yes/No' Qns.	10
IX	Prefixes & Suffixes	05
X	Developing Hints to a Paragraph (100 words)	05
	Total	100

GENERAL ENGLISH

COURSE - III

Hours: 6

Course Code: 23UGEL13, 23UGEL 33

Credits: 3

LEARNING OUTCOMES

- LO1** To involve the learners in reading and interpreting English in poetry and prose (Fiction and Non-fiction)
- LO2** To enable learners to write about prescribed literature
- LO3** To help learners develop vocabulary register
- LO4** To help learners learn the appropriate use of articles, prepositions and adverbs
- LO5** To facilitate in learners, the ability to create a narration based on hints
- LO6** To build confidence in the learners to speak English for specific purposes

UNIT	TOPICS	
I	POETRY William Shakespeare P. B. Shelley Oliver Goldsmith	“All the World’s a Stage” “Ozymandias” “The Village Schoolmaster”
II	SHORT STORIES A. J. Cronin Stephen Leacock Ernest Hemingway	“Two Gentlemen of Verona” “The Conjuror’s Revenge” “A Day’s Wait”
III	PROSE & SHORT STORIES C. L. N. Prakash O. Henry Natsume Soseki	“Rethink Your Thinking” “The Gift of the Magi” “I am a Cat”
IV	LANGUAGE COMPETENCY 1. Homonyms, Homophones, Homographs 2. Articles 3. Prepositions 4. Adverbs 5. Constructing a story using hints	
V	SPOKEN ENGLISH 1. Reading aloud 3. Describing a picture 2. Describing a process 4. Personal Conversation (Habits, Hobbies, Future Plan)	

COURSE OUTCOMES

- CO1** Read and understand English in poetry and prose (Fiction and Non-Fiction)
- CO2** Write coherent essays about prescribed literature
- CO3** Use words from acquired vocabulary register
- CO4** Use articles, prepositions and adverbs appropriately
- CO5** Create a narration from hints

CO6 Speak English confidently in a descriptive as well as expository style

TEXTBOOKS

1. Board of Editors. *Spotlight III*, India: Ponnasai Publishers & Distributors, 2015.
2. Board of Editors. *Active English Grammar and Composition*. India: Trinity Press, 2022.

REFERENCE

- Bhatnagar, R. P. *English for Competitive Examinations*. India: Trinity Press, 2017.
- Joseph. K. V, *A Textbook of English Grammar & Usage*, India:McGraw Hill Education, 2015
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

S. No.	QUESTION PATTERN	Marks
I	1 Short Essay (200 words) out of 2 from Unit I	10
II	1 Essay (300 words) out of 2 from Unit II	15
III	1 Essay (300 words) out of 2 from Unit III	15
IV	5 passages with 2 Qns. each (from Units I,II &III)	10
V	Homonyms, Homophones, Homographs	10
VI	Articles	10
VII	Prepositions	10
VIII	Adverbs	10
IX	Constructing a story	10
	Total	100

- CO3** Use the various tense forms accurately with proper subject - verb agreement
CO4 Write descriptive paragraphs with unity of sense
CO5 Identify common errors in the usage of Tenses and Concord
CO6 Speak English fluently with confidence in an expository as well as analytical style

TEXTBOOKS

1. Board of Editors. *Spotlight IV*. India: Ponnasai Publishers & Distributors, 2015.
2. Board of Editors. *Active English Grammar and Composition*. India: Trinity Press, 2022.

REFERENCE

- Bhatnagar, R. P. *English for Competitive Examinations*. India: Trinity Press, 2017.
- Joseph K. V. *A Textbook of English Grammar & Usage*, India: McGraw Hill Education, 2015
- Sinha, R. P. *Current English Grammar and Usage with Composition*, India: Oxford University Press, 2018.

S. No.	QUESTION PATTERN	Marks
I	1 Short Essay (200 words) out of 2 from Unit I	10
II	1 Essay (300 words) out of 2 from Unit II	15
III	1 Essay (300 words) out of 2 from Unit III	15
IV	5 passages with 2 Qns. each (from Units I, II & III)	10
V	Tenses	10
VI	Concord	10
VII	Describing a thing / a place / an event	10
VIII	Spotting Errors	10
IX	Letter Writing	10
	Total	100

GENERAL ENGLISH

COURSE – V

Hours: 6	Course Code: 23UGEL25, 23UGEL35	Credits: 3
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LEARNING OUTCOMES

- LO1** To introduce learners to intermediate level of English through prescribed literature
- LO2** To make learners read, interpret and write about prescribed pieces of literature
- LO3** To make learners learn complex language structures and appropriate use of conjunctions
- LO4** To help learners become familiar with the accurate use of language with an awareness of common errors in language use
- LO5** To make learners understand the logical sequence of ideas within a paragraph
- LO6** To make learners speak English fluently with confidence and accuracy for specific purposes

UNIT	TOPICS	
I	POETRY William Wordsworth Robert Frost Mina Assadi H.W. Longfellow Philip Larkin	“The Solitary Reaper” “The Road Not Taken” “A Ring to Me Is Bondage” “A Slave’s Dream” “Next Please”
II	PROSE, DRAMA AND SHORT STORY	
II	Dr. Radhakrishnan Collins & Lapiere Oscar Wilde Somerset Maugham A. A. Milne	“Humanities Vs Sciences” “The Second Crucifixion” “The Model Millionaire” “The Ant and the Grasshopper” “The Boy Comes Home”
III	LANGUAGE COMPETENCY (Grammar & Vocabulary) 1. Words often confused 2. Synonyms and Antonyms 3. Synthesis and Transformation of Sentences (Simple, Compound & Complex) 4. Conjunctions 5. Active - Passive Voice	
IV	LANGUAGE COMPETENCY (Composition) 1. Expansion of Ideas / Proverbs 2. Sentence Arrangement 3. Dialogue Writing	
V	SPOKEN ENGLISH 1. Reading and Interpreting 2. Turncoat 3. Expand a Proverb 4. Issue Based Conversation	

COURSE OUTCOMES

- CO1** Read, interpret and analyse poetic English to understand open possibility of inferences
- CO2** Write logically planned essays to address specific questions concerning prescribed literature
- CO3** Understand the forms and structural differences in different types of sentences and their specific purposes
- CO4** Use complex language structures with appropriate conjunctions
- CO5** Use vocabulary actively with an awareness of homonyms, homophones, synonyms and antonyms
- CO6** Use Spoken English fluently with confidence and accuracy for specific purposes such as analytical, argumentative and expository talks

TEXT BOOKS

1. Board of Editors. *Spotlight V*, India:Ponnasai Publishers & Distributors, 2015.
2. Board of Editors. *Active English Grammar and Composition*. India:Trinity Press, 2022.

REFERENCE

- Bhatnagar, R. P. *English for Competitive Examinations*, India: Trinity Press, 2017.
- Joseph K. V. *A Textbook of English Grammar & Usage*, India: McGraw Hill Education, 2015
- Sinha, R. P. *Current English Grammar and Usage with Composition*, India: Oxford University Press, 2018

S. No.	QUESTION PATTERN	Marks
I	1 Short Essay (200 words) out of 2 from Unit I	10
II	1 Essay (300 words) out of 2 from Unit II	15
III	5 passages with 2 Qns. each (from Units I, II & III)	10
IV	Vocabulary	15
V	Synthesis of sentences	10
VI	Transformation of sentences	05
VII	Active - Passive Voice	10
VIII	Conjunction	05
IX	Expansion of Ideas / Proverbs (2x5=10)	10
X	Sentence Arrangement	05
XI	Dialogue Writing	05
	Total	100

GENERAL ENGLISH

COURSE - VI

Hours: 6

Course Code: 23UGEL36, 23UGEL46

Credits: 3

LEARNING OUTCOMES

- LO1** To introduce learners to advanced level of poetic English through representative pieces, to make them understand oblique use of language
- LO2** To make them read and understand modern English prose through samples of biography, autobiography, short story and one act play
- LO3** To familiarise them with advanced language structures and the use of idioms and phrasal verbs
- LO4** To make them understand and use different degrees for comparison and use language for reporting speech
- LO5** To acquaint them with the skills of expanding or developing, and condensing ideas
- LO6** To make them speak English fluently and accurately for specific purposes

UNIT	TOPICS	
I	POETRY Edwin Arnold Sylvia Plath John Keats John Donne Maya Angelou	“Siddhartha” “The Mirror” “La Belle Dame Sans Merci” “Death Be Not Proud” “I Know Why the Caged Bird Sings”
II	PROSE, SHORT STORY & DRAMA Anne Frank C.P. Snow Chinua Achebe Hugh Chesterton	“The Diary of a Young Girl” “Hardy and Ramanujan” “Marriage is a Private Affair” “The Pie and the Tart”
III	LANGUAGE COMPETENCY (Grammar and Vocabulary) 1. Degrees of Comparison 2. Direct- Indirect Speech 3. Cloze Test. 4. Idioms and Phrasal verbs 5. Spotting Errors	
IV	LANGUAGE COMPETENCY (Composition) 1. Précis Writing 2. Essay Writing	
V	SPOKEN ENGLISH 1. Reading and Interpretation 2. Issue Based Conversation 3. Public Speaking on subject topic 4. Extempore	

COURSE OUTCOMES

- CO1 Read and interpret the oblique language of poetry and write appreciative essays on the prescribed literature
- CO2 Read, interpret and write analytical essays about prescribed prose pieces
- CO3 Use advanced grammar structures to report speech and use the three degrees of comparison for intended emphasis
- CO4 Use advanced nuances of language such as idioms and phrasal verbs
- CO5 Write reflective, descriptive, expository and imaginative essays with appropriate content, and condense material to a précis
- CO6 Use English fluently and accurately for public speaking, extempore and other specific purposes

TEXT BOOKS

- Board of Editors. *Spotlight VI*, India: Ponnasai Publishers & Distributors, 2016.
- Board of Editors. *Active English Grammar and Composition*, India: Trinity Press, 2022

REFERENCE

- Bhatnagar, R. P. *English for Competitive Examinations*, India: Trinity Press, 2017.
- Joseph K. V. *A Textbook of English Grammar & Usage*, India: McGraw Hill Education, 2015
- Sinha, R. P. *Current English Grammar and Usage with Composition*. India: Oxford University Press, 2018.

S. No.	QUESTION PATTERN	Marks
I	1 short essay (200 words) out of 2 from Unit I	10
II	1 essay (300 words) out of 2 from Unit II	15
III	5 Passages with 2 Qns. each (from Units I & II)	10
IV	Degrees of Comparison	05
V	Direct Indirect Speech	10
VI	Making sentences – Idioms	05
VII	Phrasal verbs	05
VIII	Spotting errors (Multiple Choice)	10
IX	Correcting the errors (Rewriting)	05
X	Cloze Test	05
XI	Precis Writing	10
XII	Essay Writing	10
	Total	100

TEXT BOOKS

- Shakespeare, William. *Julius Caesar*, United Kingdom: Oxford University Press, 2008.
- Dickens, Charles. *Oliver Twist*, United Kingdom: Penguin Classics, 2003

REFERENCE

- Bhatnagar, R. P. *English for Competitive Examinations*. India: Trinity Press, 2017.
- Joseph K. V. *A Textbook of English Grammar & Usage*, India: McGraw Hill Education, 2015
- Sinha, R. P. *Current. English Grammar and Usage with Composition*, India: Oxford University Press, 2018.

