

University of Madras

Chepauk, Chennai 600 005

[Est. 1857, State University, NAAC 'A++' Grade, C GPA 3.59, NIRF 2019 Rank: 20]

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Undergraduate Programme in BUSINESS ADMINISTRATION

Bachelor of Business Administration (BBA)

(With effect from the Academic Year 2023-24)

Learning Outcome Based Curriculum Framework

Note: The Board of Studies is designed Learning Outcome s Based Curriculum Framework of Under Graduate Business Administration Programme prescribed by UGC

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B.B.A., GENERAL

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	B.B.A., General
Programme Code:	
Duration:	3 years [UG]
Programme Outcomes:	<p>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</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>

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 one's 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.

	<p>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.</p> <p>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.</p>
Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO 3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

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.

Value additions in the Revamped Curriculum:

Semester	Newly Introduced Components	Outcome/ Benefits
I	Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analyzing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I,II,III,IV	Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical know how of solving real life problems.
III,IV,V&VI	Elective papers	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➤ Emerging topics in higher education / industry / communication network / health sector etc. are introduced with hands-on-training.
IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting in tangible outcome
VI	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study beyond the course. ➤ Developing are search framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Credit Distribution for UG Programme

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language - Tamil	3	2.1. Language - Tamil	3	3.1. Language - Tamil	3	4.1. Language - Tamil	3	5.1 Core Course – \CC IX	4	6.1 Core Course – CC XIII	4
1.2 English	3	2.2 English	3	3.2 English	3	4.2 English	3	5.2 Core Course – CC X	4	6.2 Core Course – CC XIV	4
1.3 Core Course – CC I	5	2.3 Core Course – CC III	5	3.3 Core Course – CC V	5	4.3 Core Course – CC VII Core Industry Module	5	5. 3.Core Course CC -XI	4	6.3 Core Course – CC XV	4
1.4 Core Course – CC II	5	2.4 Core Course – CC IV	5	3.4 Core Course – CC VI	5	4.4 Core Course – CC VIII	5	5. 3.Core Course – /CC -XII	4	6.4 Elective -VII Generic/ Discipline Specific	3
1.5 Elective I Generic/ Discipline Specific	3	2.5 Elective II Generic/ Discipline Specific	3	3.5 Elective III Generic/ Discipline Specific	3	4.5 Elective IV Generic/ Discipline Specific	3	5.4 Elective V Generic/ Discipline Specific	3	6.5 Elective VIII Generic/ Discipline Specific	3
1.6 Skill Enhancement Course SEC-1 (NME)	2	2.6 Skill Enhancement Course SEC-2 (NME)	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	4.6 Skill Enhancement Course SEC-6	2	5.5 Elective VI Project with viva-voce	3	6.6 Extension Activity	1
1.7 Skill Enhancement - (Foundation Course)	2	2.7 Skill Enhancement Course –SEC-3(NME)	2	3.7 Skill Enhancement Course SEC-5	2	4.7 Skill Enhancement Course SEC-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
				3.8 E.V.S	-	4.8 E.V.S	2	5.5 Summer Internship /Industrial Training	2		
	23		23		22		25		26		21
Total CreditPoints											140

CREDIT DISTRIBUTION FOR U.G.

3 – Year UG Programme Credits Distribution			
		No. of Papers	Credits
Part I	Tamil (3 Credits)	04	12
Part II	English (3 Credits)	04	12
Part III	Core Courses (4/5 Credits)	15	68
	Elective Courses :Generic / Discipline Specific (3 Credits)	08	24
Total			116
Part IV	NME(2 Credits)	02	4
	Skill Enhancement Courses (5 courses- 2 Credits each)	05	15
	Entrepreneurial Skill -1 Credit	01	
	Professional Competency Skill Enhancement Course (2 Credit)	01	
	Internship(2 Credits)	01	
	EVS(2 Credits)	01	2
	Value Education (2 Credits)	01	2
Part IV Credits			23
Part V	Extension Activity (NSS / NCC / Physical Education)		1
Total Credits for the UG Programme			140

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	2	23
Part V	-	-	-	-	-	1	1
Total	23	23	22	25	26	21	140

***Part I, II and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components Part IV and V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand / Comprehend (K2)	MCQ, True / False, Short essays, Concept explanations, Short summary or Overview		
Application (K3)	Suggest idea / concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate(K5)	Longer essay / Evaluation essay, Critique or justify with prosandcons		
Create (K6)	Check knowledge in specific or off beat situations, Discussion, Debating or Presentations		

COURSE STRUCTURE

SEMESTER I		SUBJECTS	LTPO			Hrs/week	CREDIT	MARKS			
COURSE COMPONENT			CIA	External	TOTAL						
Part I	Paper-I	Language – Tamil	Y	-	-	6	3	25	75	100	
Part II	Paper-I	100L1Z: English	Y	-	-	6	3	25	75	100	
Part III	Core Paper-I	150C1A: Principles of Management	Y	-	-	5	5	25	75	100	
	Core Paper-II	150C1B: Accounting for Managers I	Y	-	-	5	5	25	75	100	
	Elective Paper-I	150E1A: Managerial Economics	Y	-	-	4	3	25	75	100	
Part IV	150S1A: SEC-1- Basics of Event Management*										
	100S1A: Basic Tamil-I (Other Language Students) *		Y	-	Y	-	2	2	25	75	100
	100S1B: Advanced Tamil-I (Other Language Students) *										
	150B1A: Foundation Course - Managerial Communication						2	2	25	75	100
Total						30	23				

*** PART-IV: SEC-1 / Basic Tamil / Advanced Tamil (Any one)**

- Students who have studied Tamil upto XII STD and also have taken Tamil in Part I shall take SEC-I.
- Students who have **not** studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Basic Tamil** comprising of Two Courses (level will be at 6th Std.).
- Students who have studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Advanced Tamil** comprising of Two Courses.

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		
COURSE COMPONENT									CIA	EXT	TOTAL
PartI	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
PartII	Paper-II	100L2Z: English	Y	-	-	-	6	3	25	75	100
PartIII	CorePaper-III	150C2A: Marketing Management	Y	-	-	-	5	5	25	75	100
	CorePaper-IV	150C2B: Accounting for Managers II	Y	-	-	-	5	5	25	75	100
	Elective -II	150E2A: International Business	Y	-	-	-	4	3	25	75	100
PartIV	150S2A: SEC2-Managerial Skill Development*		Y	-	-	-	2	2	25	75	100
	100S2A: Basic Tamil-II (Other Language Students) *										
PartIV	100S2B: Advanced Tamil-II(Other Language Students)*		Y	-	-	-	2	2	25	75	100
	150S2B: SEC3 Business Etiquette and Corporate Grooming										
Total							30	23			

SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									INT	EXT	
Part I	Paper-III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-III	200L3Z: English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-V	250C3A: Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	Core Paper-VI	250C3B: Financial Management	Y	-	-	-	5	5	25	75	100
	Elective – III	250E3A: Business Statistics	Y	-	-	-	4	3	25	75	100
Part IV	250S3A: SEC4 Computer Applications in Business		Y	-	Y	-	2	2	25	75	100
	250S3B: SEC5 Entrepreneurial Skill New Venture Management		Y		Y		1	1	25	75	100
	Environmental Studies		Y	-	-	-	1				
Total							30	22			

SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-IV	200L4Z: English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-VII	250C4A: Business Environment	Y	-	-	-	4	5	25	75	100
	Core Paper-VIII	250C4B: Business Regulatory Frame Work	Y	-	-	-	5	5	25	75	100
	Elective Paper-IV	250E4A: Operations Research	Y	-	-	-	4	3	25	75	100
Part IV	250S4A: SEC6 Tally				Y	-	2	2	25	75	100
	250S4B: SEC7 Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	Environmental Studies		Y	-	-	-	1	2	25	75	100
Total							30	25			

Second year Vacation Internship -45 hours	2 credits
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SEMESTER V		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part III	Core Paper–IX	350C5A: Human Resource Management	Y	-	-	-	5	4	25	75	100
	Core Paper–X	350C5B: Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	350C5C: Business Taxation	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	350C5D: Project with Viva –Voce	-	-	Y	-	4	4	20	80	100
	Elective–V	350E5A: Digital Marketing Or 350E5B: Industrial Relations Or 350E5C: Financial Services	Y	-	-	-	4	3	25	75	100
	Elective - VI	350E5D: Management Information system Or 350E5E: Merchandising Management Or 350E5F: Total Quality Management	Y	-	-	-	5	3	25	75	100
Part IV	Value Education		Y	-	-	-	2	2			
	Summer Internship / Industrial Training							2			
Total							30	26			

SEMESTER VI		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EX T	
Part III	Core Paper–XIII	350C6A: Entrepreneurship Development	Y	-	-	-	6	4	25	75	100
	Core Paper–XIV	350C6B: Services Marketing	Y				6	4	25	75	100
	Core Paper–XV	350C6C: Production and Materials Management	Y				6	4	25	75	100
	Elective–VII	350E6A: Consumer Behaviour Or 350E6B: Innovation Management Or 350E6C: Security Analysis & Portfolio Management	Y	-	-	-	5	3	25	75	100
	Elective–VIII	350E6D: Fundamentals of Logistics Management Or 350E6E: E-business Or 350E6F: Strategic Management	Y	-	-	-	5	3	25	75	100
	350S6A: Professional Competency Enhancement Quantitative Aptitude					2	2	25	75	100	
Part V	Extension Activities		-	Y	-			1			
	Total					30	21				

Remarks: English Soft Skill Two Hours Will be handled by English Teachers (4+2 = 6 hours for English).

INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with Internal evaluation for the award of 2 Credits

Aims: The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process: Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital&

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome: Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.

-X-X-X-

சென்னைப் பல்கலைக்கழகம்
University of Madras

Part-I

பொதுத் தமிழ் - பாடத்திட்டம்

General Tamil - Syllabus

4 பருவங்கள் (முதல் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பொதுத்தமிழ்-1

தமிழ் இலக்கிய வரலாறு -1

முதலாம் ஆண்டு – முதற் பருவம்

Course Code	Course Name	category	L	T	P	S	Credits	Ins.Hrs	CIA	Externa	Total
100L1AU	பொதுத்தமிழ் -1 தமிழ் இலக்கிய வரலாறு -1	Supportive	Y	-	-	-	3	6	25	75	100

Learning Objectives

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

Expected Course Outcomes

On the Successful completion of the Course, Students will be able to

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

CO 1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்	K4
CO 2	அற இலக்கியம் மற்றும் தமிழ் காப்பியங்களின்வழி வாழ்வியல் சிந்தனையைப் பெறுவர்	K5, K6
CO 3	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்	K3
CO 4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்	K3
CO 5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.	K2

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

அலகு-1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

1. இலக்கணம்;

அ.தொல்காப்பியம், இறையனார் களவியல் உரை , நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை நூல்கள்

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

- வல்லினம் மிகும் இடங்கள்
- வல்லினம் மிகா இடங்கள்

- ஈரொற்று வரும் இடங்கள்
- ஒரு, ஓர் வரும் இடங்கள்
- அது, அஃது வரும் இடங்கள்
- தான், தாம் வரும் இடங்கள்

பயிற்சி : வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல்.