S. No.	QUESTION PATTERN	Marks
I	5 Multiple Choice Questions from Unit I	05
II	5 Multiple Choice Questions from Unit II	05
III	1 Essay (400 words) out of 3 from Unit I	15
IV	1 Essay (400 words) out of 3 from Unit II	15
V	2 Annotations out of 3 from Unit I	10
VI	2 Paragraphs out of 3 from Unit II	10
VII	1 Essay out of 2 from Unit III	15
VIII	1 Essay out of 2 from Unit IV	15
IX	Responding to the given Advertisement	10
	Total	100

DEPARTMENT OF HUMAN EXCELLENCE

St. Xavier's College (Autonomous), Palayamkottai

Courses offered

Semester	Category	Course Code	Course Title
I	FC	23UHER11/ 23UHEE11	Religion: Catholic Doctrine / Ethics
II	SEC3	23UHEI21	Integrated Personality Development
III	SEC4	23UHEL31	Life Coping and Entrepreneurial Skills Management
IV	EVS	23UEVS41	Environmental Studies
V	VE	23UVEH51	Human Rights and Social Analysis

NME

Semester	Category	Course Code	Course Title
I	Library	23ULBN11	Foundations of Library Science
I	XRF	23UXRN11	Traditional Knowledge of Indian Medicinal Systems
II	Library	23ULBN21	Information Resources
II	XRF	23UXRN21	Indian Traditional Medicinal Foods
III	XRF	23UXRN31	Food Microbiology
IV	XRF	23UXRN41	Herbal Resources and Their Conservation
IV	MAX Forum	23UMXN41	Society, Economy and Politics in Contemporary India

Common Question Pattern

Internal Test

Part A	Answer ALL the questions in one or two lines	5 x 2 = 10
Part B	Answer ALL the questions, each in a paragraph	3 x 5 = 15
Part C	Write an essay on the following	1 x 10 = 10

Semester Exam

Part A	Answer ALL the questions in one or two lines	10 x 3 = 30
Part B	Answer ALL the questions, each in a paragraph	5 x 8 = 40
Part C	Write an essay on each the following	2 x 15 = 30

**RELIGION: CATHOLIC DOCTRINE
(23UHER11)**

SEMESTER: I	VE	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course Outcomes:

Upon completion of the course the students will be able to

1. Recite the Sacraments(K1)
2. Identify the challenges of the present day church(K1)
3. Associate Old and New testaments of the bible(K2)
4. Explain the Church history(K2)
5. Discuss the Marian worship (K2)
6. Summarize the catholic social teachings(K2)

Unit I: Introduction to Bible (6 Hours)

Bible as a Word of God, its inspiration, the Canon - Old and New Testaments and their interconnectedness - Traditional and modern interpretations

Unit II: Introduction to the Church history (6Hours)

The beginnings of the Church - Medieval period and its challenges - The importance of the Second Vatican Council and their decrees - Synodality

Unit III: Introduction to the Sacraments (6Hours)

The origin of the seven sacraments - Their practices and meanings - History of the sacraments

Unit IV: Introduction to Mariology (6Hours)

Mary, Mother of God and Jesus - Mary, our Mother and in the Gospels - Mariology in the history of the Church – Mary as a Prophet of revolution

Unit V: Church in the Contemporary World (6Hours)

The challenges of the present day Church – Casteism and Same sex marriage – Ecumenical unity and Inter Religious harmony - Catholic Social Teachings

REFERENCES:

1. Paul C. Jesuraj, Growing in Your Faith, July 2022.
2. Second Vatican Council Documents

ETHICS
(23UHEE11)

SEMESTER: I	VE	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course Outcomes :

Upon completion of the course the students will be able to

- Describe the Ethical foundations and human history (K1)
- Identify Ethics and its relationship with Religions (K1)
- List the personal ethical codes to be practices in day to day life (K1)
- Associate ethics in family and society (K2)
- Summarize modern ethical issues and problems (k2)
- Discuss bio and environmental ethics (k2)

Unit I : Introduction to Ethics **(6 Hours)**

Meaning, Nature and Scope of Ethics - Challenges and Importance of ethics - Basic Ethical Foundations

Unit II : Ethics in Religions **(6 Hours)**

Ethical foundations and meanings in big and small traditions - Ethics and its relationship with Religions

Unit III : Personal Ethics **(6 Hours)**

Moral precepts - Dynamics of personal morality - Moral Conscience - Ethical aspects of Thirukural – Evils of Corruption – Gandhi's Seven Deadly Sins.

Unit IV : Family Ethics and Social Ethics **(6 Hours)**

Role of Family in ethical formulations- Respecting persons - Peace and Justice - Human Duties

Unit V : Modern Ethical Issues **(6 Hours)**

Bio Ethics - Media Ethics - Environmental Ethics –Cyber Ethics

REFERENCES:

1. Ethics prepared by School of Interdisciplinary and Trans-disciplinary Studies, Indira Gandhi National Open University (MPYE 002)
2. Course material prepared by the Department of Human Excellence.

INTEGRATED PERSONALITY DEVELOPMENT
(23UHEI21)

SEMESTER: II	SEC3	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course Outcomes:

Upon completion of the course the students will be able to

- Identify personal strengths and weaknesses (K1)
- Identify the means of self-esteem (K1)
- Identify the means of improving personal performance(K1)
- Explain the techniques of self-management(K2)
- Describe coping strategies of learning (K2)
- Discuss the traits of personal competence(K2)
- Summarize different dimensions of Personality (K2)

UNIT I: Self – Knowledge **(6 Hours)**

Exploring habits, attitudes, preferences and experience –SWOC analysis – Johari Window – Enhancing one’s self image, self-esteem, self confidence

UNIT II: Self-Management **(6 Hours)**

Understanding of life story - Focusing on Internal narratives - Managing change, confusion and uncertainty –Goal setting – Personal Vision and Mission statements

UNIT III: Personal Competence and Maturity **(6 Hours)**

Motivation - Developing rapport - Giving and receiving constructive criticism - Assertiveness and negotiation skills – Leadership – Type of Leadership – Qualities of a good leader

Unit IV: Dimensions of Personality Development **(6 Hours)**

Recognizing the gradual growth in different dimension of one’s personality such as (a) Physical (b) Intellectual (c) Emotional (d) Moral (e) Social and (f) Spiritual - Learning the Development process; Tools and Skills - Helping to maximize one’s potentials

Unit IV: Academic Learning Strategies **(6 Hours)**

Memory - Art of generative listening, learning and writing - Note making - Presentation skills - Time management - Receptive skills - Classroom etiquettes - Cyber knowledge

REFERENCE BOOKS:

1. Dr. Xavier Alphonse S.J., We Shall Overcome, ICRDEC Publications, Chennai, 2004.
2. Personality Development, Harold R. Wallace and L. Ann Masters, South-Western, Cengage Learning India PL, New Delhi, 2006.
3. Course material prepared by the Department of Human Excellence

LIFE COPING AND ENTREPRENEURIAL SKILLS MANAGEMENT
(23UHEL31)

SEMESTER: III	SEC4	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course Outcomes :

Upon completion of the course, the students will be able to

1. Identify the various challenges faced in adolescence (K1)
2. Tabulate healthy habits and lifestyle (K1)
3. Identify problem solving strategies (K1)
4. Discuss family and professional relationship(K2)
5. Explain cognitive, emotional and behavioural perspectives (K2)
6. Describe evils of addiction and the remedies available (K2)

Unit I: Physical AND Mental Wellbeing (6 Hours)

Adolescent Health and Holistic Health - Understand and appreciate physical Self - Personal hygiene and grooming - Balanced diet - Healthy habits and lifestyle - Sound body and mind - Nurturing health at home, in campus –Definition of Health - Women health – various medicine systems

Unit II: Interpersonal and Social Wellbeing (6 Hours)

Family Relationship: Values in family relationship, Nuclear, Joint Family, Dependence, Overdependence, Happy family, Broken Family - Caring Elders - Rapport Building with Peers/ Friends, Strangers, Transgenders - Professional Relationship : Officials, Mentors, Staff & Service Personnel- Other centeredness and others point of view and Empathy

Unit III: Problem-solving and Decision making skills (6 Hours)

Decision making processes - Lateral Thinking and problem-solving strategies - Select and apply problem-solving strategies to more complex tasks and problems - Gain familiarity with concepts such as performance indicators and benchmarking – Counseling.

Unit IV: Coping Strategies (6 Hours)

Conflict/Crisis Management –Stress Management – Emotional Management - Team, Task and Resource Management – Ignatian Discernment Process

Unit V: Overcoming Addiction (6 Hours)

Various stages of addiction- Gadgets addiction - Substance abuse - Media addiction – Internet addiction – Impact, prevention and remedies.

REFERENCE BOOKS:

1. Dr. Xavier Alphonse S.J., We Shall Overcome, ICRDEC Publications, Chennai, 2004.
2. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
3. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
4. Course Material prepared by the Department of Human Excellence.

ENVIRONMENTAL STUDIES
(23UEVS41)

SEMESTER: IV	EVS	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course objective:

To cater to students from diverse disciplinary backgrounds and to sensitise them about the commitment of our nation towards achieving sustainable development goals and addressing global environmental challenges.

Course outcomes:

The student will be able to:

1. Describe various natural resources and the need for sustainable development (K1).
2. Relate biodiversity and its conservation approaches (K2).
3. Solve the environmental issues of concern and discover prevention strategies (K3).
4. Sensitize and categorize the adverse health impacts of pollution (K3).
5. Assess environmental quality and risks for climate change mitigation (K4 & K5).
6. Recognize the major treaties to safeguard Earth's environment and resources (K2).

Unit I: Natural Resources and Sustainable Development (6 hours)

Overview of natural resources: definition, classification. Biotic resources: major types, status and challenges. Water resources: types, over-exploitation, issues, challenges, water scarcity, conflicts. Soil and mineral resources: important minerals, problems, soil as a resource. Energy resources: sources, conventional and non-conventional, implications. Introduction to sustainable development: SDGs, targets and indicators, challenges and strategies.

Unit II: Conservation of Biodiversity and Ecosystems (6 hours)

Biodiversity and its distribution: Levels and types, India and world, hotspots, threat categories. Ecosystems and ecosystem services: major types in India, basic characteristics, significance. Threats to biodiversity and ecosystems: land use, commercial exploitation of species and invasive species. Major conservation policies: in situ, ex situ, protected areas, traditional knowledge, community based conservation, gender and conservation.

Unit III: Environmental Pollution and Health (6 hours)

Understanding disaster and pollution: definitions, natural and man-made, point source and non-point source, kinds. Air and water pollution: criteria pollutants, sources, and adverse effects, quality standards. Soil and noise pollution: sources and health effects. Thermal and radioactive pollution: sources and impact on health and ecosystems.

Unit IV: Climate Change: Impacts, Adaptation and Mitigation (6 hours)

Understanding climate change: structure of atmosphere, natural and anthropogenic variations, importance of 1.5 °C and 2.0 °C limits to global warming, projections of climate change in Indian subcontinent. Impacts, vulnerability and adaptation to climate change. Mitigation of climate change: GHG reduction vs. sink enhancement, concept of carbon intensity, energy intensity and carbon neutrality; policy instruments, carbon capture and storage, climate justice.

Unit V: Environmental Treaties and Legislation

(6 hours)

Overview of instruments of international cooperation: bilateral, multilateral, conventions and protocols, COPs. Major International Environmental Agreements: CBD, CITES, UNCCD, UNFCCC. Major Indian Environmental Legislations: acts, rules, sites, areas, zones and judgements. Major International organisations and initiatives: UNEP, IUCN, WCED, UNESCO, IPCC, MAB.

Reference books

1. Singh, J.S., Singh, S.P., Gupta, S.R. (2006). Ecology, Environment and Resource Conservation. Anamaya Publications.
2. Harris, Frances (2012). Global Environmental Issues, 2nd Edition. Wiley- Blackwell.
3. Krishnamurthy, K.V. (2003). Textbook of Biodiversity, Science Publishers, Plymouth, UK.
4. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).
5. Pittock, Barrie (2009). Climate Change: The Science, Impacts and Solutions. 2nd Edition. Routledge.
6. Ministry of Environment, Forest and Climate Change (2019). A Handbook on International Environment Conventions & Programmes.
7. KanchiKohli, Manju Menon (2021). Development of Environment Laws in India, Cambridge University Press.

HUMAN RIGHTS AND SOCIAL ANALYSIS
(23UVEH51)

SEMESTER: V	VE	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course Outcomes :

Upon completion of the course, the students will be able to

- Describe Indian social scenario (K1)
- List the different kinds of fundamental rights (K1)
- Discuss major social problems in India (K2)
- Analyze critically society and its network of relationships (K4)
- Analyze local and global social problems (K4)
- Describe redressal mechanisms for human rights violations (K6)

Unit I: World trends today and Indian Scenario **(6 Hours)**

Some basic data – Globalization - World Social Forum vs World Economic Forum - The North South divide – Democracy - Types of Governance in the world – Demography and Basic Data of India

Unit II: Indian Social System **(6 Hours)**

Social Analysis - Social system and its components - Interdependence of human being and society - A land of cultural linguistic and religious diversity - secularism-communalism-fundamentalism-Indian politics and religion-problems of the minority.

Unit III: Major Social Problems I **(6 Hours)**

Indian Economic inequality and Poverty; Manifestation and Measurement; Incidence and Magnitude; Causes, problems of poor and pains of poverty; the remedy - Ignorance in Governance and corruption: The Concept; Causes and Impact of Corruption; Combating Corruption - Illiteracy: Magnitude, Causes and Consequences

Unit IV: Major Social Problems II **(6 Hours)**

Caste Discrimination: caste discrimination and process of exclusion, Honour Killing, Untouchability, Caste Politics, Reservation policy – Dalit Empowerment - Child abuse, child labour - Effects of Abuse on Children - Violence against women: Harassment; Nature, Extent and Characteristics – Empowerment of Women - LGBTQIA+ – Currently pressing issues.

Unit V: Human Rights, Indian Constitutions and Empowerment **(6 Hours)**

Universal Human Rights: The concept – Evolution – Organizations and Recent Developments – Indian Constitutions: Preamble - Political and Civil fundamental rights and duties. Empowerment Models: Communitarian and Local Models – Social Reformers: Ambedkar, Gandhi, Muthulakshmi Reddy and Periyar - Dreams and hopes for better India.

REFERENCE BOOKS:

1. P.N. Sharma, “Social problems and issues in India”, Bharat Book Centre, 2014
2. New India, The Reality Reloaded, Gurjot S. Kaler, Chandigarh, India, 2018
3. Course Material Prepared by the Department of Human Excellence

**FOUNDATIONS OF LIBRARY SCIENCE
(23ULBN11)**

SEMESTER: I	NME	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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COURSE Outcomes: At the end of the course the students will be able to

- CO1. Comprehend the Evolution, Significance, and Fundamental Operations of Libraries. (K2)
- CO2. Develop Effective Reading Strategies and Critical Thinking Skills. (K3)
- CO3. Differentiate and grasp the distinct roles and functions of various types of libraries. (K4)
- CO4. Explore Modern Library Services and the Impact of Digital Resources. (K4)
- CO5. Recognize the potential of VR, AI, and chatbots in enhancing user support within library environments. (K5)

UNIT 1 (6 Hours)

INTRODUCTION TO LIBRARY

The history and evolution of libraries - Need - Purpose - Functions - Five Laws of Library Science.

UNIT 2 (6 Hours)

TYPES OF LIBRARY

Public – Academic – Special - National. (Definition, purpose and functions of each type of library.

UNIT 3 (6 Hours)

LIBRARY SERVICES AND COLLECTION DEVELOPMENT

Reference services and reader advisory- Collection development and Management - E-books - E-journals Database - Bulletin Boards.

UNIT 4 (6 Hours)

EMERGING TECHNOLOGIES IN LIBRARIES

Virtual reality and augmented reality in libraries - AI and chatbots for user support - Internet of Things (IoT) applications in libraries.

UNIT 5 (6 Hours)

READING CULTURE FOR LIBRARY PRACTITIONERS

Value of Reading in Professional Development - Exploring Diverse Reading Materials - Effective Reading Techniques - Critical Thinking and Reflection.

Text Book

Kumar P S G, Foundations of Library and Information Science B. R. Publishing Corporation

Reference

1. Khanna J K, Library and Society, Kurukshetra University, Kurukshetra
2. Kumar P S G, Foundation of Library and Information Science Paper 1 of UGC Model Curriculum, B.R. Publishing Corporation

**TRADITIONAL KNOWLEDGE OF INDIAN MEDICINAL SYSTEMS
(23UXRN11)**

SEMESTER: I	NME	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course outcomes: At the end of the course the students will be able to

CO1: Understand the concepts of ethno botany and its branches (K1).

CO2: Provide a strong foundation in the principles of ethno medicine and its applications (K2 & K4).

CO3: Inculcate knowledge and make the students aware of the commercial value of medicinal plants (K2 & K3).

CO4: Give an insight into the edible and medicinal plants in tribal medicine (K3).

CO5: Comprehend the advances made in the field of plant biotechnology in conservation of medicinal plant resources (K4).

CO6: Understand ethno botany of the Western Ghats, their medicinal and commercial values and conservation (K1- K4).

Unit I: Ethnobotany (6 hours)

History of Ethnobotany, concept, scope and objectives. The relevance of ethnobotany in the present context. Major ethnic groups in Tamil Nadu.

Unit II: Traditional medicines (6 hours)

Medicinal plants used by Tribals. Ethnobotanical formulations; Ethnobotanical uses of selected medicinal plants with a) *Azadirachaindica* b) *Ocimumtenuiflorum* c) *Vitexnegundo*. d) *Gloriosasuperba* e) *Tribulusterrestris* f) *Pongamiapinnata* g) *Senna auriculata* h) *Indigoferatinctoria*. Importance and scope of medicinal plants used by *Paliyans*.

Unit III: Commercial value of traditional medicinal plants (6 hours)

Raw drugs from ethnomedicinal plants - Economic potentials of selected ethnomedicinal plants. Ethnobotany as a source of important drugs a) Reserpine b) Artemisin c) Gugulipid d) Cathranthin e) Strychnine. Export of medicinal plants and their products.

Unit IV: Collection, Utilization and Conservation of Traditional Medicinal Plants (6 hours)

The significance of wild medicinal plants – Collection and utilization of medicinal plants – Therapeutics uses of wild medicinal plants. Role of ethnic groups in the conservation of plant genetic resources. Participatory forest management.

Unit V: Conventional and modern aspects of medicinal plant propagation (6 hours)

Plant Propagation; Methods of propagation – conventional - vegetative cutting, layering grafting etc., Modern methods- Tissue culture; Micropropagation, isolation of secondary metabolites from *in vitro* culture

Textbooks:

1. P.C. Trivedi, Dr. Pravin Chandra 2011. Text Book of Ethnobotany, Pointer Publishers.
2. Bir Bahadur, K. V. Krishnamurthy, T. Pullaiah. 2021. Ethnobotany of India, 5-Volume Set. Apple Academic Press
3. Jain, A. and Jain, S.K. 2016. Indian Ethno botany - Bibliography of 21st Century Scientific Publishers (India).
4. Cunningham, A. B. (2001). Applied Ethnobotany. Earthscan publishers Ltd. London & Sterling
5. Indian Medicinal Plants -An Illustrated Dictionary-C.P. Khare (Ed.) 2019, ©Springer Science+Business Media, LLC.

Reference Books

1. Paul E. Minnis 2000. Ethnobotany: A Reader. University of Oklahoma Press
2. Gary J. Martin, 2014. Ethnobotany A Methods Manual. Springer US.
3. T. Pullaiah, Bir Bahadur, K. V. Krishnamurthy. 2016. Ethnobotany of India Western Ghats and West Coast of Peninsular India. Apple Academic Press
4. Ministry of Environment and Forests. 1994. Ethno biology in India. A Status Report. All India Coordinated Research Project on Ethno biology. Ministry of Environment and Forests. New Delhi
5. Albuquerque, U.P., Ramos, M.A., Júnior, W.S.F., and De Medeiros, P.M. 2017. Ethnobotany.

Web Resources

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2816487/>
- https://www.wipo.int/edocs/pubdocs/en/wipo_pub_tk_6.pdf
- <https://main.ayush.gov.in/ayush-systems/ayurveda/faq>
- <https://www.who.int/news>
- <https://www.csir.res.in/documents/tkdl>
- <https://www.meity.gov.in/content/national-digital-library>

INFORMATION RESOURCES
(23ULBN21)

SEMESTER: II	NME	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course Outcomes: Upon completion of the course, the students will be able to

- CO1. learn all kinds of Secondary Sources. (K1)
- CO2. Learn electronic reference materials. (K1)
- CO3. Understand the concept and importance of Primary, Secondary and Tertiary sources (K2)
- CO4. Analyze the different Non Documentary Sources (K4)
- CO5. Assess electronic information sources, including e-books and e-journals. (K4)

UNIT-I : Introduction to Information Sources (6 Hours)

Definition, Type, Characteristics - Primary, Secondary, Tertiary –Evaluation of print Reference Sources

UNIT-II: Secondary Sources (6 Hours)

Definition, Types- Dictionaries, Encyclopedia, Directories, Manuals and Handbooks, Bibliographic sources

UNIT-III : Non – Documentary Source (6 Hours)

Formal and Informal – Human Sources, Institutional Information Sources, Technological Gate Keepers and Invisible Colleges.

UNIT-IV : Electronic Information Sources (6 Hours)

Meaning- Characteristics- Research database Open Access Resources-Audio resources

UNIT-V: Online Publishers (6 Hours)

Detailed study of E-books (Amazon, Sage Publication), E-journals (Springer, Verlog), Database (PROQUEST, EBSCO), Evaluation of E-Resources.

Reference Books:

- Singh, G. (2011).Digital libraries and digitization. EssEss Publications.
- 2. Baby M.D. (2000) Peter Clayton, G. E. Gorman. Managing Information Resources in Libraries. Cambridge Publishers.

**INDIAN TRADITIONAL MEDICINAL FOODS
(23UXRN21)**

SEMESTER: II	NME	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course outcomes: At the end of the course the students will be able to

- CO1:** Know the foundational principles of health supplements such as functional foods, nutraceuticals, superfoods, etc., and assess their potential within the market context (K1).
- CO2:** Understand the core principles of nutrition, including carbohydrates, proteins, lipids, vitamins, minerals, health-enhancing phytochemicals, and antinutritional factors (K2).
- CO3:** Get knowledge about the origins, traditional uses, nutritional composition, and health advantages of selected plant-based foods (K1).
- CO4:** Know the scientific rationale underlying the health benefits and potential adverse effects of various food substances (K3).
- CO5:** Identify the indigenous wild edible plants found in the Southern Western Ghats and their role in enhancing food security (K1).
- CO6:** Comprehend the fundamental concepts related to food and its significance in promoting health, specifically addressing contemporary health challenges, and demonstrate the ability to apply this knowledge in daily life (K1-K3).

Unit I: FOOD CULTURE (6 Hours)

Concept of food and its medicinal value - Food and health in Indian traditional medicine - Effect of globalization on food culture - Fast foods, Junk foods and their impact on the health of children and youth population - Emerging trends in health supplements

Unit II: MACRONUTRIENTS (6 Hours)

Carbohydrates and their role in health - Cereals, Millets, and Pseudo - Cereals - Proteins and their importance on health - Pulses and their health benefits - Lipids and their health impacts - Nuts and oil seeds

Unit III: MICRONUTRIENTS (6 Hours)

Vitamins, minerals and their health impacts - Hidden hunger - Greens, Vegetables and Fruits

Unit IV: PHYTOCHEMICALS (6 Hours)

Health promoting phytochemicals and antinutritional factors - Spices, and beverages - Lower plants as food sources - Mushrooms and their health benefits

Unit V: WILD EDIBLES & FOOD SECURITY (6 Hours)

Tribal knowledge of food plants - Seasonal foods and wild edible plants of *Kanikaran* and *Paliyan* tribes of Tamil Nadu - Sustainability, Food Security, and Health

Text books:

1. Begum, R.M. 2008. A Textbook of Foods, Nutrition & Dietetics, Sterling Publishers Pvt. Ltd.
2. Mudambi, S.R., Rajagopal, M.V. 2007. Fundamentals of foods, nutrition and diet therapy. New Age International.

References:

1. Gopalan, C., Sastri, B.V.R., Balasubramanian, S.C. 2014. Nutritive Value of Indian Foods, National Institute of Nutrition, Hyderabad
2. Dietary Guidelines for Indians – A Manual (English), National Institute of Nutrition, Hyderabad

FOOD MICROBIOLOGY
(23UXRN31)

SEMESTER: III	NME	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course outcomes: Upon successful completion of this course, students should be able to:

CO1: Understand the fundamental principles of food microbiology and its importance in the food industry; Apply laboratory techniques for microbial analysis in food samples (K1).

CO2: Identify and characterize common food borne pathogens and their sources (K2).

CO3: Evaluate methods for food spoilage prevention and preservation (K2).

CO4: Describe the role of fermentation in food production and its health implications (K2).

CO5: Analyze emerging trends and ethical considerations in food microbiology; Apply regulatory guidelines and best practices for ensuring food safety and quality (K3).

CO6: Communicate effectively about food microbiology topics in both written and oral formats; Demonstrate critical thinking and problem-solving skills in food safety and quality assurance (K1-4).