2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு
3. அற இலக்கியம்-பதினெண்கீழ்கணக்கு நூல்கள்
4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்
5. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் -- பகுத்தறிவு

இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

அலகு-2

சங்க இலக்கியம்

எட்டுத்தொகை ;எ

1. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்
2. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே
3. ஐங்குறுநூறு -நெல் பல பொலிக! பொன் பெரிது சிறக்க!' (முதல் பாடல்)-வேட்கைப் பத்து
4. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி
5. புறநானூறு -189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187

பத்துப்பாட்டு;

1. முல்லைப்பாட்டு (முழுவதும்)

அலகு-3

அற இலக்கியம்

- 1.திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம்
- 2.நாலடியார்-பாடல்: 131 (குஞ்சியழகும்)
- 3.நான்மணிக்கடிகை-நிலத்துக்கு அணியென்ப
- 4.பழமொழி நானூறு- தம் நடை நோக்கார்
- 5.இனியவை நாற்பது- 37. இளமையை மூப்பு என்று

அலகு-4

காப்பிய இலக்கியம்

1. சிலப்பதிகாரம் - வழக்குரைகாதை
2. மணிமேகலை- பாத்திரம் பெற்ற காதை
3. பெரியபுராணம் - பூசலார் நாயனார்புராணம்
4. கம்பராமாயணம்- குகப் படலம்
5. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்

6. இயேசு காவியம் -ஊதாரிப்பிள்ளை	
அலகு-5	பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்
பக்தி இலக்கியம்;	
<ol style="list-style-type: none"> 1. திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும் 2. மாணிக்கவாசகர் திருவாசகம் - நமச்சிவாய வாழ்க நாதன்தாள் வாழ்க முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை 3. பொய்கையாழ்வார்-வையந் தகளியா வார்கடலே 4. பூதத்தாழ்வார்-அன்பே தகளியா 5. பேயாழ்வார்-திருக்கண்டேன் பொன்மேனி கண்டேன் 6. ஆண்டாள் - திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்) 	
பகுத்தறிவு இலக்கியம்;	
<ul style="list-style-type: none"> • திருமூலர் - திருமந்திரம் (270,271, 274, 275 285) • பட்டினத்தார் -திருவிடை மருதூர் (காடே திரிந்து - எனத் தொடங்கும் பாடல் பா.எண் ;.279, 280) • கடுவெளி சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்) • இராவண காவியம் - தாய்மொழிப் படலம் - 18. ஏடுகை யில்லா ரில்லை முதல் - 22. செந்தமிழ் வளர்த்தார். வரை 	
Text books	
•	.
Reference Books	
<ul style="list-style-type: none"> • மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காடெமி, புதுடெல்லி. • மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை. • தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை. • தமிழ் இலக்கிய வரலாறு -முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி • புதிய தமிழ் இலக்கிய வரலாறு- முனைவர்.சிற்பி பாலசுப்ரமணியம்,நீல.பத்மநாபன் • தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள் • தமிழ் இலக்கிய வரலாறு -முனைவர். ப.ச.ஏசுதாசன் • தமிழ் இலக்கிய வரலாறு - ஸ்ரீ குமார் • வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு-பாக்கியமேரி • தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம் 	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
Web Sources	

- <https://www.chennailibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	1.
CLO1	3	2	3	3	3	2	2	2	3	2	3	2	
CLO2	3	3	2	2	2	3	2	3	3	2	2	2	
CLO3	3	2	3	3	2	2	2	3	2	3	3	2	
CLO4		3	3	2	2	2	3	2	3	2	3	3	
CLO5	3	3	2	2	2	3	3	2	2	2	3	3	

Strong -3,Medium-2,Low-1

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
 EXISTING SYLLABUS (22-23) FOLLOWED FOR THE ACADEMIC YEAR 2023-2024

FOUNDATION COURSE: PART-I HINDI PAPER-I

100L1E

Inst.Hrs. : 6
Credits : 3

Year : I
Semester : I

Programme:	U.G. – FOUNDATION COURSE – PART-I HINDI	
Programme Outcomes:	1. Identify the literary trends, prose forms and nature of functional Hindi and its applications 2. Understand the roll of literature and importance of Functional Hindi 3. Obtain the practical knowledge of critical study of Literature, thinking, writing and expressional skills. 4. Obtain official noting, drafting and Business and personal, semi official letter writing methods and techniques 5. Employ the evaluating, summerising and differentiate contextual meanings.	
Programme Specific Outcomes:	1. Basic knowledge for higher studies 2. Obtain Basic professional skills i.e. business and official Correspondence and applications 3. Language application and writing skills 4. Basic idea of evaluation critical and analytical study of literature. 5. Develops ideas of creative thinking and writing	
Course Objectives	1. Identify the theme and aims of prose lessons and functional Hindi	K1
	2. Understand and summarise the theme	K2
	3. Explain the ideology of literary works and writers	K3
	4. Interpret the contextual meaning and differentiation	K4
	5. Evaluate on the basis of elements, features and trends of prose	K5
	6. Conceive the knowledge of literary themes and practice of functional Hindi	K6
Title of the Course:	PAPER – I - PROSE, FUNCTIONAL HINDI & LETTER WRITING	
Pre-requisites, if any:	Basic Knowledge of Hindi Prose forms and prose writers	
UNITS		
I	1. Sabhyata ka Rahasya 2. Personal Applications 3. Leave Letters 4. Introduction to office procedures 5. Official letter 6. Demi Official Letter	
II	1. Mitrata 2. Letter to the Editor 3. Opening an A/C	

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
 EXISTING SYLLABUS (22-23) FOLLOWED FOR THE ACADEMIC YEAR 2023-2024

	<ol style="list-style-type: none"> 4. Demi Official Letter 5. Office Order 6. Administrative Terminology English to Hindi (30 Words)
III	<ol style="list-style-type: none"> 1. Yuvavon Se 2. Application for Withdrawal 3. Circular 4. Memo 5. Enquiry 6. Administrative Terminology Hindi to English (30 Words)
IV	<ol style="list-style-type: none"> 1. Paramanu Oorja evam Khadya Padarth Sanrakshan 2. Transfer of an A/C 3. Missing of Pass Book / Cheque Leaf 4. Official Memo 5. Resolution and Notice 6. Administrative Terminology English to Hindi (30 Words)
V	<ol style="list-style-type: none"> 1. Yougyata aur Vyavasay ka Chunav 2. Complaints 3. Ordering for Books 4. Notification 5. Official Noting Hindi to English (25 Phrases) 6. Official Noting English to Hindi (25 Phrases)
Course Outcomes	<ol style="list-style-type: none"> 1. Explains the nature, features, elements of prose forms and Functional Hindi 2. Understand the theme, aim of lessons and obtain application skills. 3. Evaluate the thought, ideology, expressional and artistic skills of writers. 4. Obtain skills of critical analysis of Literary forms and drafting skills of personal letters, business letters, noting and drafting skills 5. Learn to Employ the obtained skills in enriching the bright future.
Reading List (Print and Online)	<ol style="list-style-type: none"> 1. Sarkari karyalayon mein Hindi ka Prayog, Written by Gopinath Srivatav, Lokbharati Prakashan, 15,A, Gandhi Mrag, Allabad – 1 2. Hi.wikipedia.org/wiki.आधुनिक_हिन्दी_गद्य_का_इतिहास 3. https://www.infosrf.com/blog-single.php?MnBv=494
Recommended Texts	<ul style="list-style-type: none"> • HINDI GADHYA MALA Ed. by Dr. Syed Rahamathulla, Poornima Prakashan 4/7-B, Begum III Street, Royapettah, Chennai – 14. • Karyalayeen Tippaniya :Kendriya Hindi Sansthan, Agra • Prayojan Moolak Hindi : Dr. Syed Rahamathulla, Poornima Prakashan, 4/7, Begum III Street, Royapettah, Chennai – 14

Method of Evaluation:

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
EXISTING SYLLABUS (22-23) FOLLOWED FOR THE ACADEMIC YEAR 2023-2024

Internal Assessment	End Semester Examination	Total	Grade
25	75	100	

	POS1	POS 2	POS 3	POS 4	POS 5
CO 1	S	S	M	S	M
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

UNIVERSITY OF MADRAS U.G. AND FIVE YEAR INTEGRATED PG DEGREE PROGRAMS FOUNDATION COURSE: PART I – ARABIC <small>(EXISTING SYLLABUS (22-23) FOLLOWED FROM THE ACADEMIC YEAR 2023-2024)</small>	
Programme:	U.G. AND FIVE YEAR INTEGRATED P.G. DEGREE PROGRAMS FOUNDATION COURSE: PART I – ARABIC
Programme Code:	BFC-LA23
Duration:	4 Semesters
On successful completion of this program, the graduates are expected to achieve the following:	
Programme Outcomes:	<ol style="list-style-type: none"> 1. Acquire the knowledge of the structure of Arabic words 2. Acquaint with the knowledge of basic Arabic grammar 3. Become familiar with the knowledge of phonetic system of Arabic language 4. Able to communicate in Arabic 5. Have the knowledge of moral values in the light of Quran and Hadith
Programme Specific Outcomes:	<ol style="list-style-type: none"> 1. Understand the sounds and phrasing of Arabic language. 2. Learn the basic Arabic grammar 3. Develop communication skills in Arabic 4. Acquire new vocabulary in Arabic 5. Learn the moral values of the Holy Quran and Sunnah

List of Courses:

Semester	Course Code	Title of the Course	Foundation Course	Credits
I	100L1H	Paper I : Prose	FC	3
II	100L2H	Paper II : Grammar	FC	3
III	200L3H	Paper III : Communication Skill in Arabic	FC	3
IV	200L4H	Paper IV : Quran and Hadith	FC	3

Course I	Course Code	Title of the Course	Credits
FC	100L1H	Paper I : Prose	3
Course Outcomes	<ol style="list-style-type: none"> 1. Understand the correct pronunciation of Arabic letters 2. Understand the structure-based composition. 3. Acquire new vocabulary in Arabic 4. Read the Arabic sentences without diacritical marks 5. Able to write the simple sentences in Arabic without errors. 		
Pre-requisites, if any:	Nil		
Course Objectives	<ol style="list-style-type: none"> 1. Understand basic Arabic grammar. 2. Understand the structure of Arabic language. 3. Employ sentence making. 4. Enhance vocabulary. 5. Improve reading and writing skills. 		
Units			
I	(دروس اللغة العربية لغير الناطقين بها، الجزء الأول، الدكتور ف. عبد الرحيم) من الدرس الأول إلى الدرس الرابع		
II	من الدرس الخامس إلى الدرس الثامن		
III	من الدرس التاسع إلى الدرس الثالث عشر		
IV	من الدرس الرابع عشر إلى الدرس الثامن عشر		
V	من الدرس التاسع عشر إلى الدرس الثالث والعشرين		

Prescribed Text Book	دروس اللغة العربية لغير الناطقين بها، الجزء الأول، الدكتور ف. عبد الرحيم Duroos Al-Lugha Al-Arabiyya – Part I, By Dr. V. Abdur Rahim
Reading List (Print and online)	معجم الكلمات الواردة في دروس اللغة العربية لغير الناطقين بها مفتاح دروس اللغة العربية لغير الناطقين بها القراءة الراشدة – الشيخ أبو الحسن علي الحسيني الندوي القراءة المفيدة – الدكتور محمد يوسف كوكن العمري منهاج العربية – السيد النبي حيدرآبادي www.alnahw.com

Method of Evaluation:

Internal Assessment	End Semester Examination	Total	Grade
25	75	100	

Methods of assessment:

Recall (K1) - Simple definitions, MCQ, Recall steps, Concept definitions

Understand/ Comprehend (K2) - MCQ, True/False, Short essays, Concept explanations, Short summary or overview

Application (K3) - Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain

Analyse (K4) - Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

Evaluate (K5) - Longer essay/ Evaluation essay, Critique or justify with pros and cons

Create (K6) - Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5
CO	3	3	3	2	1

3-Strong 2-Medium 1-Low

Course II	Course Code	Title of the Course	Credits
FC	100L2H	Paper II : Grammar	3
Course Outcomes	<ol style="list-style-type: none"> 1. Able to use basic grammatical structure. 2. Develop reading skills and reading speed 3. Acquire new vocabulary in Arabic 4. Understand the different types of sentences. 5. Able to construct simple sentences in Arabic 		
Pre-requisites, if any:	Nil		
Course Objectives	<ol style="list-style-type: none"> 1. Understand basic Arabic grammar. 2. Understand the correct usage of Arabic grammar. 3. Employ sentence making. 4. Enhance vocabulary. 5. Improve reading and writing skills. 		
Units			
I	(قواعد اللغة العربية الأساسية، الدكتور سيد رحمة الله) من الدرس الأول إلى الدرس الرابع		
II	من الدرس الخامس إلى الدرس الثامن		
III	من الدرس التاسع إلى الدرس الثاني عشر		

IV	من الدرس الثالث عشر إلى السادس عشر
V	من الدرس السابع عشر إلى الدرس العشرين
Prescribed Text Book	قواعد اللغة العربية الأساسية، الدكتور سيد رحمة الله Basic Arabic Grammar, By Dr. Syed Rahmathullah
Reading List (Print and online)	النحو الواضح – علي الجارم ومصطفى أمين دليل النحو الواضح – الدكتور بشير أحمد جمالي سهل العوامل – الدكتور تاج الدين المناني النحو الميسر للكبار والصغار – علي محمود عقيلي القواعد التطبيقية في اللغة العربية – الدكتور نديم دعكور www.alnaw.com

Method of Evaluation:

Internal Assessment	End Semester Examination	Total	Grade
25	75	100	

Methods of assessment:

Recall (K1) - Simple definitions, MCQ, Recall steps, Concept definitions

Understand/ Comprehend (K2) - MCQ, True/False, Short essays, Concept explanations, Short summary or overview

Application (K3) - Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain

Analyse (K4) - Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

Evaluate (K5) - Longer essay/ Evaluation essay, Critique or justify with pros and cons

Create (K6) - Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5
CO	3	3	3	3	1

3-Strong 2-Medium 1-Low

Course III	Course Code	Title of the Course	Credits
FC	200L3H	Paper III : Communication Skill in Arabic	3
Course Outcomes	<ol style="list-style-type: none"> 1. Understand the basics of Arabic language. 2. Learn the structure of Arabic words. 3. Familiarize with the phonetic system of Arabic. 4. Able to communicate in Arabic 5. Able to translate from Arabic to English and vice versa 		
Pre-requisites, if any:	Nil		
Course Objectives	<ol style="list-style-type: none"> 1. Understand the sounds and phrasing of Arabic language. 2. Acquire new vocabulary and apply in context. 3. Develop communication skills in Arabic. 4. Understand the different aspects of communication. 5. Learn to communicate in everyday interactions. 		
Units			
I	(الكتاب الأساسي في تعليم اللغة العربية لغير الناطقين بها، الجزء الأول – السعيد محمد بدوي وفتحي علي يونس) التعارف – في المطار (١)		
II	في الفندق – في المطعم		
III	في البنك – عند الطبيب (١)		

IV	في الطريق - في مكتب البريد
V	في السوق (١) - في السوق (٢)
Prescribed Text Book	<p>الكتاب الأساسي في تعليم اللغة العربية لغير الناطقين بها، الجزء الأول - السعيد محمد بدوي وفتحي علي يونس</p> <p>Al Kitaab Al Asaasi Fi Taleem Al Lughha Al Arabiyya Li Ghair An Naatiqeena Biha - Part I, By Sayeed Muhaamad Badawi and Fathi Ali Yunus</p>
Reading List (Print and online)	<p>A Practice Book on Gulf Arabic, By Dr. Abdul Jaleel. T</p> <p>Arabic Conversation Book, By Mohd. Harun Rashid and Khalid Perwez</p> <p>A Hand book of Commercial Arabic by Dr. Aboobacker K.P</p> <p>العربية لغير العرب - د. مصطفى حسن الريس، الأزهر</p> <p>العربية للحياة - جامعة الملك سعود</p> <p>القراءة العربية لغير العرب - وزارة التربية بالكويت</p> <p>www.talkinarabic.com</p>

Method of Evaluation:

Internal Assessment	End Semester Examination	Total	Grade
25	75	100	

Methods of assessment:

Recall (K1) - Simple definitions, MCQ, Recall steps, Concept definitions

Understand/ Comprehend (K2) - MCQ, True/False, Short essays, Concept explanations, Short summary or overview

Application (K3) - Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain

Analyse (K4) - Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

Evaluate (K5) - Longer essay/ Evaluation essay, Critique or justify with pros and cons

Create (K6) - Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5
CO	3	3	3	2	1

3-Strong 2-Medium 1-Low

Course IV	Course Code	Title of the Course	Credits
FC	200L4H	Paper IV : Quran and Hadith	3
Course Outcome	<ol style="list-style-type: none"> 1. Know the principal textual sources of the Islamic tradition: The Qur'an and the Hadith. 2. Know the role of Quran and Hadith in the synthesis of Islamic faith and practice. 3. Understand the structure of Arabic grammar through Quran and Hadith. 4. Understand the methodology of translation of Quran and Hadith. 5. Understand the moral values of Quran and Hadith 		
Pre-requisites, if any:	Nil		
Course Objectives	<ol style="list-style-type: none"> 1. Know the importance of Quran and Hadith. 2. Understand the style of Quran and Hadith. 3. Understand the role of Quran and Hadith in the Islamic faith and law. 		

	<p>4. Know the structure of Arabic grammar through the examples from Quran and Hadith.</p> <p>5. Learn the cultural and moral values.</p>
Units	
I	<p>(١. سورة لقمان من القرآن الكريم ٢. أحاديث سهلة للدكتور ف. عبد الرحيم)</p> <p style="text-align: right;">سورة لقمان</p> <p style="text-align: right;">من الآية ١ إلى الآية ١٠</p>
II	من الآية ١١ إلى ٢٠
III	من الآية ٢١ إلى ٣٤
IV	<p style="text-align: right;">أحاديث سهلة</p> <p style="text-align: right;">من الحديث ١ إلى الحديث ١٠</p>
V	من الحديث ١١ إلى الحديث ٢٠
Prescribed Text Book	<p style="text-align: right;">١. سورة لقمان من القرآن الكريم</p> <p style="text-align: right;">٢. أحاديث سهلة للدكتور ف. عبد الرحيم</p> <p>1) Sooratu Luqman</p> <p>2) Ahadeeth Sahlah By Dr. V. Abdur Rahim</p>
Reading List (Print and online)	<p>Tafsir Al-Jalalain</p> <p>The Noble Quran, Dr. Muhammad Muhsin Khan and Muhammad Taqi-Ud-Dhin Al-Hilali</p> <p style="text-align: right;">الأربعون النووية</p> <p style="text-align: right;">نصوص من الحديث النبوي الشريف، الدكتور ف. عبد الرحيم</p>

شرح أحاديث سهلة، الدكتور ش. عبد المالك

<https://quran.com/>

<https://sunnah.com/nawawi40>

Method of Evaluation:

Internal Assessment	End Semester Examination	Total	Grade
25	75	100	

Methods of assessment:

Recall (K1) - Simple definitions, MCQ, Recall steps, Concept definitions

Understand/ Comprehend (K2) - MCQ, True/False, Short essays, Concept explanations, Short summary or overview

Application (K3) - Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain

Analyse (K4) - Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

Evaluate (K5) - Longer essay/ Evaluation essay, Critique or justify with pros and cons

Create (K6) - Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5
CO	1	2	3	3	3

3-Strong

2-Medium

1-Low

UNIVERSITY OF MADRAS

FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

UG & 5 Year PG Integrated - SEMESTER – I

Foundation Course in French: Prescribed Text and Grammar-I

Course Outcomes	<ol style="list-style-type: none"> 1. Introduce oneself and talk about one's likes and dislikes 2. Invite someone, to accept or deny an invitation 3. Making purchases at the market 4. Recall and remember the usage of grammatical tenses in constructing sentences in a dialogue. 5. Apply the learnt grammar rules in practice exercises to improve their understanding 		
Course	Foundation Course in French	Course Code	100L1K
Title of the Course:	Prescribed Text and Grammar-I		
Credits:	3		
Pre-requisites, if any:	---		
Course Objectives	Identify the basic French sentence structure		K1
	Define and describe the various grammatical tenses and use them to communicate in French		K2
	Examine the various documents presented and discuss and reply to the questions asked on it		K2 and K3
	Analyze and interpret expressions used to convey the cause, the effect, the purpose, and the opposition in French		K4
	Evaluate the grammatical nature present in passages		K5
Units			
I	Unité 1: Salut ! Unité 2: Enchanté!		
II	Unité 3: J'adore !		
III	Unité 4: Tu veux bien ?		
IV	Unité 5: On se voit quand ?		
V	Unité 6: Bonne idée !		
Prescribed Text	Régine Mérieux & Yves Loiseau, Units 1-6 of <i>Latitudes 1</i> (A1 /A2), méthode de français, Didier, 2017 (Indian Edition)		

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	L	S	M	L	S	S	S	M	S	M
CO2	S	M	M	L	M	M	L	S	S	S	S	S	M
CO3	M	S	S	M	M	M	L	S	M	M	M	S	M
CO4	S	M	M	L	S	M	L	S	S	S	M	S	M
CO5	S	M	M	L	M	M	L	S	S	S	S	S	M

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS

FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

SEMESTER I

Title of the Paper : Prescribed Text and Grammar-I

Prescribed textbook : Régine Mérieux & Yves Loiseau, **Units 1-6 of *Latitudes 1*** (Indian Edition), Paris, Didier, 2017.

Questions not to be asked from the Autoévaluation and Préparation au DELF

Paper setters are to strictly adhere to the syllabus and ask questions only from the pages included in the syllabus. Questions should cover the entire syllabus.

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum Marks : 75

Section A (10 x 2 = 20 Marks)

Answer any TEN questions

15 questions to be asked on cultural / civilisational aspects found in the prescribed textbook

Section B (5 x 5 = 25 Marks)

Answer any FIVE questions

8 Grammar exercises to be given from the prescribed textbook

Section C (3 x 10 = 30 Marks)

Answer any THREE

3 must be answered out of 5 topics (1 dialogue writing, 1 letter /email writing, 1 composition, 1 comprehension, 1 translation)

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SYLLABUS WITH EFFECT FROM 2022-2023
EXISTING SYLLABUS (22-23) FOLLOWED FROM THE ACADEMIC YEAR 2023-2024

Programme:	I & II UG – Second Language - SANSKRIT
Programme Code:	BFC-LS22
Duration:	2 years
Programme Outcomes:	<p>After successful completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> 1. Create simple sentences using different grammatical tenses 2. Sensitize the students to the functioning of the language 3. Know the historical and cultural perspective of literary trends and movements in Sanskrit and in its literature 4. Define the origin of Sanskrit Literature 5. Demonstrate different teaching methodologies 6. Translate simple passages 7. Consolidate their communication skills in both spoken and written Sanskrit.
Programme Specific Outcomes:	<ol style="list-style-type: none"> 1. Understand and appreciate the aesthetical, social, political, cultural, etc., values expressed in various prescribed texts 2. Apply different grammatical rules to their reading and writing assignments 3. Identify the base words of nouns and different tenses 4. Read, understand, write and speak in simple Sanskrit 5. Translate simple sentences related to the themes given

List of Courses:

Semester	Course Code	Title of the Course	Core/Elective/ Soft Skill	Credits
I	BFC-LS001	Paper I – Poetry, Grammar and History of Sanskrit Literature	C	3
II	BFC-LS002	Paper II – Prose, Grammar and History of Sanskrit Literature	C	3
III	BFC-LS003	Paper III – Drama, Grammar and History of Sanskrit Literature	C	3
IV	BFC-LS004	Paper IV – Alankara, Didactic & Modern literatures and Translation	C	3