Unit 1: Introduction to Food Microbiology (6 hours)

Overview of Food Microbiology; Historical Perspective; Microbial Classification and Taxonomy; Microbial Growth and Factors Affecting Growth; Laboratory Techniques in Food Microbiology

Unit 2: Food borne Pathogens (6 hours)

Common Food borne Pathogens (e.g., *Salmonella*, *Escherichia coli*, *Listeria*, *Campylobacter*); Sources of Food borne Pathogens; Detection and Control Strategies; Food borne Illness Outbreaks and Investigations; Food Safety Regulations

Unit 3: Food Spoilage Microorganisms (6 hours)

Types of Food Spoilage Microorganisms; Factors Influencing Food Spoilage; Spoilage Detection and Prevention; Food Preservation Methods; Food Packaging and Shelf-Life Extension

Unit 4: Food Fermentation (6 hours)

Fermentation in Food Production; Microorganisms Used in Fermentation; Fermented Food Products (e.g., yogurt, cheese, bread); Health Benefits of Fermented Foods; Quality Control in Fermentation

Unit 5: Food Safety and Quality Assurance (6 hours)

Food Safety Management Systems (HACCP); Good Manufacturing Practices (GMPs); Food Testing and Analysis; Risk Assessment and Management; Emerging Trends in Food Safety

Reference Books:

1. Food Microbiology: An Introduction by Thomas J. Montville and Karl R. Matthews, 2017
2. Foodborne Pathogens: Microbiology and Molecular Biology by Pina M. Fratamico, Arun K. Bhunia, and James L. Smith, 2005
3. Food Microbiology: Fundamentals and Frontiers by Michael P. Doyle, Robert L. Buchanan, and Vijay K. Juneja, 2019
4. Fermented Foods and Beverages of the World by Jyoti Prakash Tamang, 2010
5. Food Safety Management: A Practical Guide for the Food Industry by Yasmine Motarjemi and Huub Lelieveld, 2014

HERBAL RESOURCES AND THEIR CONSERVATION
(23UXRN41)

SEMESTER: IV	NME	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course outcomes: At the end of the course the students will be able to

CO1: Understand the concepts in herbalism, medicinal plant trade and National policies (K2)

CO2: Recognize the threats and importance of conserving the medicinal plant resources (K2)

CO3: Explore the important medicinal plant resources of India, their scientific rationale and applications (K3)

CO4: Learn the good agricultural and collection practices of medicinal plants (K1)

CO5: Know the cultivation and post-harvest processing of selected medicinal plants cultivated Tamil Nadu (K2)

CO1: Understand the role of plant resources in global healthcare and its conservation (K1-K3)

Unit I: SCENARIO OF HERBALISM (6 Hours)

History of herbalism - Herbalism across the globe - Trade of herbals in ancient and contemporary India - Global herbal market and India's position

Unit II: UNSUSTAINABLE USE OF HERBAL RESOURCES (6 Hours)

Basics of endemism, IUCN categories of threat and CITES - Market demand - Negative impacts of collection from wild resources - Overexploited medicinal plants of India - *In situ* and *ex situ* conservation

Unit III: HIGHLY USED HERBALS OF INDIA (6 Hours)

Botany, identification, chemistry and applications of *Aswagandha*, *Seenthil*, *Nilavembu*, *Brahmi*, *Garcinia*, *Glycyrrhiza*, *Amla*, *Vilvam*, *KeelanelliandSatavari*

Unit IV: CULTIVATION & POST-HARVEST PROCESSING (6 Hours)

Good agricultural practices - Good collection practices - Storing medicinal plants – Post-harvest methods and value addition

Unit V: CULTIVATION OF SELECTED MEDICINAL PLANTS (6 Hours)

Good agricultural and collection practices for *Senkanthal*, *Senna*, *Vinca*, *Tulsi* and *Asogu*- Government schemes for cultivation of medicinal plants - Kitchen and home herbal gardens

Text book:

Wallis, T.E. 2018. Textbook of Pharmacognosy (Reprinted edition), CBS Publishers, New Delhi.

References:

1. Anonymous, Agro-techniques of selected medicinal plants Vols. I-III. 2014. National Medicinal Plants Board, Government of India.
2. Anonymous, WHO guidelines on good agricultural and collection practices (GACP) for medicinal plants. 2003. WHO, Geneva.
3. Ravikumar, K., Ved, D.K. 2000. Illustrated Field Guide to 100 Red Listed Medicinal Plants of Conservation Concern in southern India, FRLHT, Bangalore.
4. Ved, D.K., Goraya, G.S. 2007. Demand and Supply of Medicinal Plants in India. NMPB, New Delhi & FRLHT, Bangalore.

**SOCIETY, ECONOMY AND POLITICS IN CONTEMPORARY INDIA
(23UMXN41)**

SEMESTER: IV	NME	HOURS: 2	CREDITS: 2	TOTAL HOURS: 30
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Course Outcome:

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

- CO1: Relate the concept of state and government (K1)
- CO2: Understand and evaluate different types of societies in India (K2 & K5)
- CO3: Identify and compare role of market in different types of economy (K3)
- CO4: Examine and compare ideas of Ambedkar with other social, economic and political reformers (K4 & K5).
- CO5: Analyse and formulate the casteless society in India.

UNIT I: STATE AND GOVERNMENT (6 Hours)

State and Government: Meaning and concepts – Features, characteristics and Nature of State and its dynamics in India

UNIT II: DYNAMICS OF SOCIETY (6 Hours)

Society: concept, meaning and basic characteristics of society – different types of societies – stratification of societies in India – Rural-Urban Structures and social Institutions.

UNIT III: ECONOMY AND MARKET (6 Hours)

Economy and Market: Meaning and concept, basic characteristics and types of economies – dynamics of economy and market in new economic policy era.

UNIT IV: SOCIAL, ECONOMIC AND POLITICAL THINKERS IN INDIA (6 Hours)

Jyotirao Phule, Periyar, Gandhi, Ambedkar and Amartya Sen on interaction of society, economy and politics and its dynamics.

UNIT V: BUILDING CASTELESS SOCIETY (6 Hours)

Annihilation of Caste: Meaning and concept - Meaning of sati, childhood marriage, endogamous and exogamy of marriage - Status of Dalit and women in Indian society – Dalit and women emancipation.

References:

1. Jodhka, S. S. (2002). Nation and village: Images of rural India in Gandhi, Nehru and Ambedkar. *Economic and political weekly*, 3343-3353.
2. Jodhka, S. S. (2010). Dalits in business: Self-employed scheduled castes in North-West India. *Economic and Political Weekly*, 41-48.
3. Jodhka, S. S. (2016). Ascriptive hierarchies: Caste and its reproduction in contemporary India. *Current Sociology*, 64(2), 228-243.
4. Jodhka, S. S., & Fazal, T. (2021). Religion and Politics in South Asia. *Sociological Bulletin*, 70(4), 447–452. <https://doi.org/10.1177/00380229211062752>
5. Mitra, S. K. (1993). Caste, democracy and the politics of community formation in India. *The Sociological Review*, 41(1_suppl), 49-71.

6. Mosse, D. (2020). The modernity of caste and the market economy. *Modern Asian Studies*, 54(4), 1225-1271.
7. Nayyar, D. (1998). Economic development and political democracy: interaction of economics and politics in independent India. *Economic and Political Weekly*, 3121-3131.
8. Robinson, R. (2014). Planning and economic development: Ambedkar versus Gandhi. *Invoking Ambedkar: Contributions, Receptions, Legacies*, 59-71.
9. Singh, A. (2014). Gandhi and Ambedkar: Irreconcilable Differences? *International Journal of Hindu Studies*, 18(3), 413-449.
10. Stiglitz, J. E. (2016). *The state, the market, and development* (No. 2016/1). WIDER Working Paper.
11. Vikas, R. M., Varman, R., & Belk, R. W. (2015). Status, caste, and market in a changing Indian village. *Journal of Consumer Research*, 42(3), 472-498.

PRINCIPLES OF MANAGEMENT
COURSE CODE: 23UBAC11

Semester: I	Core - 1	Hours – 5	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

CO1: Describe nature, scope, role, levels, functions and approaches of management. (K1)

CO2: Apply planning and decision making in management. (K2)

CO3: Gain planning ability. (K3)

CO4: Identify organization structure and various organizing techniques. (K4)

CO5: Understand Direction, Co-ordination & Control mechanisms. (K5)

CO6: Relate and infer ethical practices of organisation. (K6)

UNIT I: - MANAGEMENT

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II: - PLANNING

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Nature and Types of Policies – Decision making – Process of Decision making – Types of Decision.

UNIT III: - ORGANIZING & STAFFING

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization - Staffing- Process - Sources of Recruitment-Training-Importance - Performance Appraisal

UNIT IV: - DIRECTING & CONTROLLING

Directing: Nature and Purpose of Directing, - Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V: - BUSINESS ETHICS

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Text Books

1. P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2. L.M. Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr. C.B. Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.

Reading List

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011

Web Resources

1. <https://sruudy.sagepub>.
2. <https://coursera.org>
3. <https://d3bxy9euw4e147.cloudfront.net>

ACCOUNTING FOR MANAGERS I
COURSE CODE: 23UBAC12

Semester: I	Core - 2	Hours – 5	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

- CO1: Prepare Journal, ledger, trial balance and cash book. (K1)
- CO2: Classify errors and making rectification entries. (K2)
- CO3: Prepare final accounts with adjustments. (K3)
- CO4: Pass depreciation entries and prepare depreciation accounts. (K4)
- CO5: Prepare single and double entry system of accounting. (K5)
- CO6: Relate and infer accounting practices of organisation. (K6)

UNIT I: - ACCOUNTING

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

UNIT II: - PREPARATION OF CASH BOOK

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

UNIT III: - PREPARATION OF FINAL ACCOUNTS

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT IV: - PARTNERSHIP ACCOUNTS

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

UNIT V: - SINGLE ENTRY & DOUBLE ENTRY

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Text Books

1. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications
2. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
3. M N Arora; Accounting for Management- Himalaya Publications House
4. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018
5. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

Reading List

1. Goel. D.K. and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain. S. P & Narang. K, 1999, Financial Accounting, Kalyani Publishers,
3. Tulsian P.C., 2006, Financial Accounting, Pearson Education

Web Resources

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>

MANAGERIAL ECONOMICS

COURSE CODE: 23UBAE11

Semester: I	Elective - 1	Hours – 4	Credits – 3	Total Hours - 60
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COURSE OUTCOMES:

- CO1: Analyze & apply the various economic concepts in individual & business decisions. (K1)
CO2: Explain demand concepts, underlying theories and identify demand forecasting techniques. (K2)
CO3: Employ production, cost and supply analysis for business decision making. (K3)
CO4: Identify pricing strategies. (K4)
CO5: Classify market under competitive scenarios. (K5)
CO6: Relate and infer managerial practices of organisation. (K6)

UNIT I: - CONCEPTS OF ECONOMICS

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

UNIT II: - LAW OF DEMAND

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

UNIT III: - PRODUCTION AND COST ANALYSIS

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

UNIT IV: - PRICING METHODS

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V: - MARKET CLASSIFICATION

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Text Books

1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006

4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010

Reading List

1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2. Mallika Nawal –Business Communication – CENGAGE
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
4. Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008

Web Resources

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>

BUSINESS ETIQUETTE
COURSE CODE: 23UBAN11

Semester: I	NME - 1	Hours – 2	Credits – 2	Total Hours - 30
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COURSE OUTCOMES:

- CO1: Understand the importance of business etiquette. (K1)
- CO2: Understand how to make introductions. (K2)
- CO3: Identify the correct method of hand shake. (K3)
- CO4: Be familiar with conversion and use them appropriately. (K4)
- CO5: Implement techniques to minimize nervousness in social situations. (K5)
- CO6: Relate and infer Etiquette practices of organisation. (K6)

UNIT I: - BASICS OF BUSINESS ETIQUETTE

Introduction to Business Etiquette - Definition - Importance - Objectives - Good Etiquette.

UNIT II: - GREETINGS AND INTRODUCTION

Guideline for Reception - Making Introduction and Greeting People - The Method of Hand Shaking.

UNIT III: - ATTIRE AND PROFESSIONALISM

Definition - Concept of Professionalism - Professional Behavior - Professional Guideline and Image
- Guidelines for Appropriate Business Attire

UNIT IV: - TELEPHONE ETIQUETTE

Cell phone Etiquette - Guidelines for Telephone Etiquette - Guideline For Making Calls And Receiving Calls - Attending Complaints

UNIT V: - CULTURAL CHANGES

Cultural Etiquette - Code of Cultural Sensitivity - Business and Culture

Text Books

1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010

Reading List

1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2. Mallika Nawal –Business Communication – CENGAGE

3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
4. Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008

Web Resources

1. https://www.managementstudyguide.com/business_communication.html
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>

MARKETING MANAGEMENT

COURSE CODE: 23UBAC21

Semester: II	Core - 3	Hours – 5	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

CO1: Have knowledge on various Marketing concepts and techniques (K1)

CO2: Gain knowledge about new product planning and development. (K2)

CO3: Gain knowledge about various pricing

CO4: Strategies according to the market trend are ensured. (K3)

CO5: Expose to various marketing channels. (K5)

CO6: Have knowledge on various advertising and sales promotion techniques. (K6)

UNIT I:- FUNDAMENTALS OF MARKETING

Fundamentals of Marketing - Role of Marketing – Relationship of Marketing With Other Functional Areas - Concept of Marketing Mix – Various Environmental Factors Affecting the Marketing Functions.

UNIT II: - PRODUCT

Segmentation – Need and Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

UNIT III: - PRICING

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

UNIT IV: - COMMUNICATION MIX

A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

UNIT V: - DIGITAL MARKETING:

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits.

Text Books

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S. Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.

Reading List

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2. Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3. L. Natarajan, Marketing, Margham Publications, 2017.