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EXISTING SYLLABUS (22-23) FOLLOWED FROM THE ACADEMIC YEAR 2023-2024

100L1G

FOUNDATION COURSE: PART-I SANSKRIT PAPER-I

Inst.Hrs. : 6
Credits : 3

Year : I
Semester : I

Paper I – Poetry, Grammar and History of Sanskrit Literature

Course Outcomes	1. Remember the usage of grammatical tenses in constructing sentences in dialogue. 2. Apply the rules of usage in practice exercises and identify errors 3. Explain the nuances in the usage of various grammatical tenses and aspects 4. Demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesis in French 5. Communicate in French and summarize the given text	
Course Objectives	Understand the basic Sanskrit sentence structure	K1
	To provide the glimpses of the rich Sanskrit literary tradition through reading the literary composition	K2
	Explain the language of this Mahakavya which is highly elaborate and polished with continual play upon words and variety of metres	K3
	Analyse and interpret expressions of cause, effect, purpose, and opposition in Sanskrit	K4
	Evaluate grammatical nature of verses	K5
Units		
I	Introduction to Sanskrit (Alphabets, Two letter words and three letter words) Grammar: <i>akārāntaḥ puṁliṅgaḥ śabda-s</i> - 1. बाल (<i>Bāl a</i>) and 2. देव (<i>Deva</i>) <i>ākārāntaḥ strīliṅgaḥ śabda-s</i> - 1. बाला (<i>Bāl ā</i>) and 2. लता (<i>Lat ā</i>) <i>akārāntaḥ napuṁsakaliṅgaḥ śabda-s</i> - 1. फल (<i>Phal a</i>) and 2. वन (<i>Vana</i>)	
II	Introduction to <i>Rāmāyana</i> , <i>Kālidāsa</i> and his poetic works Text: <i>Raghuvamśa</i> (Canto I) Verses 1-15	
III	Introduction to the works of <i>Bhāravi</i> - Text: <i>Raghuvamśa</i> (canto I) Verses 16-30	
IV	Introduction to the works of <i>Śrī Harṣha</i> - Text: <i>Raghuvamśa</i> (Canto I) Verses 31-45	
V	Grammar: Conjugations - <i>Laṭ lakāra-s</i> – (Present tense) (i) गच्छति (<i>Gacchat i</i>) (ii) तिष्ठति (<i>Ti ṣṭhat i</i>) (iii) पठति	

UNIVERSITY OF MADRAS
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	<p>(<i>Paṭ hat i</i>) (i v) नृत्यति (<i>Ṇṭ yati</i>) (v) कुप्यति (<i>Kupyati</i>) (vi) कथयति (<i>Kat hayati</i>) (vi i) गणयति (<i>Ḡanayati</i>) (vi i i) अस्ति (<i>Asti</i>) (i x) करोति (<i>Karoti</i>) (x) शृणोति (<i>Śṛṇoti</i>) Indeclinables (Avyayaani) - अपि (<i>api</i>), कदा (<i>kadā</i>), च (<i>ca</i>), अद्य (<i>adya</i>), विना (<i>vi nā</i>), सह (<i>saha</i>), तत्र (<i>tatra</i>), किम् (<i>ki m</i>), यदि (<i>yadi</i>) - तर्हि (<i>tarhi</i>), यथा (<i>yat hā</i>) - तथा (<i>tat hā</i>) Prefixes (<i>Upasargas</i>) - आङ् (<i>āṅ</i>), वि (<i>vi</i>), परि (<i>pari</i>), अनु (<i>anu</i>), अधि (<i>adhi</i>), उत् (<i>ut</i>), प्रति (<i>prati</i>), उप (<i>upa</i>), प्र (<i>pra</i>) निर् (<i>ni r</i>)</p>
Book recommended for Reference	<p><i>Kalāśālā-Saṁskṛta-Sukhabodhinī - I</i> To be Published by: University of Madras, Chennai - 5</p>

Mapping with Programme Outcomes:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	M	S	S
CO 2	S	S	S	S	S
CO 3	S	S	M	M	S
CO 4	S	S	M	S	S
CO 5	S	S	S	S	S

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
SYLLABUS WITH EFFECT FROM 2022-2023
 EXISTING SYLLABUS (22-23) FOLLOWED FROM THE ACADEMIC YEAR 2023-2024

100L2G

FOUNDATION COURSE: PART-I SANSKRIT PAPER-II

Inst.Hrs. : 6
 Credits : 3

Year : I
 Semester : II

Paper II – Prose, Grammar and History of Sanskrit Literature

Course Outcomes	1. Understand and apply grammatical concepts in drafting sentences and paragraphs 2. Apply the rules and regulations in handling usage of Lrt lakara and Asmad Sabdah, practice exercises and identify errors 3. Form an idea of the aesthetic expressions that make Sanskrit composition get the position of pride in world literature 4. Demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesis in Sanskrit 5. Appreciate the art of employment of Alankaras in a prose form of poetry	
Course Objectives	Provide acquaintance with prose literature in Sanskrit through a study of one of the best texts of prose, which would pave the way for gaining sufficient grounding in the language	K1
	Enumerate various grammatical tenses and use them to communicate in Sanskrit language	K2
	Summarize the stories of Panchatantra and discuss in	K3
	Analyze and interpret expressions of cause, effect, purpose, and opposition in Sanskrit	K4
	Evaluate and comprehend text passages	K5
Units		
I	Introduction to Prose literature in Sanskrit Grammar: <i>ikārāntaḥ puṁliṅgāḥ śabdāḥ</i> - 1. कवि (<i>Kavi</i>) and 2. रवि (<i>Ravi</i>) <i>ikārāntaḥ strīliṅgāḥ śabdāḥ</i> - 1. मति (<i>Mati</i>) <i>ikārāntaḥ strīliṅgāḥ śabdāḥ</i> - 1. नदी (<i>Nadi</i>) <i>ikārāntaḥ napuṁsakaliṅgāḥ śabdāḥ</i> 1. वारि (<i>Vari</i>)	
II	Introduction to <i>Māhābhārata</i> , the author of बालरामायणम् (<i>Bālarāmāyaṇam</i>) and his works Text: <i>Bālakāṇḍam</i> of <i>Bālarāmāyaṇam</i>	
III	Introduction to the works of <i>Baṇa</i> (<i>Kādambarī</i> and <i>Harṣacaritam</i>), <i>Daṇḍin</i> (<i>Daśakumāracaritam</i> and <i>Avantisundarīkathā</i>) and <i>Subandhu</i> (<i>Vāsavadattā</i>)	
IV	Introduction to Historical <i>Kāvyas</i> in Sanskrit - The works of <i>Kalhaṇaḥ</i> , <i>Bilhaṇaḥ</i> , <i>Bāṇaḥ</i> and <i>Pravarasenaḥ</i>	

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V	<p>Grammar: Conjugations - <i>Lañ lakārah</i> (Past tense) (i) अगच्छत् (<i>Agacchat</i>) (ii) अतिष्ठत् (<i>Atiṣṭhat</i>) (iii) अपठत् (<i>Apaṭhat</i>) (iv) अनृत्यत् (<i>Anṛtyat</i>) (v) अकुप्यत् (<i>Akupyat</i>) (vi) अकथयत् (<i>Akat hayat</i>) (vii) अगणयत् (<i>Aganayat</i>) (viii) आसीत् (<i>Asit</i>) (ix) अकरोत् (<i>Akarot</i>) (x) अशृणोत् (<i>Aśṛnot</i>)</p> <p>Indecl i nabl es: (a) तुमुन् (<i>Tumun</i>) suffix ended words (Infinitive forms) (i) गन्तुम् (<i>Gantum</i>) (ii) स्थातुम् (<i>Stahātum</i>) (iii) पठितुम् (<i>Paṭhitum</i>) (iv) नर्तितुम् (<i>Nartitum</i>) (v) कोपितुम् (<i>Kopitum</i>) (vi) कथयितुम् (<i>Kat hayitum</i>) (vii) गणयितुम् (<i>Ganayitum</i>) (viii) भवितुम् (<i>Bhavitum</i>) (ix) कर्तुम् (<i>Kartum</i>) (x) श्रोतुम् (<i>Śrotum</i>) (b) क्त्वा (<i>Kṛvā</i>) suffix ended words (Past passive participles) (i) गत्वा (<i>Gatvā</i>) (ii) स्मृत्वा (<i>Smṛtvā</i>) (iii) गणयित्वा (<i>Ganayitvā</i>) (iv) पठित्वा (<i>Paṭitvā</i>) (v) कृत्वा (<i>Kṛtvā</i>) (c) ल्यप् (<i>Lyap</i>) suffix ended words (Past passive participles) (i) आगत्य (<i>Āgatya</i>) (ii) विस्मृत्य (<i>Vismṛtya</i>) (iii) विगणय्य (<i>Viganayya</i>) (iv) प्रपठ्य (<i>Prapaṭhya</i>) (v) अनुकृत्य (<i>Anukṛtya</i>)</p>
Book recommended for Reference	<p><i>Kalāsālā-Saṃskṛta-Sukhabodhinī - II</i> To be Published by: University of Madras, Chennai - 5</p>

Mapping with Programme Outcomes:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M	S	M	S
CO 2	S	M	S	S	S
CO 3	S	S	S	M	S
CO 4	S	S	M	S	S
CO 5	S	S	S	S	S

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS
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SYLLABUS WITH EFFECT FROM 2022-2023
EXISTING SYLLABUS (22-23) FOLLOWED FROM THE ACADEMIC YEAR 2023-2024

200L3G

FOUNDATION COURSE: PART-I SANSKRIT PAPER-III

Inst.Hrs. : 6
Credits : 3

Year : II
Semester : III

Paper III – Drama, Grammar and History of Sanskrit Literature

Course Outcomes	<ol style="list-style-type: none"> 1. Be familiar with the style of the great Sanskrit Dramatist Bhasa 2. Be able to appreciate the aesthetical, social, political, cultural, etc., values expressed in prescribed composition 3. Understand the structural patterns of Sanskrit dramatic composition 4. Develop the finer and minor nuances of Nataka form of drama 5. Analyze the literary texts
UNITS	
I	Introduction to Dramaturgy – Ten types of Drama - Characteristics and features (<i>Nāndī, Sūtradhāra, Sthāpanā</i> and <i>Bharatavākyam</i>) of Sanskrit Dramas. Prose Text: <i>Karṇabhāram</i> - Page. 01 - 10 (till 10 <i>Slokās</i>)
II	Characteristics and features (<i>Vastu, Netā</i> and <i>Rasas</i>) of Sanskrit Drama - Prose Text: <i>Karṇabhāram</i> - Page. 11 - 20 (till 17 <i>Slokās</i>)
III	Authorship of 13 Trivandrum play of <i>Bhāsa</i> - Introduction to the Dramas of <i>Kālidāsa, Bhavabhūti, Harṣavardhana</i> and <i>Rājaśekhara</i> Text: <i>Karṇabhāram</i> - Page. 21 - 32 (Upto the end)
IV	Introduction to the dramatic works of <i>Viśākhadatta, Śūdraka, Bhaṭṭanārāyaṇa</i> and <i>Murāri</i> - Introduction to Allegorical dramas 1. <i>Prabodhacandrodaya</i> and 2. <i>Saṅkalpasūryodaya</i>
V	Introduction to <i>Campū</i> literature 1. <i>Bhojacampū</i> 2. <i>Viśvaguṇādarśacampū</i> and 3. <i>Nalacampū</i> Grammar – <i>Lṛṭ lakārāḥ</i> (Future tense) (i) गमिष्यति (<i>Gami śyat i</i>) (ii) स्थास्यति (<i>St hāsyat i</i>) (iii) पठिष्यति (<i>Paṭ hi śyat i</i>) (iv) नर्तिष्यति (<i>Nart i śyat i</i>) (v) कोपिष्यति (<i>Kopi śyat i</i>) (vi) कथयिष्यति (<i>Kat hayi śyat i</i>) (vii) गणयिष्यति (<i>Ganayi śyat i</i>) (viii) भविष्यति (<i>Bhavi śyat i</i>) (ix) करिष्यति (<i>Kari śyat i</i>) (x) श्रोष्यति (<i>Ś rośyat i</i>) Declensions: (<i>Sar vanānāśabdāḥ</i>) - 1. तद् शब्दः (<i>Tad śabdah</i>) i n al I gender s 2. अस्मद् शब्दः (<i>Asnad śabdah</i>) 3. युष्मद् शब्दः (<i>Yuśmad śabdah</i>)

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SYLLABUS WITH EFFECT FROM 2022-2023

Course Objectives	Understand the structure and use of different phrases and Idioms in Sanskrit Drama and grammatical aspects of <i>Karṇabhāram</i>	K2
	Enhance one's ability to converse freely in the language, which is considered to be a specialized skill as far as the Sanskrit Language goes	K2
	Draft and summarize the literary texts	K3
	Identify and apply different grammatical peculiarities	K3
	Analyze and critically assess the literary texts	K4