Web Resources

1. http://eprints.stiperdharma.wacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier

ACCOUNTING FOR MANAGERS II
COURSE CODE: 23UBAC22

Semester: II	Core - 4	Hours – 5	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

- CO1: Interpret cost sheet & write comments. (K1)
- CO2: Compare cost, management & financial accounting. (K2)
- CO3: Analyze the various ratios and compare it with standards to assess deviations. (K3)
- CO4: Estimate budget and use budgetary control. (K4)
- CO5: Evaluate marginal costing and its components. (K5)
- CO6: Relate and infer accounting practices of organisation. (K6)

UNIT I :- I COST ACCOUNTING

Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation

UNIT II: - II MANAGEMENT ACCOUNTING

Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III: - RATIO ANALYSIS

Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.

UNIT IV: - BUDGETS AND BUDGETARY CONTROL

Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

UNIT V: - MARGINAL COSTING

Marginal Costing – CVP analysis – Break even analysis

Text Books

1. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
2. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
3. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
4. Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019

Reading List

1. Gupta, R.L. and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2. T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.
3. Jain S.P. and K.L. Narang. Advanced Accountancy (Part II). Kalyani, 2007.
4. Maheshwari S.N, Advanced Accountancy (Part I). Vikas, 2007.

Web Resources

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>

INTERNATIONAL BUSINESS

COURSE CODE: 23UBAE21

Semester: II	Elective - 2	Hours – 4	Credits – 3	Total Hours - 60
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COURSE OUTCOMES:

CO1: Discuss the difference between internal and international trade and its significance. (K1)

CO2: Explain international trade theories. (K2)

CO3: Outline the balance of trade, balance of payment, exchange rate concept. (K3)

CO4: Identify the relevance of international institutions and trading blocs. (K4)

CO5: Understand globalization and its impact on Indian business scenario and export business. (K5)

CO6: Relate and infer the trade practices of organisation. (K6)

UNIT I: - INTRODUCTION TO INTERNATIONAL BUSINESS

Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

UNIT II: - THEORIES

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

UNIT III: - FOREIGN INVESTMENTS

Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

UNIT IV: - DRIVERS IN GLOBALISATION

Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

UNIT V: - ECONOMIC GROUPINGS IN PRACTICE

Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

Text Books

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5. Paul, J., International Business, 5th Edition, PHI Learning, 2010

Reading List

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business the New Realities, 4th edition, Pearson ,2017
4. Aswathappa K, International Business, 7th Edition, McGraw-Hill, 2020
5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

Web Resources

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. https://saylordotorg.github.io/text_international-business
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

GROUP DISCUSSION AND INTERVIEW TECHNIQUES (NME)

COURSE CODE: 23UBAN21

Semester: II	SEC - 2	Hours – 2	Credits – 2	Total Hours - 30
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COURSE OUTCOMES:

- CO1: Remember the concepts of communication they learned in the previous courses (K1)
- CO2: Apply their communicative ability in Group discussion and personal interviews (K3)
- CO3: Analyse ways for making their interpersonal relationship better (K4)
- CO4: Get exposed themselves to the current requirements for being selected in a recruitment process (K6)
- CO5: Prepare resume (K2)
- CO6: Relate and infer the recruiting practices of organisation. (K6)

UNIT I: - GROUP DISCUSSION AN INTRODUCTION

Meaning – Principles – Essentials (Do's and Don'ts) – Practical sessions

UNIT II: - GROUP MANNERS

Group Manners and Individual participation

UNIT III: - INTERVIEW

Preparation for interview – Preparing resumes

UNIT IV: - CURRENT BUSINESS ISSUES

Expected subject matter for GD & Interview – Personal Profile – Discussion of Current Business Issues

UNIT V: - MOCK INTERVIEW

Mock Interview

Text Books

1. How to succeed in Group Discussion and personal Interview, Dr. S.K. Mandal, Jaico publishing House, 2010
2. Mastering interviews and Group Discussions, Dinesh mathur, 2020, CBS publishers and Distributors
3. Group Discussion, Anand Ganguly, 2002, Pushtak Mahal
4. Group Discussion on current topics, Major (Rtd) P.N. Joshi, Upkar's

Reading List

1. Leading English Daily like "The Hindu", "The New Indian Express"
2. Competition Success Review
3. Business Management Chronicle
4. Malayala Manorama Year Book

Web Resources

1. <https://commonsense.org>
2. <https://youth4work.com>
3. <https://courses.lumenlearning.com>
4. <https://leverageedu.com>

(Note: The mode of assessment for the subject is only Practical Session. There is no written examination for Continuous Internal Assessment and Semester External examination)

ORGANIZATIONAL BEHAVIOUR

COURSE CODE: 23UBAC31

Semester: III	Core - 5	Hours – 5	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

- CO1: To define Human behaviour at work place (K1)
- CO2: To apply motivation, leadership and learning theories at work place (K2)
- CO3: To analyze the complexities and solutions of human behaviour (K3)
- CO4: To explain issues relating to individual and group behaviour (K4)
- CO5: To create a congenial climate in the organization (K5)
- CO6: Relate and infer the culture and climate of organisation (K6)

UNIT I: - OVERVIEW OF ORGANIZATIONAL BEHAVIOUR

INTRODUCTION: Concept of Organizational Behavior (OB): Nature, Scope and Role of OB; Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)

UNIT II: - INDIVIDUAL BEHAVIOUR

1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.
2. Motivation: Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs,
3. Personality and Values: Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)
4. Perception, Decision Making: Perception and Judgements; Factors; Linking perception to individual decision making:

UNIT III: - GROUP BEHAVIOUR

Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness; Group think and shift; Teams; types of teams; Creating team players from individuals and team based work (TBW) 2. Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);

UNIT IV: - ORGANISATIONAL CULTURE AND STRUCTURE

Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options

UNIT V: - ORGANISATIONAL CHANGE, CONFLICT AND POWER

Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development). Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.

Text Books

1. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3. S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5. John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Publishing CO. Ltd

Reading List

1. Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.
2. Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3. Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011
4. Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)
5. Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray

Web Resources

1. <https://www.iedunote.com/organizational-behavior>
2. <https://www.london.edu/faculty-and-research/organisational-behaviour>
3. Journal of Organizational Behaviour on JSTOR
4. International Journal of Organization Theory & Behaviour | Emerald Publishing

FINANCIAL MANAGEMENT

COURSE CODE: 23UBAC32

Semester: III	Core – 6	Hours – 5	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

CO1: Remember the concepts of financial management they came across. (K1)

CO2: Understand the relevance of theories of Financial Management. (K2)

CO3: Apply their knowledge in real time investment situations. (K3)

CO4: Analyse ways for running a business with profit maximization. (K4)

CO5: Evaluate the profitability of a business opportunity. (K5)

CO6: Get exposed themselves to the dividend policy a firm has to adopt. (K6)

UNIT I:- FINANCE

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II:- CAPITAL STRUCTURES PLANNING

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT III: - CAPITAL BUDGETING

Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

UNIT VI:- DIVIDEND POLICIES

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's –M.M. Hypothesis)

UNIT V:- WORKING CAPITAL

Working capital – components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Text Books

1. Financial Management, CA (Dr) P.C. Tulsian, CA Bharat Tulsian, Tushar Tulsian, S. Chand, 2023
2. Financial Management, Dr. A. Murthy, Margham publications
3. Financial Management, Dr. S.K. Sharma, Dr. Rachan Sharma, Sulthan Chand
4. Advanced Financial Management, Dr. S.P. Gupta, SahityaBhawan Publications-Agra
5. Basic Financial Management, Prof (Dr). Vanita Tripathi, 3rd edition, ebook

Reading List

1. Financial Management – M.Y. Khan & P.K. Jain, Mc Graw Hill
2. Financial Management – I.M. Pandey, Pearson
3. Financial Management – Prasanna Chandra
4. Investment Management Security Analysis and Portfolio Management – Preethi Singh

Web Resources

1. <https://501commons.org>
2. <https://wikifinancepedia.com>
3. <https://forbes.com>
4. <https://bloomberg.com>
5. <https://reuters.com>

BUSINESS STATISTICS

COURSE CODE: 23UBAE31

Semester: III	Elective - 3	Hours – 4	Credits – 3	Total Hours - 60
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COURSE OUTCOMES:

- CO1: Remember the concepts of Mathematics and Statistics they came across (K1)
- CO2: Understand the significance of Mathematics and Statistics in business decision making (K2)
- CO3: Apply the quantitative skills they have in managing a business (K3)
- CO4: Analyse the feasibility of profit making of a business (K4)
- CO5: Get exposed themselves to the recent quantitative techniques relating to management of a business (K5)
- CO6: Relate and infer the role of statistics for the development of an organisation. (K6)

UNIT I: - INTRODUCTION

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

UNIT II: - MEASURES OF VARIATION

Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.

UNIT III: - TIME SERIES

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

UNIT IV: -INDEX NUMBERS

Index Numbers – Consumer Price Index – And Cost of Living Indices.

UNIT V: TESTING OF HYPOTHESIS

Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA

Text Books

1. Business Statistics, R.S.N. Pillai, Bagavathi, Himalaya Publishing House
2. Business Mathematics. Dr. Wilson, Margham publications
3. Business Mathematics and Statistics, IGNOU learning material, Shri Chakradhar Publications (p) Ltd
4. Business Mathematics and Statistics, R.S Bhardwaj

Reading List

1. Business Mathematics and Statistics, Dr. B.N Gupta, Rajeev Bansal SBPD

2. Business Mathematics and Statistics, D.N. Elhance & Rajesh Elhance
3. Business Mathematics and Statistics, P.R. Vittal, Margham publications
4. Statistics and Business Mathematics, Dr. Aparna Abhay Ambekar & Dr. Hitesh A. Kalyani, Thakur publications (p) Ltd.

Web Resources

1. <https://india.oup.com>
2. <https://pearson.com>
3. <https://pace.uwinnipegcourses.com>
4. <https://www.udemy.com>

SKILLS FOR A TEAM PLAYER (NME)

COURSE CODE: 23UBAN31

Semester: III	SEC - 5	Hours – 2	Credits – 2	Total Hours - 30
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COURSE OUTCOMES:

- CO1: Identify the personal qualities that are needed to sustain in the world of work (K1)
- CO2: Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change (K2)
- CO3: Acquire practical management skills that are of immediate use in management or leadership positions (K3)
- CO4: Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions (K4)
- CO5: Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace (K5)
- CO6: Relate and infer the skills and creativity of a team player (K6)

UNIT I: - SELF

Self: Core Competency, Understanding of Self, Components of Self - Self-identity

UNIT II: - SELF ESTEEM

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self - esteem, Measuring our self-esteem and its effectiveness

UNIT III: - BUILDING EMOTIONAL COMPETENCE

Emotional Intelligence — Meaning, Components, Importance

UNIT IV: - THINKING SKILLS

Critical Thinking and Learning, Emotions and Critical Thinking.

UNIT V: - CREATIVITY

Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation

Text Books

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.

Reading List

1. Managerial Skill Articles
2. The Management Skills of SALL Managers - SiSAL Journal
3. Managerial Skills by Dr. K. Alex S. CHAND
4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing

Web Resources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-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>

BUSINESS ENVIRONMENT

COURSE CODE: 23UBAC41

Semester: IV	Core - 5	Hours – 5	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

- CO1: Identify the main features of business environment. (K1)
- CO2: Made familiarized with the knowledge of Business Environment. (K2)
- CO3: Apply and understanding of the different modes of engagement with different markets and business environment. (K3)
- CO4: Analyze the political, social, economic, technological and other environment. (K4)
- CO5: Have knowledge of business with various effects in global point of view. (K5)
- CO6: Relate and infer the internal environment of organisation. (K6)

UNIT I: - OVERVIEW OF BUSINESS ENVIRONMENT

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

UNIT II: - POLITICAL ENVIRONMENT

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention

UNIT III: - ECONOMIC ENVIRONMENT

Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization

UNIT IV: - SOCIAL ENVIRONMENT

Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization

UNIT V: - TECHNOLOGY ENVIRONMENT

Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics

Text Books

1. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr. S. Sankaran, Business Environment, Margham Publications.

3. K. Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

Reading List

1. Justin Paul, Business Environment, Tata McGraw Hill, New Delhi, 2006.
2. John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, Unlocking the Business Environment, Routledge.
3. Shaikh Saleem, Business Environment, Pearson Education; Fourth edition (15 July 2020); Pearson Education.
4. Dr. Amit Kumar, Business Environment, Sahitya Bhawan Publications; 2021st edition (1 January 2019).

Web Resources

1. <https://pestleanalysis.com/political-factors-affecting-business/>
2. https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
3. <https://www.marketingtutor.net/political-factors-affect-business/>
4. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>

BUSINESS REGULATORY FRAME WORK

COURSE CODE: 23UBAC42

Semester: IV	Elective - 3	Hours – 4	Credits – 4	Total Hours - 60
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COURSE OUTCOMES:

- CO1: To Explain Indian Contracts Act (K1)
- CO2: To Understand Sales of goods act& contract of agency (K2)
- CO3: To Understand Indian Companies Act 1956 (K3)
- CO4: To Understand Consumer Protection Act – RTI (K4)
- CO5: To Understand Cyber law (K5)

UNIT I: - CONTRACTS ACT

Brief outline of Indian Contracts Act - Special contracts Act

UNIT II: - SALES OF GOODS ACT

Sale of goods Act - Contract of Agency

UNIT III: - COMPANIES ACT 1956

Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up

UNIT IV: - CONSUMER PROTECTION ACT

Consumer Protection Act – RTI

UNIT V: - CYBER LAW

Brief outline of Cyberlaws – IT Act 2000 & 2008

Text Books

1. Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.
2. Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013
3. Business Regulatory Framework Pearson Education India, 2011
4. Bare Acts- RTI, Consumer Protection Act
5. Business Regulatory Framework, Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

Reading List

1. Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3. N D Kapoor (2019), Elements of Merchantile Law, Sultan Chand & Sons
4. Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni

Web Resources

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
4. International Journal of Law (lawjournals.org)
5. https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

OPERATIONS MANAGEMENT

COURSE CODE: 23 UBAE41

Semester: IV	Elective - 4	Hours – 3	Credits – 3	Total Hours - 45
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COURSE OUTCOMES:

CO1: Remember the concepts they learned in the previous courses (K1)

CO2: Understand the significance of Work study (K2)

CO3: Apply their knowledge in real time manufacturing activity (K3)

CO4: Analyse ways for running a business with profit and quality (K4)

CO5: Evaluate the profitability of a business opportunity (K5)

CO6: Get exposed themselves to the recent technological advancements (K6)

UNIT I:- INTRODUCTION

Meaning- definition- scope- functions of production manager- factors governing the choice of material- production system- types- job order- Intermittent and continuous production system, Assembly line production. Automation

UNIT II:- PLANT LOCATION AND LAYOUT

Plant location- factors affecting plant location-Plant layout-principles- objectives of laying out- types of layout - product, process- fixed- combination layout- advantages and disadvantages

UNIT III:- PRODUCTION PLANNING AND CONTROL, INVENTORY MANAGEMENT

Production planning and control- objectives and functions- planning, routing, scheduling, dispatching, expediting, follow up- charts- Inventory management- EOQ- Reorder quantity- maximum and minimum level- safety stock

UNIT IV:- PLANT MAINTENANCE

Plant maintenance- organization of maintenance- merits and demerits- safety engineering- good housekeeping- TQM- Zero defect program- Quality circles- CAD-CAM.

UNIT V:- WORK STUDY AND METHOD STUDY

Work study-method study- work measurement- flow process chart- two handed process chart- micro motion study- time study –procedure and techniques.

Text Books

1. Production and operations management- K. Aswathappa
2. Production and operations management- S.N. Chary, 6th edition McGrawHill
3. Production and Operations management-K.K. Ahuja
4. Production and Operations management- R. Panneerselvam, 3rd edition, Prentice Hall International

Reading List

1. International Journal of Operations and Production Management, Emerald Publishing
2. Production and Operations management- Dr. Madhavendra N. JhaVaishali Prasad, Thakur Publishing Pvt. Ltd
3. Production and Operations management- Dr. Anil Karanjkar, NiraliPrakashan publishing
4. Production and Operations management-S.P. Singh

Web Resources

1. <https://vssut.ac.in>
2. <https://alison.com>
3. <https://thefreelibrary.com>
4. <https://edx.org>
5. <https://learninglink.oup.com>

COMPUTER APPLICATIONS IN BUSINESS

COURSE CODE: 23UBAN41

Semester: IV	SEC - 6	Hours – 2	Credits – 2	Total Hours - 30
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COURSE OUTCOMES:

- CO1: Demonstrate hands on experience with MS-word for business activities. (K1)
- CO2: Demonstrate hands on experience with MS-Excel for business activities. (K2)
- CO3: Demonstrate hands on experience with MS-power point for business activities. (K3)
- CO4: Demonstrate hands on experience with MS-Access for business activities. (K4)
- CO5: Demonstrate hands on experience with MS-Access for reporting in business. (K5)
- CO6: Relate and infer the impact of computers in organisation. (K6)

UNIT I: - INTRODUCTION TO COMPUTER

Classifications of Computers - Components - Input devices - Output devices – storage devices
classification of Software- Operating System - Functions of Operating System

UNIT II: - COMPUTER NETWORKS

Computer Networks: - Types of Networks -Network topology - Internet -E-mail - Use Google forms
to develop & share questionnaire

UNIT III: - MS-WORD

MS-Word: Creating and Saving a Word document - word formatting tools - working with tables
- Mail Merge - Spelling and Grammar- Header & Footer creation- Bullets and Numbering

UNIT IV: - MS-EXCEL

MS-Excel: Creating and Saving an Excel work book - Adding and Formatting Data in cells - working
with Tables and chart - Formulas and Functions

UNIT V: - MS-POWERPOINT

MS-PowerPoint: Creating and Saving Presentation - Basics of presentation - Enhancing Power
Point presentations - Custom Animations. Introduction to Access - Creating a Simple Database and
Tables - Entering and Editing Data - Finding, Sorting and Displaying Data

Text Books

1. P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.

Reading List

1. International Journal of Computer Applications in Technology
2. International Journal of Computer Applications – IJCA
3. P. Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.

Web Resources

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>
3. <https://byjus.com/govt-exams/microsoft-word/>
4. <https://edu.gcfglobal.org/en/google-forms/>

INTELLECTUAL PROPERTY RIGHTS

COURSE CODE: 23UBAS42

Semester: IV	SEC - 7	Hours – 2	Credits – 2	Total Hours - 30
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COURSE OUTCOMES:

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

CO1: Imbibe the knowledge of IPR through various laws. (K1)

CO2: Apply the knowledge of patents. (K2)

CO3: Understand the process of acquiring a trademark. (K3)

CO4: Create an awareness about copyrights. (K5)

CO5: Understand geographical indicators. (K4)

CO6: Get exposed themselves to the recent development measures provided by the government. (K6)

UNIT I: - IPR INTRODUCTION

IPR Introduction: and the need for intellectual property right – IPR in India – Intellectual Property Rights in the Cyber World.

UNIT II: - PATENT

Patent – Classification – Importance – Types of Patent Applications in India - Patentable Invention – Inventions Not Patentable.

UNIT III: - TRADE MARK

Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs.

UNIT IV: - COPYRIGHT

Copyright – Fundamentals – Concept – Purpose – Functions – Characteristics

UNIT V:-GEOGRAPHICAL INDICATIONS

Concept, Protection & Significance

Text Books

1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2. Intellectual Property Rights in India by V.K. Ahuja, Lexis Nexis

Reading list

1. Journal of Intellectual Property Rights
2. Intellectual Property Patents, Trade Marks, And Copy Rights – Richard Stim
3. Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K. Toradmalle, Wiley

Web Resources

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>

HUMAN RESOURCES MANAGEMENT

COURSE CODE: 23UBAC51

Semester: V	Core - 9	Hours – 6	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

CO1: Explain the concepts, functions and process of HRM. (K1)

CO2: Examine the selection and placement process. (K2)

CO3: Evaluate performance appraisal and compensation. (K3)

CO4: Understand labour management strategies and trade union policies. (K4)

CO5: Understand the recent trends in HR. (K6)

CO6: Relate and infer the role of HR Manager in an organisation. (K6)

UNIT I: - HUMAN RESOURCES MANAGEMENT

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Concept & scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world

UNIT II: - HUMAN RESOURCE PLANNING

Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement

UNIT III: - TRAINING AND DEVELOPMENT

Training and Development, Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.

UNIT IV: - EMPLOYEE ENGAGEMENT

Employee Engagement- Meaning- Importance- evaluation- measuring employee employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures

UNIT V: - HUMAN RESOURCE AUDIT

Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM

Text Books

1. V S P Rao, Human Resource Management: Text & Cases, Excel Books, 3rd Edition, 2010
2. K. Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
3. Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
4. L M Prasad, Human Resource Management, Sultan Chand and Sons 3rd Edition, 2014

Reading List

1. Shashi K. Gupta & Rosy Joshi , Human Resource Management, Kalayani Publisher 1st Edition, 2018
2. Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
3. Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018

Web Resources

1. <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
3. <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
4. <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>

RESEARCH METHODOLOGY

COURSE CODE: 23 UBAC52

Semester: V	Core - 10	Hours – 6	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

- CO1: Understand the concepts and principles of Research. (K1)
- CO2: Comprehend and decide the usage of design and formulate hypothesis. (K2)
- CO3: Analyze data collection sources and tools. (K3)
- CO4: Summarize and establish solutions through data analysis. (K4)
- CO5: Compare and justify the process of writing and organizing a research report. (K5)
- CO6: Get exposed themselves to the recent concept of research. (K6)

UNIT I: - INTRODUCTION TO BUSINESS RESEARCH

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

UNIT II: - RESEARCH DESIGN

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process- techniques.

UNIT III: - SOURCES AND COLLECTION OF DATA

Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.

UNIT IV: - ANALYSIS AND PREPARATION

Data Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.

UNIT V: - WRITING THE REPORT

Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.

Text Books

1. C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2. Donald R. Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
3. Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4. Richard L. Levin, Davis S. Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.

Reading List

1. W. Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
2. Mark Saunders, Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5th Edition Pearson India 2011
3. John W Creswell, Research Design: Qualitative, Quantitative and Mixed Method Approaches, Sage, 4th Edition, 2014
4. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press, 6th Edition, 2022

Web Resources

1. https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
2. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>
3. https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
4. https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf

BUSINESS TAXATION

COURSE CODE: 23UBAC533

Semester: V	Core - 11	Hours – 6	Credits – 5	Total Hours - 75
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COURSE OUTCOMES:

- CO1: To define and understand the basic concepts of tax. (K1)
- CO2: To Examine and apply GST rules in real-time business situations. (K2)
- CO3: To analyze the elements of GST mechanism in India. (K3)
- CO4: To evaluate the rules of Income Tax and methods of valuation for customs. (K5)
- CO5: To prepare the needed documents under GST Compliance. (K6)
- CO6: Get exposed themselves to the recent Practices of Taxations. (K6)

UNIT I :- TAX SYSTEM IN INDIA

Objectives Of Taxation – Canons of Taxation — Direct and Indirect Taxes – Meaning And Types.

UNIT II :- INCOME TAX ACT 1961

Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure

UNIT III :- CUSTOMS ACT 1962

Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.

UNIT IV :- GST

Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casua taxable person, deemed on cancellation of registration, revocation of cancellation of registration.

UNIT V :- TAX INVOICE

Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.

Text Books

1. Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition.
2. Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.
3. Dr. Vinodk. Singania and Dr. Monica Singhania, Students Guide to Income Tax (including service tax, vat), JBA Publishers, Edition2013.
4. DR. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, Aadhya Prakasam Allahabad 2018.
5. T.S. Reddy & Y. Hariprasad Reddy, Business Taxation, Margham Publications, Chennai 2018.

Reading List

1. V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
2. Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition2019.
3. Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013
4. Pagaredinkar, Business Taxation, Sultan Chand and Sons,2012.
5. VISION: Journal of Indian Taxation

Web Resources

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>

MANAGEMENT INFORMATION SYSTEM

COURSE CODE: 23UBAC54

Semester: V	Core - 12	Hours – 5	Credits – 4	Total Hours - 75
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COURSE OUTCOMES:

CO1: Understand MIS in decision making. (K1)

CO2: Explain MIS, its structure and role in management functions. (K2)

CO3: Classify & discuss information system categories, Database Management systems. (K3)

CO4: Discuss SDLC and functional information system categories. (K4)

CO5: Outline functions of BPO, Data mining and the recent trends in information management. (K5)

CO6: Get exposed themselves to computer software and hardware. (K6)

UNIT I :- MANAGEMENT INFORMATION SYSTEM

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues

UNIT II:-CONCEPT OF SYSTEM

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III:-COMPUTERS AND INFORMATION PROCESSING

Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV: - SYSTEM ANALYSIS AND DESIGN

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V: - DECISION SUPPORT SYSTEMS

Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data

Text Books

1. Mudrick& Ross, "Management Information Systems", Prentice - Hall of India.
2. Sadagopan, "Management Information Systems" - Prentice- Hall of India
3. CSV Murthy -"Management Information Systems" Himalaya publishing House.

Reading List

1. Dr. S.P. Rajagopalan, "Management Information Systems and EDP", Margham Publications, Chennai.

Web Resources

1. https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2. http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
3. JMIS - Journal of Management Information Systems (jmis-web.org)
4. Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)

INDUSTRIAL RELATIONS
COURSE CODE: 23UBAE51

Semester: V	Elective - 5	Hours – 5	Credits – 3	Total Hours - 75
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COURSE OUTCOMES:

- CO1: Understand the role and importance of Industrial Relations. (K1)
- CO2: Understanding the concepts of industrial Disputes and settlement. (K2)
- CO3: Understanding the concepts of Labour legislation. (K3)
- CO4: Identifying the concepts of Workers Participation in Management. (K4)
- CO5: Understanding the concepts of Trade Union. (K5)
- CO6: Get exposed themselves to the recent legal practices. (K6)

UNIT I:-INDUSTRIAL RELATIONS

Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.