Book recommended for Reference	<p><i>Kalāśālā-Saṃskṛta-Sukhabodhinī - III</i></p> <p>To be Published by: University of Madras, Chennai - 5</p>
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Mapping with Programme Outcomes:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M	M	S	S
CO 2	S	S	S	S	S
CO 3	S	M	M	S	S
CO 4	S	S	M	S	S
CO 5	S	S	S	S	S

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
SYLLABUS WITH EFFECT FROM 2022-2023
 EXISTING SYLLABUS (22-23) FOLLOWED FROM THE ACADEMIC YEAR 2023-2024

200L4G

FOUNDATION COURSE: PART-I SANSKRIT PAPER-IV

Inst.Hrs. : 6
 Credits : 3

Year : II
 Semester : IV

Paper IV – Alankara, Didactic & Modern literatures and Translation

Course Outcome	1. Apply the usage of compound words 2. Differentiate the alankaras 3. Translate the prose passages prescribed 4. Identify and apply different grammatical tenses of “Mahabharata” related translation 5. Analyze and critically assess the literary texts
UNITS	
I	Introduction to Didactic literature (<i>Pañcatantram</i> and <i>Hitopadeśah</i>) Text: The lion and the hare शशकसिंहकथा (<i>Śaśakasimhakathā</i>) from <i>Pañcatantram</i> and The jackal and the elephant शृगालहस्तिकथा (<i>Śrgālahastikathā</i>) a story from <i>Mitralābhaḥ</i> of <i>Hitopadeśah</i>
II	<i>Alaṅkārah</i> - i. <i>Upamā</i> , ii. <i>Rūpakam</i> , iii. <i>Ullekhaḥ</i> , iv. <i>Utprekṣā</i> and v. <i>Vyatirekaḥ</i>
III	Introduction to Modern literature - Introduction to अर्थशास्त्रम् (<i>Artha śāstram</i>) of चाणक्यः (<i>Cāṇakyaḥ</i>) - Introduction to मयमतम् (<i>Mayamatam</i>) - Introduction to नीतिद्विषष्टिका (<i>N t i d v i ṣ a ṣ ṭ h i k ā</i>) - <i>S l o k ā s</i> - 1 t o 10 - I n t r o d u c t i o n t o t h e l i f e h i s t o r y o f श्रीआदिशङ्कराचार्यः (<i>Śrī -Ādi śaṅkar ācār yaḥ</i>), श्रीरामानुजाचार्यः (<i>Śrī Rāmānuj ācār yaḥ</i>) and श्रीमध्वाचार्यः (<i>Śrī Mādhvācār yaḥ</i>)
IV	Introduction to Modern literature in Sanskrit - Text: तिरुक्कुरळ् संस्कृतानुवादः (Sanskrit translation of Tirukkural) <i>Slokās</i> 1 to 10 ईश्वरवन्दनम् (<i>Kaḍavul Vāzhththu</i>) by कलियन् रामानुजजीयर् (<i>Kaliyan Rāmānujajīyar</i>) नालडियार् (<i>Nālaḍiyār</i>) translated by श्री एस्. एन्. रामदेशिकः (<i>Śrī S N Rānadeśi ka</i>) - <i>S l o k ā s</i> : 1 t o 5
V	Translation from prose section Unit - I stories Grammar: Conjugation - <i>Loṭ lakārāḥ</i> (Imperative mood) (i) गच्छतु (<i>Gacchat u</i>) (ii) तिष्ठतु (<i>Ti ṣ ṭ hat u</i>) (iii) पठतु (<i>Paṭ hat u</i>) (iv) शृणोतु (<i>Śr ṇ ot u</i>) (v) करोतु (<i>Kar ot u</i>)

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UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
SYLLABUS WITH EFFECT FROM 2022-2023

Course Objectives	Demonstrate the usage of connecting words	K2
	Understand the alankaras which are used in devotional lyrics	K2
	Draft and summarize the literary texts	K3
	Identify the meaning, types of figure of speech of the prescribed text	K3
	Analyze and critically assess the literary texts	K4

Book recommended for Reference	<i>Kalāsālā-Saṃskṛta-Sukhabodhinī - IV</i> To be Published by: University of Madras, Chennai - 5
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Mapping with Programme Outcomes:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	M	S	S	S
CO5	S	S	S	S	M

S-Strong M-Medium L-Low

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FOUNDATION COURSE: ENGLISH
SYLLABUS WITH EFFECT FROM 2023-2024

FIRST YEAR - SEMESTER I PAPER II –GENERAL ENGLISH

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
100L1ZU	Part II	Y	Y	-	-	3	6	25	75	100
Learning Objectives										
LO1	To enable learners to acquire self awareness and positive thinking required in various life situations.									
LO2	To help them acquire the attribute of empathy									
LO3	To assist them in acquiring creative and critical thinking abilities									
LO4	To enable them to learn the basic grammar									
LO5	To assist them in developing LSRW skills									
Unit No.	Unit Title & Text							No. of Periods for the Unit		
I	SELF-AWARENESS(WHO)&POSITIVE THINKING(UNICEF) Life Story 1.1 Chapter 1 from Malala Yousafzai, I am Malala 1.2 An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K.Gandhi Poem 1.3 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore 1.4 Love Cycle – Chinua Achebe							20		
II	EMPATHY Poem 2.1 Nine Gold Medals – David Roth 2.2 Alice Fell or poverty – William Wordsworth Short Story 2.3 The School for Sympathy – E.V. Lucas 2.4 Barn Burning – William Faulkner							20		
III	CRITICAL & CREATIVE THINKING Poem 3.1 The Things That Haven't Been Done Before – Edgar Guest 3.2 Stopping by the Woods on a Snowy Evening – Robert Frost							20		

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FOUNDATION COURSE: ENGLISH SYLLABUS WITH EFFECT FROM 2023-2024

	Readers Theatre 3.3 The Magic Brocade – A Tale of China 3.4 Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School” by Louis Sachar)	
IV	Part of Speech 4.1 Articles 4.2 Noun 4.3 Pronoun 4.4 Verb 4.5 Adverb 4.6 Adjective 4.7 Preposition	15
V	Paragraph and Essay Writing 5.1 Descriptive 5.2 Expository 5.3 Persuasive 5.4 Narrative Reading Comprehension	15
Course Outcomes		
Course Outcomes	On completion of this course, students will:	
CO1	Acquire self awareness and positive thinking required in various life situations	PO1,PO7
CO2	Acquire the attribute of empathy.	PO1,PO2,PO10
CO3	Acquire creative and critical thinking abilities.	PO4,PO6,PO9
CO4	Learn basic grammar	PO4,PO5,PO6
CO5	Development and integrate the use of four language skills i.e., listening, speaking, reading and writing.	PO3,PO8
Text books (Latest Editions)		
1.	Malala Yousafzai. I am Malala, Little, Brown and Company, 2013.	
2.	M.K. Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.	
3.	Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.	
4.	N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.	
5.	Aaron Shepard. Stories on Stage, Shepard Publications, 2017.	
6.	J.C. Nesfield. English Grammar Composition and Usage, Macmillan, 2019.	

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FOUNDATION COURSE: ENGLISH
SYLLABUS WITH EFFECT FROM 2023-2024

Web Resources	
1	Malala Yousafzai. I am Malala (Chapter 1) https://archive.org/details/i-am-malala
2	M.K Gandhi. An Autobiography or The Story of My Experiments with Truth(Chapter-1)- Rupa Publication, 2011 https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx
3	Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings) https://www.poetryfoundation.org/poems/45668/gitanjali-35
4	Aaron Shepard.Stories on Stage, Shepard Publications, 2017 https://amzn.eu/d/9rVzINv
5	J C Nesfield. Manual of English Grammar and Composition. https://archive.org/details/in.ernet.dli.2015.44179

Mapping with Programme Outcomes:

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

Mapping with Programme Specific Outcomes:

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

3 – Strong, 2 – Medium, 1 - Low

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION

SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150C1A	Principles of Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To study the process of effective controlling in organization										
CLO5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	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.							15	CLO1		
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.							15	CLO2		
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3		
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co- ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4		
V	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							15	CLO5		
Total								75			

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO5
CO2	Apply planning and decision making in management	PO2, PO5, PO6, PO8
CO3	Identify organization structure and various organizing techniques	P01, PO4
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6
CO5	Relate and infer ethical practices of organisation.	PO3, PO8
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	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
Reference 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.	
5.	Harold Koontz, HienzWehrich, A RamachandraAryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
Web Resources		
1	https://www.toolshero.com/management/14-principles-of-management/	
2	https://open.umn.edu/opentextbooks/textbooks/693	
3	https://open.umn.edu/opentextbooks/textbooks/34	
4	https://openstax.org/subjects/business	
5	https://blog.hubspot.com/marketing/management-principles	

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SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	L	S	S	S	S	M	S
CO 2	M	S	S	S	M	M	L	S
CO 3	M	S	S	M	S	S	M	S
CO 4	S	M	S	S	S	S	L	S
CO 5	M	S	S	S	S	S	M	S

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

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150C1B	Accounting for Managers I	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic concepts of accounting its applications										
CLO2	To analyze and interpret financial reports of a company										
CLO3	To understand the gross profit and net profit earned by organization										
CLO4	To foster knowledge on Hire Purchase system										
CLO5	To understand the procedures of Accounting under Single entry system.										
UNIT	Details							No. of Hours	Learning Objectives		
I	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							15	CLO1		
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2		
III	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.							15	CLO3		
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.							15	CLO4		
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15	CLO5		
Total								75			

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SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	To understand Hire Purchase system	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO6
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, Ludhiana, 4th edition	
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
References Books		
1.	Dr.K.Ganesan&S.UshenaBegam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
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	
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\	
5.	https://www.profitbooks.net/what-is-depreciation	

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	L	M
CO 2	S	M	M	M	M	S	L	S
CO 3	S	M	M	M	M	S	L	S
CO 4	S	M	M	M	M	S	L	M
CO 5	S	M	M	M	M	S	L	M

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION

SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150E1A	Managerial Economics	Generic Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario										
CLO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.										
CLO3	To Understand the optimal point of cost analysis and production factors of the firm										
CLO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs										
CLO5	To Provide insights to the various market structures in an economy.										
UNIT	Details							No. of Hours	Learning Objectives		
I	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.							12	CLO1		
II	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.							12	CLO2		
III	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.							12	CLO3		
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination							12	CLO4		
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12	CLO5		
Total							60				

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SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
CO4	Identify pricing strategies	PO1, PO2,PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8
Reading List		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
References Books		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
Web Resources		
1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597	
2	https://www.intelligenteconomist.com/profit-maximization-rule	
3	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134	
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/	
5	https://businessjargons.com/determinants-of-elasticity-of-demand.html	

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION

SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	M	S	L	M
CO2	S	L	M	M		S		S
CO3	S	S	M	M	M	S		M
CO4	S	S	M	M		S		M
CO5		S	M	M		S		S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
150S1A	Basics of Event Management	NME	Y	-	-	-	2	2	25	75	100	
Learning Objectives												
CLO1	To know the basic of event management its concepts											
CLO2	To make an event design											
CLO3	To make feasibility analysis for event.											
CLO4	To understand the 5 Ps of Event Marketing											
CLO5	To know the financial aspects of event management and its promotion											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction: Event Management – Definition, Need, Importance, Activities.							6	CLO1			
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	CLO2			
III	Event Feasibility: Resources – Feasibility, SWOT Analysis							6	CLO3			
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	CLO4			
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship							6	CLO5			
Total							30					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	To understand basics of event management							PO1, PO6				
CO2	To design events							PO5, PO6				
CO3	To study feasibility of organising an event							PO2, PO6				
CO4	To gain Familiarity with marketing & promotion of event							PO6				
CO5	To develop event budget							PO6, PO8				