UNIT II: - INDUSTRIAL DISPUTE

Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure - Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders

UNIT III: - LABOR LEGISLATION

Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952, Payment of Gratuity act,1972

UNIT IV: - WORKERS' PARTICIPATION IN MANAGEMENT

Workers' participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.

UNIT V: - TRADE UNIONS

Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures and Functions–Social and Economic Responsibilities of Trade Union.

Text Books

1. Production and operations management- K. Aswathappa
2. Production and operations management- S.N. Chary, 6th edition McGrawHill
3. Production and Operations management-K.K. Ahuja
4. Production and Operations management- R. Panneerselvam, 3rd edition, Prentice Hall International

Reading List

1. Industrial Relations Journal
2. C S Venkata Ratnam, Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition
3. A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
4. P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson

Web Resources

1. <https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491>
2. https://www.srcc.edu/e-resources?field_e_resources_tid=447
3. <https://labour.gov.in/industrial-relations>
4. <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>.

INTERNSHIP
Course Code: 23UBAI51

Semester: V

Credits – 2

Course Outcome:

To give the students a hands on training and exposure with real time business situations.

Evaluation Criterion: The students have to undergo an internship for not lesser than one month in a business organization during the summer vacation (after the completion of the Semester examination of Semester IV)

The internship report has to be submitted on or before the last working day of Semester V as directed by the department. Those who have submitted the internship report have to undergo a viva-voce exam.

ENTREPRENEURIAL DEVELOPMENT

COURSE CODE: 23UBAC61

Semester: VI	Core - 13	Hours – 6	Credits – 4	Total Hours - 75
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COURSE OUTCOMES:

CO1: To Understand the role of entrepreneur in economic development. (K1)

CO2: To sketch ideas and learn to research and patent. (K2)

CO3: To analyze and draft a business plan. (K3)

CO4: To assess the process involved in starting a new business. (K4)

CO5: To elaborate the agencies for funding. (K5)

CO6: Relate and infer the characteristics of an entrepreneur. (K6)

UNIT I: - ENTREPRENEURSHIP

Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.

UNIT II: - DEVELOPING SUCCESSFUL BUSINESS IDEAS

Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project. Introduction of Patent and Trademarks.

UNIT III: - Business Plan Development

Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis, Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises.

UNIT IV: - GOVERNMENT SCHEMES

Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development. - Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.

UNIT V: - INDUSTRIAL SICKNESS

Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.

Text Books

1. A.K. Singh, Entrepreneurial Development and Management, Laxmi Publication, 2nd Edition.
2. Hisrich, Entrepreneurship, Tata Mc Graw Hill, New Delhi, 2001.
3. K. Ramachandran, Entrepreneurial Development, McGraw-Hill Education, 2008.
4. Vasanth Desai, Dynamics of Entrepreneurial Development & Management, Himalaya Publishing House, 2016.
5. Robert D. Hisrich, International Entrepreneurship, Sage Publications, Third Edition, 2016.

Reading List

1. S.S. Khanka, Entrepreneurial Development, S. Chand & Company Ltd, 2017.
2. Sangram Keshari Mohanty, Fundamentals of Entrepreneurship, PHI Learning, 2017.
3. Sangeeta Sharma, Entrepreneurship Development, PHI Learning, 2016.
4. Poornima M. Charantimath, Entrepreneurship Development & Small Business Enterprises, Tata Mc Graw Hill, 2012.
5. David H Holt, Entrepreneurship: New Venture Creation, John Wiley & Sons, 2016

Web Resources

1. <https://leverageedu.com/blog/entrepreneurship-development/>
2. <https://www.vedantu.com/commerce/entrepreneurship-development-process>
3. The Journal of Entrepreneurship- Sage
4. The international Journal of Entrepreneurship and Innovation - Sage

SERVICES MARKETING

COURSE CODE: 23UBAC62

Semester: VI	Core - 14	Hours – 6	Credits – 4	Total Hours - 75
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COURSE OUTCOMES:

CO1: Define and understand the concepts of Services Marketing. (K1)

CO2: Examine and apply Marketing Mix in Service Marketing. (K2)

CO3: Analyze and design various strategies in the field of Services Marketing. (K3)

CO4: Evaluate the role of delivering Quality Service. (K5)

CO5: Design the tools of Marketing. (K5)

CO6: Get exposed themselves to the recent development in service marketing. (K6)

UNIT I:-MARKETING SERVICES

Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II:-MARKETING MIX IN SERVICE MARKETING

The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III:-EFFECTIVE MANAGEMENT OF SERVICE MARKETING

Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV:-DELIVERING QUALITY SERVICE

Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V:-MARKETING OF SERVICE

With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.

Text Books

1. Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2. S.M. Jha, Services marketing, Himalaya Publishers, India
3. Baron, Services Marketing, Second Edition. Palgrave Macmillan
4. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
5. Thakur. G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna

Reading List

1. Reddy P.N. (2011)– Services Marketing – Himalaya Publication
2. Christopher Lovelock, Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
3. The Journal of Services Marketing
4. Valarie A Zeithmal and Mary JO Bitner, Services Marketing: Integrating Customer Focus across the firm, Tata Mc Graw Hill NewDelhi

Web Resources

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
2. <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
4. <https://www.marketing91.com/service-marketing/>

PROJECT WITH VIVA VOCE

COURSE CODE: 23 UBAC63

Semester: VI	Project	Hours – 6	Credits – 4	Total Hours - 75
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COURSE OUTCOMES:

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

CO1: Gain knowledge about Research Project. (K1)

CO2: Increase knowledge on research problem. (K2)

CO3: Improve practice in review of literature. (K3)

CO4: Gain knowledge on Data Collection and Analysis. (K4)

CO5: Be Proficient in Project Preparation. (K5)

PROJECT DESCRIPTION

GUIDELINES

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (2 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	60 Marks
	Total	100 Marks

CONSUMER BEHAVIOUR

COURSE CODE: 23UBAE61

Semester: VI	Elective - 6	Hours – 5	Credits – 3	Total Hours - 75
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COURSE OUTCOMES:

- CO1: Analyze & apply the various economic concepts in individual & business decisions. (K1)
CO2: Explain demand concepts, underlying theories and identify demand forecasting techniques. (K2)
CO3: Employ production, cost and supply analysis for business decision making. (K4)
CO4: Identify pricing strategies. (K5)
CO5: Classify market under competitive scenarios.
CO6: Get exposed themselves to the recent Practices of Consumer Behaviour. (K6)

UNIT I:- INTRODUCTION TO CONSUMER BEHAVIOUR

Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying

UNIT II:- FACTORS INFLUENCING CONSUMER BEHAVIOUR

Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.

UNIT III:- CONSUMER PERSONALITY

Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process-selection, organization & interpretation. Learning & Consumer Involvement: learning theories-classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model

UNIT IV:- EXTERNAL INFLUENCES

External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.

UNIT V:- CONSUMER LEARNING, MEMORY AND INVOLVEMENT

Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation

Text Books

1. Dr. L Natarajan; Consumer Behavior, Margham Publication, 2019
2. Michael R. Solomon; Tapan Kumar Panda, Consumer Behavior, Pearson Education, 2020.
3. Ms. Suja and R. Nair; Consumer Behavior in Indian Perspective, Himalaya Publishing house Pvt ltd, 2015
4. Michael R Solomon; Consumer Behaviour: Buying, Having and Being. Pearson Education, 2014

Reading List

1. Bennet and Kassar, Consumer Behaviour, Prentice Hall of India, New Delhi
2. Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza 2008.
3. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.
4. Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.

Web Resources

1. <https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136>

FUNDAMENTALS OF LOGISTICS MANAGEMENT

COURSE CODE: 23UBAE62

Semester: VI	Elective - 7	Hours – 5	Credits – 3	Total Hours - 75
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COURSE OUTCOMES:

CO1: Discuss about the Logistics and Supply Chain Management and its Retail usage. (K1)

CO2: Identify the Framework and relationship Supply Chain Management. (K2)

CO3: Identify the various techniques of Inventory Management. (K3)

CO4: Understand the Packaging techniques and outsourcing of Logistics Services. (K5)

CO5: Understand the use of Information System and E-Commerce in Logistics and Supply Chain Management. (K6)

CO6: Get exposed themselves to the recent Practices of Logistics. (K6)

UNIT I:-CONCEPT OF LOGISTICS

History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy

UNIT II:-CUSTOMER SERVICES

Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing

UNIT III:- GLOBAL LOGISTICS

Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics - Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL & 4PL. Brief overview of EXIM

UNIT IV:- KEY LOGISTICS ACTIVITIES

Warehousing: Meaning, Types, Benefits.

Transportation Meaning; Types of Transportations, efficient transportation system and its benefits.

Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.

UNIT V:- TECHNOLOGY & LOGISTICS

Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits

Text Books

1. Martin Christopher, Logistics & Supply Chain Management, Prentice Hall, Fourth Edition, 2013
2. D. K. Agrawal, Textbook of Logistics and Supply Chain Management, Macmillan, 2009
3. Saikumari. V, S. Purushothaman, Logistics & Supply Chain Management, Sultan Chand & Sons, First Edition, 2022
4. Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011

Reading List

1. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5th edition, 2012.
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5th edition, 2012.
3. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5th edition, 2013.
4. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management A Balanced Approach, South-Western, Cengage Learning, 3rd edition, 2011.

Web Resources

1. <https://www.techtarget.com/searcherp/definition/logistics-management>
2. <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
3. <https://www.bigcommerce.com/articles/ecommerce/inventory-management/>
4. <https://www.mbaknol.com/management-information-systems/logistic-information-system-and-its-objectives/>

QUANTITATIVE APTITUDE

COURSE CODE: 23UBAS61

Semester: VI	SEC - 8	Hours – 2	Credits – 2	Total Hours - 30
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COURSE OUTCOMES:

- CO1: Use their logical thinking and analytical abilities to solve reasoning questions. (K1)
- CO2: Solve questions related to time and distance and time and work, (K2)
- CO3: Apply concept of percentages, Profit and loss, discount Interpret data using bar charts and diagram. (K3)
- CO4: Solve questions relating to Geometry and Mensuration. (K4)
- CO5: Control and justify the process. (K5)
- CO6: Get exposed themselves to the recent development in the field of aptitude. (K6)

UNIT I: - NUMERICAL COMPUTATION

Applications based on Numbers, Chain Rule, Ratio Proportion.

UNIT II: - NUMERICAL ESTIMATION-I

Applications Based on Time and work, Time and Distance

UNIT III: - NUMERICAL ESTIMATION-II

Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends

UNIT IV: - DATA INTERPRETATION

Data interpretation related to Averages, Mixtures And allegations, Bar charts, Pie charts, Venn diagrams

UNIT V: - APPLICATIONS

Application to industry in Geometry and Mensuration

TEXT BOOKS

Quantitative aptitude by RS Agarwal, S Chand Publication

Fast Track Objective Arithmetic by Rajesh Verma, Arihant

Quantitative Aptitude and Reasoning by R V Praveen, PHI

Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain, Disha Publications

Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications

Reading List

Barron's by Sharon Welner Green and IraKWolf (Galgotia Publications pvt. Ltd.)

Quantitative Aptitude by U Mohan Rao Scitech publications

Quantitative Aptitude by Arun Sharma Mc Graw hill publications

Quantitative Aptitude by Abhijit Guha

Quantitative Aptitude by Pearson publications

Web Resources

1. https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf
2. <https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf>
3. International Journal of Research in Marketing Elsevier

**SYLLABUS FOR EXTRA CREDIT COURSES (ECC)
MANAGEMENT PROCESS**

Semester: I	COURSE CODE: 23UBAEC1	ECC	Credits -3
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COURSE OUTCOME:

CO1: Remember the concepts they learned in the previous courses. (K1)

CO2: Have due knowledge on the process of management. (K2)

CO3: Gain planning ability. (K3)

CO4: To be exposed to selection process. (K4)

CO5: Get familiarity about controlling and its significance. (K5)

CO6: Get the creativity to handle the management. (K6)

UNIT -I

Business - meaning -business and profession, requirements of a successful business- Organization - meaning - importance of business organization. Forms of business Organization-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organizations - Public Utilities and Public Enterprises.