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Reading List		
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.	
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009	
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House	
4.	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross	
5.	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers	
References Books		
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers	
2.	Successful Event Management By Anton Shone & Bryn Parry	
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid	
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers	
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015	
Web Resources		
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf	
2.	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management	
3.	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management	
4.	https://www.eventbrite.com/blog/?s=roundup	
5.	https://www.eventindustrynews.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	S	S	M	S	S	S
CO 2	M	S	S	S	M	S	S	S
CO 3	S	M	S	S	S	S	S	M
CO 4	S	M	S	S	S	S	S	S
CO 5	M	S	S	S	M	S	S	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

**சென்னைப் பல்கலைக்கழகம்
University of Madras**

Part-IV

அடிப்படைத் தமிழ் - பாடத்திட்டம்

Basic Tamil - Syllabus

2 பருவங்கள் (முதல் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பருவம் - I (Semester - I)
அடிப்படைத் தமிழ் - I (Basic Tamil - I)

Course Code	Course Name	Category	L	T	P	S	Credit	Ins. Hours	Marks		
									CIA	External	Total
100S1A	அடிப்படைத் தமிழ் - I Basic Tamil - I	Supportive	2		-	-	2	2	25	75	100
Pre requisite	- தமிழ் கற்கும் ஆர்வம்.									SV 2023	
Learning Objectives - கற்றல் நோக்கங்கள்											
<ul style="list-style-type: none"> பிறமொழி மாணவர்களுக்குத் தமிழ்மொழி பயிற்றுவித்தல். தமிழ் எழுத்துகளின் வரிவடிவங்களை அறிவதோடு உச்சரிக்கவும் எழுதவும் பயிற்றுவித்தல். கற்றுக்கொண்ட சொற்களைக் கொண்டு தொடர்களை அமைத்துப் பேசக் கற்றுக்கொள்ளச் செய்தல். தமிழ்பேசும் மக்களிடையே அவர்கள் கலந்துபழகி, தங்கள் வாழ்வைச் சிறப்பாக நடத்தத் தேவையான மொழிவளத்தைப் பெறச் செய்தல். 											
Expected Course Outcomes - எதிர்பார்க்கப்படும் கற்றல் அடைவுகள்											
On the successful completion of the course, students will be able to இப் பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்.											
CO 1	தமிழ் உயிரெழுத்து வடிவங்களையும் மெய்யெழுத்து வடிவங்களையும் அறிந்துகொள்வர்.									K1,K2	
CO 2	உயிர், மெய், உயிர்மெய்த் துணைக் குறியீடுகளை அறிந்து அவற்றை எழுதும் திறன் பெறுவர்.									K2	
CO 3	ஒரு எழுத்துக்கு ஒரு ஒலி, ஒரு ஒலிக்கு ஒரு எழுத்து என்ற தமிழின் உச்சரிப்பு - வரிவடிவத் தொடர்பை உணர்வர்.									K3,K4	
CO 4	சில அடிப்படையான மொழி இலக்கண விதிகளை அறிந்து பயன்படுத்துவர்.									K3,K5	
CO 5	தமிழ்நாட்டுச் சூழலில் அன்றாடத் தேவைகளை நிறைவேற்றிக்கொள்ள ஏற்ற மொழிப் பயன்பாடுகளை அறிவர்.									K4,K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create											
Unit - I	உயிரெழுத்துகள், மெய்யெழுத்துகள், உயிர்மெய் எழுத்துகள்										
	உயிர், மெய், உயிர்மெய்த் துணைக் குறியீடுகள், குறில்-நெடில், வல்லினம்-மெல்லினம்-இடையினம் - எழுத்துகளின் ஒலிப்பு முறையையும் எழுதும் முறையையும் கற்றல்.										
Unit - II	ஒரெழுத்து ஒருமொழியும் இன்றியமையாத பெர்றசொற்களும்										
	ஒரெழுத்துச் சொற்கள் - பல எழுத்துச் சொற்கள் - சொற்பொருள் அறிதல் - நாள், மாதம், எண் பெயர்கள் அறிதல் - பருவங்கள் அறிதல் - விலங்குகள், தாவரங்கள், உடல் உறுப்புகள், உறவுப் பெயர்கள், ஊர்ப் பெயர்கள், போன்றவற்றை அறிதல்.										
Unit - III	சொல் வகைகளும் சொற்பயன்பாடும்										
	எண் அடை, பெயரடை, வினையடை, இடைச்சொற்கள் இணைப்பு, வேற்றுமை உருபு இணைப்பு போன்ற மொழி விதிகளைக் கற்பித்தல்.										
Unit - IV	பிழையின்றிப் பேசுதலும் எழுதுதலும்										
	திணை-பால்-எண்-இடம்-காலம் ஆகியவற்றை அறிதல். பொதுவாக இவற்றில் ஏற்படும் பிழைகளை உணர்த்திச் சரிசெய்தல்.										

Unit - V	மொழிப் பயன்பாட்டு பயிற்சி
	<ul style="list-style-type: none"> • ஆர்வமுட்டும் நிகழ்ச்சி அல்லது சிறிய கதையைச் சொல்லச் செய்தல் / படிக்கச் செய்தல். • சூழல்சார் (கல்லூரி, நூலகம், உணவகம், பேருந்து-இரயில்-விமான நிலையங்கள், அங்காடிகள்) உரையாடல்களை மாணவர்களிடையே நிகழ்த்துதல். • கதையினைச் சொல்லச் சொல்ல எழுதச் சொல்லுதல். • திரைப்படம் அல்லது திரைப்படப் பாடல் குறித்து மாணவர்களிடையே குழுக் கலந்துரையாடல் செய்யச் சொல்லல்.
Text book (s)	
•	அடிப்படைத் தமிழ்-1 (Basic Tamil-I)
Reference Books / Websites	
•	தமிழில் நாமும் தவறில்லாமல் எழுதலாம் - பொற்கோ, பாரி நிலையம், சென்னை, 2003.
•	www.tamilvu.org/ta/content/சான்றிதழ்
•	www.thamizham.net/kal/ttenglish/cards32-u8.htm
•	www.thamizham.net/kal/ttenglish/index-u8.htm
•	www.ilearntamil.com
•	www.wikihow.com/Learn-Tamil
•	www.ilovelanguages.org/tamil.php
•	www.ling-app.com/learn-tamil
•	www.ilearntamilnow.com
•	www.17-minute-languages.com/en/learn-tamil
•	www.hindustanitongue.com/learn-tamil
•	www.duolingo.com/course/ta/en/Learn-Tamil
•	www.mylanguages.org/learn_tamil.php
•	www.learn101.org/tamil.php
•	www.goethe-verlag.com/book2/EN/ENTA/ENTA002.HTM
•	www.karky.in/payilcourses/index.html
•	www.tamilvu.org/ta/பயணியர்-தமிழ்
•	www.languagetrainers.com/blog/tamil-words/
•	www.thamizham.net/kal/tamil.htm
•	www.worldtamilacademy.com
•	www.outsourcingtranslation.com/resources/phrases/tamil-sentences.php
•	www.ling-app.com/ta/basic-words-in-tamil/
•	www.thirutamil.com/article/20-easy-thirukkural-in-tamil/
•	www.chennaiibrary.com/avvai/kondraivendan.html
•	www.tamilvu.org/ta/content/புதிய-பாடத்திட்டம்-2022
•	www.tamilvu.org/ta/content/மின்-கற்றலுக்கான-இணையத்தளம்
•	www.ling-app.com/ta/tamil-culture
•	www.caleidoscope.in/art-culture/tamil-nadu-culture-3

Apps												
•	www.kaniyantamil.com/best-mobile-apps-tamil-learning/											
•	Tamil 101 - Learn to Write											
•	https://payil.app/tva/ta/											
•	https://tamil-101.en.aptoide.com/app											
•	Ling - Learn Tamil Language											
•	Tamil by Nemo											
•	Learn Tamil Quickly											
	PO	PO	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO
	1	2	3	4	5	6	7	8	9	10	1	2
CLO 1	3	2	3	2	2	3	2	2	2	2	3	3
CLO 2	2	2	2	3	3	2	2	3	3	2	2	2
CLO 3	3	3	3	2	2	3	3	2	3	3	3	3
CLO 4	3	2	3	3	3	3	2	2	2	2	3	2
CLO 5	2	2	3	3	2	2	3	3	2	3	3	2
Strong - 3, Medium - 2, Low - 1												

**சென்னைப் பல்கலைக்கழகம்
University of Madras**

Part-IV

வளர்நிலைத் தமிழ் - பாடத்திட்டம்

Advanced Tamil - Syllabus

2 பருவங்கள் (முதல் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பருவம் - 1 (Semester - 1)
வளர்நிலைத் தமிழ் - I (Advanced Tamil - I)

Course Code	Course Name	Category	L	T	P	S	Credit	Ins. Hours	Marks		
									CIA	External	Total
100S1B	வளர்நிலைத் தமிழ் - I Advanced Tamil - I	Supportive	2	-	-	-	2	2	25	75	100
Pre-requisite	பத்தாம் வகுப்பு வரை தமிழை மொழிப்பாடமாகப் படித்திருக்க வேண்டும்.										SV 2023
Learning Objectives - கற்றல் நோக்கங்கள்											
<ul style="list-style-type: none"> இக்கால இலக்கியங்களில் இன்றியமையாத சில வகைமைகளை மாணவர்கள் அறியுமாறு செய்தல். அழியும் நிலையில் உள்ள நாட்டுப்புறப் பாடல்கள் குறித்த விழிப்புணர்வை ஏற்படுத்துதல். உரைநடை வடிவத்தின் குறிப்பிடத்தக்க கூறான கட்டுரை இலக்கியம் பற்றியும் அதன் சிறப்புகள் குறித்தும் அறியச் செய்தல். தம் உள்ள கருத்துகளை நடப்பு இலக்கிய வடிவங்களைப் பயன்படுத்திச் சமூகத்துக்குப் படைத்தளிக்கத் தூண்டுதல். மொழிப் பிழைகள் நேராமல் தவிர்த்து , பல்வகை ஊடகங்களிலும் வேலை வாய்ப்பு பெற ஊக்கமளித்தல். 											
Expected Course Outcomes - எதிர்பார்க்கப்படும் கற்றல் அடைவுகள்											
On the successful completion of the course, students will be able to											
இப் பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்											
CO 1	சமகால இலக்கியங்களின் நோக்குகள்- போக்குகள் குறித்து மாணவர்கள் அறிந்துகொள்வர்.										K2
CO 2	நாட்டுப்புற மக்களின் வாழ்வியல் , அறிவாற்றல், இன்றைய நிலை ஆகியவை குறித்துச் சிந்திப்பர்.										K1,K2
CO 3	தங்கள் கற்பனை வளத்தை மாணவர்கள் பெருக்கிக் கொள்வர்.										K2,K4,K6
CO 4	மொழியில் பிழைகள் நேரா வண்ணம் எழுதக் கற்றுக் கொள்வதோடு , திறனாய்வு செய்யும் ஆற்றல் பெறுவர்.										K5,K4
CO 5	திரைப்படம், சின்னத்திரை, தொலைக்காட்சி உள்ளிட்ட ஊடகங்களில் பாடல், இசை, எழுத்து எனப் பல்வேறு வேலைவாய்ப்புகள் பெறுவர்.										K5,K4,K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create											
Unit - I	நாட்டுப்புறப் பாடலும் கவிதையும்										
	<ol style="list-style-type: none"> 1. கி.வ.ஜா.வின் மலையருவி அல்லது ஏதேனும் ஒரு நாட்டுப்புறத் தொகுப்பிலிருந்து தேர்ந்தெடுத்துத் தாலாட்டுப் பாடல், சிறுவர் விளையாட்டுப் பாடல், தொழில் பாடல், ஒப்பாரிப் பாடல் ஆகியவற்றை மாணவர்களுக்கு அறிமுகப்படுத்துதல். 2. தமிழ்த்தாய் வாழ்த்து முதல் பாடல் மட்டும். 3. பாரதியாரின் “செந்தமிழ் நாடென்னும் போதினிலே” பாடல். 										
Unit - II	புதுக்கவிதையும் சிறுகதையும்										
	<ol style="list-style-type: none"> 1. “நிலத்தை ஜெயித்த விதை” - வைரமுத்து 2. “தீக்குச்சி” (பித்தன் தொகுப்பு) - அப்துல் ரஹ்மான் 3. “கட்டை விரல்” - கா.ந. அண்ணாதுரை 4. “சனிக்கிழமை” (காகித உறவு தொகுப்பு) - சு.சமுத்திரம் 										