UNIT –II

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT –III

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

Text Books

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad

Reading List

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011

Web Resources

1. <https://sruudy.sagepub>.
2. <https://coursera.org>
3. <https://d3bxy9euw4e147.cloudfront.net>

INDIAN FINANCIAL SYSTEM

Semester: II

COURSE CODE: 23UBAEC2

ECC

Credits -3

COURSE OUTCOME:

CO1: Remember the concepts they learned in the previous courses (K1)

CO2: Have due knowledge on Indian Financial system (K2)

CO3: Gain investment planning ability (K3)

CO4: Be exposed to Investors' Regulatory authorities (K4)

CO5: Get familiarity about credit rating (K5)

CO6: Get the creativity as a wise investor in stock market (K6)

UNIT I

Indian financial system – an overview. Money market – call money market – commercial paper market – commercial bill market – certificates of deposits – treasury bill market – gilt edged securities market. Capital market – an overview - capital market instruments - capital market reforms –primary markets – methods of raising funds from primary market- public issue – emerging trends.

UNIT II

Financial services- nature – characteristics – role of financial services in economic development – relevance of the study of financial services – factors influencing the growth and development of financial services industry – types of financial services

UNIT III

Merchant banking – historical perspective – nature of services provided by Merchant bankers – structure of merchant banking firm – setting up and managing a merchant bank – SEBI regulations on merchant banks – under writing – stock broking – depositories – tax planning services – port folio management services – factoring services and practices – card business – credit cards and debit cards.

UNIT IV

Credit rating: approaches and process of rating – credit rating agencies – CRISIL and ICRA, CARE ratings for financial instruments – methodology of rating. Leasing: concepts and classification of leasing – present legislative frame work of leasing.

UNIT V

Stock exchange business and practices – insurance – role of insurance in financial frame work – general insurance – life insurance – marine insurance and others.

Text Books

1 L.M. Bhole: Financial Institutions and Market

2 I. Friend M Blume, J Crocket: Mutual Funds and other Institutional Investors

3 N.J. Yaraswy: Personal Investment and Tax Planning

Reading List

1. Financial Management – M.Y. Khan & P.K. Jain, Mc Graw Hill
2. Financial Management – I.M. Pandey, Pearson
3. Financial Management – Prasanna Chandra
4. Investment Management Security Analysis and Portfolio Management – Preethi Singh

Web Resources

1. <https://501commons.org>
2. <https://wikifinancepedia.com>
3. <https://forbes.com>
4. <https://bloomberg.com>
5. <https://reuters.com>

E- COMMERCE

Semester: III

COURSE CODE: 23UBAEC3

ECC

Credits -3

COURSE OUTCOME:

CO1: Remember the concepts on E-Commerce they learned in the previous courses. (K1)

CO2: have due knowledge on the process of doing business via electronic means. (K2)

CO3: gain international business exposure. (K3)

CO4: be exposed to different marketing strategies. (K4)

CO5: get familiarity about electronic payment system. (K5)

CO6: get the creativity as to internet advertising. (K6)

UNIT I – Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce – History of E- Commerce – EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure.

UNIT II – Business models of E – Commerce: Business to Business – Business to Customers – customers to customers - Business to Government – Business to Employee – E – Commerce strategy – Influencing factors of successful E- Commerce.

UNIT III – Marketing strategies & E – Commerce: Website – components of Website – Concept & Designing website for E- Commerce – Corporate Website – Portal – Search Engine – Internet Advertising – Emergence of the internet as a Competitive advertising media- Models of internet advertising – Weakness in Internet Advertising – Mobile Commerce.

UNIT IV – Electronic Payment system: Introduction – Online payment systems – Prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card, Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics.

UNIT V – Legal and ethical issues in E- Commerce: Security issues in Ecommerce- Regulatory frame work of E- commerce, Cyber Laws – Information Technology Act 2000 – Digital signature – digital certificate – encryption – Decryption – Public key & private key.

Text Books:

1. Turban, Efraim, David King et. al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi 2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi 1999.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi 2003.

Reading List

1. V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
2. Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019.

3. Srinivasan N.P and Priy
4. a Swami. M, Business Taxation, Kalyani publishers Edition 2013
5. Pagaredinkar, Business Taxation, Sultan Chand and Sons,2012.
6. VISION: Journal of Indian Taxation

Web Resources

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>

EMOTIONAL INTELLIGENCE

SEMESTER: IV

COURSE CODE: 23UBAEC4

ECC

Credits -3

COURSE OUTCOME:

CO1: Remember the concepts they learned in the Emotional Intelligence. (K1)

CO2: have due knowledge on personality and Emotional Intelligence. (K2)

CO3: gain EI for effective leadership. (K3)

CO4: to be exposed to selection process. (K4)

CO5: get familiarity with individual strategies to improve E. (K5)

CO6: get the creativity to be emotionally stable. (K6)

Unit 1:-

Emotions – meaning– Emotional brain and emotional hijacking – Emotional intelligence – Theories – Ability model – Mixed model – Goldman model

Unit II:-

Culture and Emotional Intelligence – personality and Emotional intelligence – personality theory – Five factor model – Motivation and Emotional Intelligence – Theory of Herzberg – Facial emotion and intelligence

Unit III:-

Self and Emotional Intelligence – Development of self in infancy, middle and childhood – influence of social factors in developing self – self esteem and identity in adolescence - culture and self – self in EI

Unit IV:-

EI at work place – EI for effective leadership

Unit V:-

EI in group – Developing group EI – individual strategies to improve EI.

Text Book:

Emotional Intelligence – Myth or Reality - Dr. Mousumi S. Bhattacharya
Dr. Nilanjan Senguptha (**Excel Book House**)

Reading List

1. Justin Paul, Business Environment, Tata McGraw Hill, New Delhi, 2006.
2. John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, Unlocking the Business Environment, Routledge.
3. Shaikh Saleem, Business Environment, Pearson Education; Fourth edition (15 July 2020); Pearson Education.
4. Dr. Amit Kumar, Business Environment, Sahitya Bhawan Publications; 2021st edition (1 January 2019).

Web Resources

1. <https://pestleanalysis.com/political-factors-affecting-business/>
2. https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
3. <https://www.marketingtutor.net/political-factors-affect-business/>
4. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>

ELEMENTS OF INSURANCE

SEMESTER: V

COURSE CODE: 23UBAEC5

ECC

Credits -3

COURSE OUTCOME:

CO1: Remember the concepts they learned in the previous courses. (K1)

CO2: have due knowledge on Insurance. (K2)

CO3: gain planning on disposal for insurance. (K3)

CO4: to be exposed to different insurance policies (K4)

CO5: get familiarity with Rural Insurance. (K5)

CO6: get the creativity as to be a wise investor. (K6)

UNIT I

Introduction to Insurance – Origin, History, Nature of Insurance, Insurance in India, Market potential – Emerging Scenario. - Principles of Insurance, Utmost good faith, Insurable interest, Material faith, Indemnity, proximate cause.

UNIT II

Insurance Laws and Regulations – Agreement - Insurance Act, LIC Act, GIC Act, IRDA Act, Consumer Protection Act. - Ombudsman. Life Insurance – Selection of Risk and Policy conditions. Risk Management and Reinsurance. Selection of Risks – Computation of Premium.

UNIT III

Life Insurance Products - Term Insurance - Whole Life – Endowment - Annuities. Insurance Documents – Proposal Forms, Agents Confidential Report, Declaration of Good Health, Medical Report, Policy Form, Policy conditions and privileges – Age Admission, Revival, Loans, Claims.

UNIT IV

Introduction to General Insurance. - Fire, Motor, Marine, Health, Miscellaneous. Group Insurance Schemes – Group Insurance, Group Gratuity, Superannuation and Pension Plan.- Rural Insurance and Insurance for weaker sections of society.

UNIT V

Marketing of Insurance Products – Selling Processes.

Text Books

1. Element of Insurance – A. Murthy
2. Principles and Practice of Insurance – A. Murthy.

Reading List

1. Life Insurance - Institute of Insurance, Mumbai
2. General Insurance - Institute of Insurance, Mumbai Sharma.
3. R.S. Insurance: Principles and Practice, 1960 Vora Bombay Arifkhan. M.

4. Theory and Practice of Insurance (1976) Educational Book House, Aligar Srinivasan
Principles of Insurance Law (1977) Ramanuj Publisher, Bangalore
5. Dr. B. Varadharajan – Insurance: Volume 1 and 2 (1979) Tamil Nadu Text Book Society

Web Resources

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>

LEGAL ASPECTS OF BUSINESS

SEMESTER: VI

COURSE CODE: 23UBAEC6

ECC

Credits -3

COURSE OUTCOME:

CO1: Remember the concepts they learned in the previous courses (K1)

CO2: have due knowledge on the legal frame work (K2)

CO3: gain legal planning ability (K3)

CO4: to be exposed to GATS (K4)

CO5: get familiarity with WTO. (K5)

CO6: get the creativity as to Trade mark (K6)

UNIT I

Introduction and Meaning – Law of contract – Discharge of Contract

UNIT II

Quasi contract – Special Contracts – Bailment & Pledge

UNIT III

Sale of Goods Act – Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Shares.

UNIT IV

The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

UNIT V

Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – WTO – Information Technology Agreement ITA – General Agreement on Trade on Services.

Text Books

1. Sreenivasan MR – Business Law
2. Kapoor ND - Business Law
3. Kapoor ND - Elements of Mercantile Law
4. Saravanavel P. Alarm, S.B. Business Law

Reading List

1. Legal aspects - Mumbai
2. General Legal Aspects - Institute of Law, Mumbai Sharma.

Web Resources

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>

INTELLECTUAL PROPERTY RIGHTS

COURSE NAME: VALUE ADDED COURSE

Semester: IV	Course Code: 23UBAVA1	Credits – 2	Total Hours - 30
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COURSE OUTCOMES:

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

CO1: Imbibe the knowledge of IPR through various laws. (K1)

CO2: Apply the knowledge of patents. (K2)

CO3: Understand the process of acquiring a trademark. (K3)

CO4: Create an awareness about copyrights. (K5)

CO5: Understand geographical indicators. (K4)

CO6: Get exposed themselves to the recent development measures provided by the government. (K6)

UNIT I: - IPR INTRODUCTION

IPR Introduction: and the need for intellectual property right – IPR in India – Intellectual Property Rights in the Cyber World.

UNIT II: - PATENT

Patent – Classification – Importance – Types of Patent Applications in India - Patentable Invention – Inventions Not Patentable.

UNIT III: - TRADE MARK

Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs.

UNIT IV: - COPYRIGHT

Copyright – Fundamentals – Concept – Purpose – Functions – Characteristics

UNIT V:-GEOGRAPHICAL INDICATIONS

Concept, Protection & Significance

Text Books

1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2. Intellectual Property Rights in India by V.k. Ahuja, Lexis Nexis

Reading list

1. Journal of Intellectual Property Rights
2. Intellectual Property Patents, Trade Marks, And Copy Rights – Richard Stim

3. Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K. Toradmalle, Wiley

Web Resources

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>

COURSE CATEGORY: ADD ON COURSE

COURSE NAME: LEADERSHIP FOR EXCELLENCE

Semester: IV	Course Code: 23UBAAO1	Credits – 2	Total Hours - 30
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COURSE OUTCOMES:

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

CO1: Comprehend the characteristics of a Leader and Leadership Principles. (K1)

CO2: Clarify the vision during times of Change and the ways to stay connected with the employees. (K2)

CO3: Differentiate Leadership and Power and the need for power to influence, develop and learn the ability to do the job of a leader. (K3)

CO4: Cultivate a sense of self-awareness through identifying a leadership vision, mission, style and value. (K4)

CO5: Illustrate the various types of leadership. (K5)

UNIT I: - LEADERSHIP

Characteristics of a Leader -Leadership Principles – Quality of Leadership- Management Practices for Effective Leadership

UNIT II: - TYPES OF LEADERSHIP

Functional Leadership- Stewardship- Servant Leadership - Situational Leadership – Cross Cultural Leadership -Women in Leadership-Global Leadership – Digital Leadership

UNIT III: - THEORIES OF LEADERSHIP

Leaders as Encouragers & Motivators-Team Leaders - Role of Leadership

UNIT IV: - LEADERSHIP STYLES

Leadership style in Organisation - Leadership style and effectiveness – Leadership style in Managerial Performance - Leadership Style in Organisation Performance

UNIT V:- LEADERSHIP COMPETENCIES

Leadership Core Competencies - Leadership competencies in Modern India - Global Leadership Competencies

Text Books

1. John Baldoni. (2019) Grace: A Leader's Guide to a Better Us: Indigo River Publishing
David Marquet, L. (2020)
2. Leadership Is Language: The Hidden Power of What You Say--and What You Don't:
Portfolio Publications

Reading list

1. Journal of LEADERSHIP

Web Resources

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-Leadership>

COURSE PEDAGOGY FOR EXTRA CREDIT COURSES:

These courses will be taught through Sending E-Content, Notes, Audio Visuals, Case Studies and encouraging students to read e-articles from the business magazines. Students are assessed on group presentations, assignments, quiz and test.