Unit - III	கட்டுரையும் குறிப்புகளைக்கொண்டு கட்டுரை எழுதுதலும்											
	1. மு.வ.வின் “நல்வாழ்வு” தொகுப்பிலிருந்து ஏதேனும் ஒரு கட்டுரை. 2. குறிப்புகளைக் கொடுத்துக் கட்டுரை எழுதச் செய்தல்.											
Unit - IV	ம் நேர்காணலும் திறனாய்வு											
	இலக்கியநயம் பாராட்டுதல், நூல் திறனாய்வு, திரைப்படத் திறனாய்வு. நேர்காணல்											
Unit - V	மொழிப் பயிற்சி											
	1. திணை, பால், எண், இடப் பயன்பாடு அறிதல். 2. பொருந்திய சொல் தருதல். 3. பிழை நீக்கி எழுதுதல்.											
Text book (s)												
•												
Reference Books / Websites												
•												
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	3	2	3	2	2	3	2	2	2	2	3	3
CLO 2	2	2	2	3	3	2	2	3	3	2	2	2
CLO 3	3	3	3	2	2	3	3	2	3	3	3	3
CLO 4	3	2	3	3	3	3	2	2	2	2	3	2
CLO 5	2	2	3	3	2	2	3	3	2	3	3	2
Strong - 3, Medium - 2, Low - 1												

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
150B1A	Managerial Communication	Part-IV	Y	-	-	-	2	2	25	75	100	
Course Objectives												
CLO1	To educate students role & importance of communication skills											
CLO2	To build their listening, reading, writing & speaking communication skills.											
CLO3	To introduce the modern communication for managers.											
CLO4	To understand the skills required for facing interview											
CLO5	To facilitate the students to understand the concept of Communication.											
UNIT	Details							No. of Hours	Course Objectives			
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							6	CLO1			
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							6	CLO2			
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3			
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							6	CLO4			
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							6	CLO5			
Total							30					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8				
CO2	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6				
CO3	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7				
CO4	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8				
CO5	Identify usage of modern communication tools & its significance for managers							PO3,PO4,PO5,PO6, PO7,PO8				

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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	
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
References 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	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
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/	
5.	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	M	S	S	S
CO 2	S	S	S	S	S	S	M	M
CO 3	M	S	S	S	S	S	S	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	S	S	S	S	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

சென்னைப் பல்கலைக்கழகம்
University of Madras

Part-I

பொதுத் தமிழ் - பாடத்திட்டம்

General Tamil - Syllabus

4 பருவங்கள் (இரண்டாம் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பொதுத்தமிழ்- 2
தமிழ் இலக்கிய வரலாறு -2
முதலாம் ஆண்டு – இரண்டாம் பருவம்

Course Code	Course Name	Category	L	T	P	S	Credits	Ins.Hrs	CIA	Externa	Total
100L2AU	பொதுத்தமிழ் -2 தமிழ் இலக்கிய வரலாறு -2	Supportive	Y	-	-	-	3	6	25	75	100

Learning Objectives

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

Expected Course Outcomes

On the Successful completion of the Course, Students will be able to

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

CO 1	சிற்றிலக்கியங்களின்வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர்	K4
CO 2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்	K5, K6
CO 3	திராவிட இயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழி உணர்வு , இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனைகளைப் பெறுவர்	K3
CO 4	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்வர்	K3
CO 5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் பயிற்சி பெறுவர்.	K2

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

அலகு-1 | தமிழ் இலக்கிய வரலாறு அறிமுகம்.

1. சிற்றிலக்கியம்; குறவஞ்சி, கலம்பகம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி.
2. தனிப்பாடல் அறிமுகம்
3. இக்கால இலக்கியம் ;கவிதை, சிறுகதை,நாடகம், உரைநடை. , திராவிட இயக்கம் வளர்த்த தமிழ்.

அலகு-2 | சிற்றிலக்கியக்கமும்,தனிப்பாடலும்

சிற்றிலக்கியம்;

- கலிங்கத்து பரணி- விருந்தினரும் வறியவரு நெருங்கி யுண்ணரும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் - வரை
- திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து
- முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத்
- அபிராமி அந்தாதி- கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்)
- திருவரங்கக் கலம்பகம் - மறம் -பிள்ளைப் பெருமாள் ஐயங்கார்-பேசுவந்த தூத செல்லரித்த ஓலை செல்லுமோ
- தமிழ்விடு தூது முதல் பத்து கண்ணிகள்

தனிப்பாடல்;

- வான்குருவி யின்கூடு -ஒளவையார்
- ஆமணக்குக்கும் யானைக்கும் சிலேடை ;முத்திருக்கும் கொம்பசைக்கும் மூரித்தண்டே - காளமேகப் புலவர்
- இம்பர் வான் எல்லை இராமனையே பாடி -வீரராகவர்
- நாராய் நாராய் -சத்தி முத்தப் புலவர்

அலகு-3

இக்கால இலக்கியம்- 1

1. பாரதியார் பாரத சமுதாயம் வாழ்கவே
2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா
3. நாமக்கல் கவிஞர்-கத்தியின்றி
4. தமிழ் ஒளி - மீன்கள் (அந்தி நிலா பார்க்க வா)
5. ஈரோடு தமிழன்பன் - எட்டாவது சீர் (வணக்கம் வள்ளுவ)

சிறுகதைகள், _

1. புதுமைப்பித்தன் - கடிதம்
2. ஜெயகாந்தன் -வாய்ச் சொற்கள் (மாலை மயக்கம் தொகுப்பு)
3. ஆர். சூடாமணி - அந்நியர்கள்

உரைநடை ;

1. மு வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள்

அலகு-4

இக்கால இலக்கியம்- 2

1. தந்தை பெரியார் - திருக்குறள்(மாநாட்டு) உரை
2. பேரறிஞர் அண்ணா - இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை
3. கலைஞர் மு. கருணாநிதி - தொல்காப்பிய பூங்கா -எழுத்து -முதல் நூற்பா கட்டுரை

நாடகம் / திரைத்தமிழ் :

1. வேலைக்காரி -திரைப்படம்
2. ராஜா ராணி -சாக்ரடீஸ் -ஓரங்க நாடகம்

இதழியல் தமிழ் ;

முரசொலி கடிதம்

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு-5

மொழிப் பயிற்சி

சொல் வேறுபாடு / பிழை தவிர்த்தல்

- வாசிப்பது – வாசிப்பவர்
- சுவர்- சுவரில்
- வயிறு - வயிற்றில்
- கோயில்- கோவில்
- கறுப்பு – கருப்பு
- இயக்குநர்-இயக்குனர்
- சில்லறை-சில்லரை
- முறித்தல் – முரித்தல்
- மனம்-மனசு- மனது
- அருகில்-அருகாமையில்
- அக்கரை- அக்கறை
- மங்கலம்- மங்களம்.

பயிற்சி :

- பிழையான சொற்களை ஒரு பத்தியில் கொடுத்து அந்தப் பிழையான சொற்களைச் சரியாக எழுதச் செய்தல்
- சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தல்.

Text books

- .

Reference Books

- மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி.
- மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழ் இலக்கிய வரலாறு –முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி
- புதிய தமிழ் இலக்கிய வரலாறு– முனைவர்.சிற்பி பாலசுப்ரமணியம்,நீல.பத்மநாபன்
- தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்
- தமிழ் இலக்கிய வரலாறு –முனைவர். ப.ச.ஏசுதாசன்
- தமிழ் இலக்கிய வரலாறு - ஸ்ரீ குமார்
- வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு–பாக்கியமேரி
- தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

Web Sources

- <https://www.chennaiibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	1.
CLO1	3	2	3	3	3	2	2	2	3	2	3	2	
CLO2	3	3	2	2	2	3	2	3	3	2	2	2	
CLO3	3	2	3	3	2	2	2	3	2	3	3	2	
CLO4		3	3	2	2	2	3	2	3	2	3	3	
CLO5	3	3	2	2	2	3	3	2	2	2	3	3	

Strong -3,Medium-2,Low-1

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
EXISTING SYLLABUS (22-23) FOLLOWED FOR THE ACADEMIC YEAR 2023-2024

FOUNDATION COURSE: PART-I HINDI PAPER-II

100L2E

Inst.Hrs. : 6
Credits : 3

Year : I
Semester : II

Paper – II- ONE ACT PLAY, SHORT STORY & TRANSLATION		
Duration:	1 Semester	
Programme Outcomes:	<ol style="list-style-type: none"> 1. Identify the features, elements of literary forms i.e. Drama, one act play, Novel and Short Stories, techniques of Translation 2. Understand the Ideology, message and aims of the literary works and writers 3. Obtain the knowledge of method of critical study of Literary works. 4. Obtain the skills of summarise, interpretation of contexts, and practice of translation 5. Employ the knowledge of translation and language and professional skills. 	
Programme Specific Outcomes:	<ol style="list-style-type: none"> 1. Basic knowledge for higher studies 2. Basic Knowledge of Hindi literature and its trends 3. Language skills spoken and writing skills 4. Basic idea of critical and analytical study of literature. 5. Obtains knowledge of Translation of different subjects 	
Course Objectives	1. Identifies the writers, theme and aims of literary works	K1
	2. Understand and summarise the theme of one act plays and short stories and their techniques	K2
	3. Explains the methods and techniques of Translation of different fields	K2
	4. Evaluate the theme and artistic skills of One Act Plays and short stories and writers	K5
	5. Conceive the basic knowledge of literary themes and translation	K6
Pre-requisites, if any:	Basic Knowledge of Hindi Fiction and Translation	
UNITS		
I	<ol style="list-style-type: none"> 1. Auranzeb ki Aakhiri Raat 2. Mukthidhan 3. Practice of Annotation Writing 4. Practice of Summary and Literary evaluation Writing 	
II	<ol style="list-style-type: none"> 1. Laksmi ka Swagat 2. Mithayeewala 3. Practice of Summary and Literary evaluation Writing 4. Translation Practice. (English to Hindi) 	

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 EXISTING SYLLABUS (22-23) FOLLOWED FOR THE ACADEMIC YEAR 2023-2024

III	1. Basant Ritu ka Natak 2. Seb Aur Dev 3. Practice of Summary and Literary evaluation Writing 4. Introduction to Translation Practice
IV	1. Bahut Bada Sawal 2. Vivah ki Teen Kathayen 3. Practice of Summary and Literary evaluation Writing 4. Translation Practice. (English to Hindi)
V	1. Translation Practice. (English to Hindi)

Course Outcomes	1. Identifies the nature, features, elements of One Act Plays and Short Stories and skills of Translation 2. Understand the theme, aim of lessons and obtain skills of Evaluation. 3. Evaluate the thought, ideology, expressional and artistic skills of writers and contextual meanings 4. Obtain skills of summarizing, evaluating and critical study 5. Employ the techniques and skills of Literature and Translation.
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Reading List (Print and Online)	1. https://hindisarang.com/hindi-ekaanki-ekaankikar/ 2. https://hi.wikipedia.org/wiki/हिन्दी_कहानी
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Recommended Texts	1. ONE ACT PLAY (Detailed Study): AATH EKANKI Edited By: Devendra Raj Ankur, Mahesh Anand Vani prakashan, 4695, 21-A Dariyagunj, New Delhi – 110 002 2. SHORT STORIES (Non-Detailed Study): SWARNA MANJARI Edited by: Dr. Chitti. Annapurna, Rajeswari Publications, 21/3, Mothilal Street, (Opp.Ranganathan St.), T.Nagar, Chennai–600017. 3. Prayojan Moolak Hindi : Dr. Syed Rahamathulla, Poornima Prakashan, 4/7 B Begum III Street, Royapettah, Chennai – 14. 4. Anuvad Abhyas Part III : Dakshin Bharat Hindi Prachar Sabha, T. Nagar, Chennai-17.
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Method of Evaluation:

Internal Assessment	End Semester Examination	Total	Grade
25	75	100	

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M	S	S	S
CO 2	S	S	S	S	L
CO 3	M	S	S	S	L
CO 4	M	S	S	S	L
CO 5	S	S	S	S	S

UNIVERSITY OF MADRAS

FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

UG & 5 Year PG Integrated – SEMESTER – II

Foundation Course in French: Prescribed Text and Grammar-II

Course Outcomes	<ol style="list-style-type: none"> To ask for and give directions. To give orders or commands using <i>Impératif</i> To narrate events from the past using <i>Passé Composé</i> Cite the ordinal numbers in French Indicate the position of something using prepositions of place 		
Course	Foundation Course in French	Course Code	100L2K
Title of the Course:	Prescribed Text and Grammar-II		
Credits:	3		
Pre-requisites, if any:	-		
Course Objectives	Revise and recall the French sentence structure	K1	
	Enumerate the various grammatical tenses and use them to communicate better in French	K2	
	Summarize and develop ideas from the documents after discussing it in detail	K2 and K3	
	Write and understand dialogues based on the themes done in class	K4	
	Evaluate and comprehend text passages	K5	
Units			
I	Unité 7: C'est où?		
II	Unité 8: N'oubliez pas !		
III	Unité 9: Belle vue sur la mer !		
IV	Unité 10: Quel beau voyage !		
V	Unité 11: Oh ! joli ! Unité 12: Et après ?		
Prescribed Text	Régine Mérieux & Yves Loiseau, Units 7-12 of <i>Latitudes 1</i> (A1 /A2), méthode de français, Didier, 2017 (Indian Edition)		

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	L	M	M	L	S	S	S	M	M	M
CO2	S	M	M	L	M	M	L	S	S	S	S	M	M
CO3	M	S	S	M	S	M	M	S	S	S	M	S	S
CO4	S	S	M	L	S	M	L	S	S	S	S	S	S
CO5	S	S	S	L	M	M	L	S	S	S	M	S	S

S-Strong M-Medium L-Low

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FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

SEMESTER II

Title of the Paper : Prescribed Text and Grammar-II

Prescribed textbook: Régine Mérieux & Yves Loiseau, **Units 7-12** of *Latitudes 1* (Indian Edition), Paris, Didier, 2017.

Questions not to be asked from the Autoévaluation and Préparation au DELF

Paper setters to strictly adhere to the syllabus and ask questions only from the pages included in the syllabus. Questions should cover the entire syllabus.

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum Marks : 75

Section A (10 x 2 = 20 Marks)

Answer any TEN questions

15 questions to be asked on cultural / civilisational aspects found in the prescribed textbook

Section B (5 x 5 = 25 Marks)

Answer any FIVE questions

8 Grammar exercises to be given from the prescribed textbook

Section C (3 x 10 = 30 Marks)

Answer any THREE

3 must be answered out of 5 topics (1 dialogue writing, 1 letter /email writing, 1 composition, 1 comprehension, 1 translation)

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FOUNDATION COURSE: ENGLISH
SYLLABUS WITH EFFECT FROM 2023-2024

FIRST YEAR - SEMESTER II PAPER II –GENERAL ENGLISH

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
100L2ZU	Part II	Y	Y	-	-	3	6	25	75	100
Learning Objectives										
LO1		To make students realize the importance of resilience								
LO2		To enable them to become good decision makers								
LO3		To enable them to imbibe problem-solving skills								
LO4		To enable them to use tenses appropriately								
LO5		To help them use English effectively at the work place.								
Unit No.	Unit Title & Text						No. of Periods for the Unit			
I	RESILIENCE Poem 1.1 Don't Quit – Edgar A. Guest 1.2 Still Here – Langston Hughes Short Story 1.3 Engine Trouble – R.K. Narayan 1.4 Rip Van Winkle – Washington Irving						20			
II	DECISION MAKING Short Story 2.1 The Scribe – Kristin Hunter 2.2 The Lady or the Tiger - Frank Stockton Poem 2.3 The Road not Taken – Robert Frost 2.4 Snake – D. H Lawrence						20			
III	PROBLEM SOLVING Prose life Story 3.1 How I taught My Grandmother to Read – Sudha Murthy Autobiography 3.3 How frog Went to Heaven – A Tale of Angolo 3.4 Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam						20			

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FOUNDATION COURSE: ENGLISH SYLLABUS WITH EFFECT FROM 2023-2024

IV	Tenses 4.1 Present 4.2 Past 4.3 Future 4.4 Concord	15
V	English in the Workplace 5.1 E-mail – Invitation, Enquiry, Seeking Clarification 5.2 Circular 5.3 Memo 5.4 Minutes of the Meeting	15

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Realize the importance of resilience	PO1,PO7
CO2	Become good decision-makers	PO1,PO2,PO10
CO3	Imbibe problem-solving skills	PO4,PO6,PO9
CO4	Use tenses appropriately	PO4, PO5,PO6
CO5	Use English effectively at the work place.	PO3,PO8

Text Books (Latest Editions)

References Books

1	Martin Hewings. Advanced English Grammar. Cambridge University Press, 2000
2	SP Bakshi, Richa Sharma. Descriptive English. Arihant Publications (India) Ltd., 2019.
3.	Sheena Cameron, Louise Dempsey. The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing, 2019.
4	Barbara Sherman. Skimming and Scanning Techniques, Liberty University Press, 2014.
5.	Phil Chambers. Brilliant Speed Reading: Whatever you need to read, however. Pearson, 2013.
6.	Communication Skills : Practical Approach Ed. Shaikh Moula
	Ramendra Kumar. Stories of Resilience, Blue Rose Publications, 2020.

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FOUNDATION COURSE: ENGLISH
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Web Sources

1	Langston Hughes. Still Here https://poetryace.com/im-still-here
2	R. K. Narayan. Engine Trouble http://www.sbioaschooltrichy.org/work/Work/images/new/8e.pdf
3	Washington Irving. Rip Van Winkle https://www.gutenberg.org/files/60976/60976-h/60976-h.htm
4	Frank Stockton. The Lady or the Tiger https://www.gutenberg.org/ebooks/396

Mapping with Programme Outcomes:

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

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150C2A	MARKETING MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CLO3	To select the different pricing methods and channels of distribution.										
CLO4	To know the communication mix and sales promotion tools										
CLO5	To prepare according to the latest trends in market.										
UNIT	Details								No. of Hours	Learning Objectives	
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.								15	CLO1	
II	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.								15	CLO2	
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.								15	CLO3	
IV	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.								15	CLO4	
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force –Digital Marketing: Introduction- Applications & Benefits.								15	CLO5	
									75		

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Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3
CO2	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3, PO6, PO8
CO3	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
CO4	To determine the importance of various media	PO1, PO2, PO6
CO5	To assess the sales force and applications of digital marketing	PO1, PO2, PO7
Reading List		
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.	
2.	Rajan Saxena, Marketing Management, Tata McGraw Hill, 2017.	
3.	L. Natarajan, Marketing, Margham Publications, 2017.	
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.	
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.	
References Books		
1.	C.B. Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020	
2.	V.S. Ramaswamy & S. Namakumari, 2002, 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.	
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016	
Web Resources		
1.	http://eprints.stiperdharmawacana.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	
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2023-2024

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to Pos	2.8	3.0	3.0	2.8	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150C2B	Accounting for Managers II	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To provide basic understanding of cost concepts and classification.										
CLO2	To develop skills in tools & techniques and critically evaluate decision making in business.										
CLO3	To understand various ratios and cash flow related to finance										
CLO4	To recognize the role of budgets and variance as a tool of planning and control.										
CLO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios										
UNIT	Details							No. of Hours	Learning Objectives		
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation							12	CLO1		
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.							12	CLO2		
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement(only Theory).							12	CLO3		
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget							12	CLO4		
V	Marginal Costing – CVP analysis – Break even analysis							12	CLO5		
Total							60				

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Interpret cost sheet & write comments.	PO1, PO2, PO4
CO2	Compare cost, management & financial accounting	PO6
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2, PO8
CO5	Evaluate marginal costing and its components	PO2, PO6

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 II). Vikas, 2007.
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan, 2017.

References Books	
1.	Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3.	Antony Atkinson, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
4.	Hornigren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

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-accounting-meaning-limitations-and-scope/5859
4	https://www.wallstreetmojo.com/ratio-analysis/
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Evaluation (Theory – 40% and Problems – 60%)		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	L	M
CO 2	S	M	M	M	M	S	L	S
CO 3	S	M	M	M	M	S	L	S
CO 4	S	M	M	M	M	S	L	M
CO 5	S	M	M	M	M	S	L	M

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150E2A	International Business	Generic Elective		-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To familiarize students with basic concepts of International Business										
CLO2	To impart knowledge about theories of international trade										
CLO3	To know the concepts of foreign exchange market and foreign direct investment										
CLO4	To understand the global environment										
CLO5	To gain knowledge on the Contemporary Issues of International Business										
UNIT	Details							No. of Hours	Learning Objectives		
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.							12	CLO1		
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.							12	CLO2		
III	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.							12	CLO3		
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.							12	CLO4		
V	Regional 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.							12	CLO5		
Total								60			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Discuss the modes of entry to International Business	PO1, PO5, PO6
CO2	Explain international trade theories	PO3, PO4, PO5
CO3	Understand Foreign exchange market and FDI	PO1, PO2
CO4	Outline the Global Business Environment	PO4, PO5, PO6
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8
Reading List		
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	
References Books		
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, 4 th edition, Pearson ,2017	
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020	
5.	SubbaRaoP, 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/	

Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
Total			100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	M	M
CO 2	M	M	S	S	S	S	M	S
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	M	M	M	M	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	15	15	15	14
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150S2A	MANAGERIAL SKILL DEVELOPMENT	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills							6	CLO1		
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.							6	CLO2		
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.							6	CLO3		
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.							6	CLO4		
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.							6	CLO5		
Total								30			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
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 MenezesPrabhu, Pen to Print Publishing LLP	
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV	
References 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.	
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
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	
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	S	S	M
CO 3	S	S	S	S	S	S	S	
CO 4	S	S	S	S	S	S	M	S
CO 5	M	M	S	S	S	M	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

**சென்னைப் பல்கலைக்கழகம்
University of Madras**

Part-IV

அடிப்படைத் தமிழ் - பாடத்திட்டம்

Basic Tamil - Syllabus

2 பருவங்கள் (இரண்டாம் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பருவம் - II (Semester - II)
அடிப்படைத் தமிழ் - II (Basic Tamil - II)

Course Code	Course Name	Category	L	T	P	S	Credit	Ins. Hours	Marks		
									CIA	External	Total
100S2A	அடிப்படைத் தமிழ் - II Basic Tamil - II	Supportive	2		-	-	2	2	25	75	100
Pre-requisite	தமிழ் எழுத்துகளை அறிந்திருத்தலோடு தொடக்க நிலையில் பேசவும் எழுதப் படிக்கவும் தெரிந்திருத்தல்.										SV 2023
Learning Objectives - கற்றல் நோக்கங்கள்											
<ul style="list-style-type: none"> தமிழ்மொழியைத் தொடக்க நிலையில் பேசவும் பிறர் பேசுவதைப் புரிந்துகொள்ளவும் திறன் பெறுதல். தமிழைப் படிக்கவும் எழுதவும் கற்றுக்கொள்ளுதல். பிறமொழி மாணவர்களுக்குத் தமிழ்மொழி யின் சிறப்புகள் , கலை-பண்பாட்டை அறிமுகப்படுத்துதல். தமிழ் இலக்கிய இலக்கண வளங்களின் சிறப்புக ளை அறிதல் . அவற்றுள் சிலவற்றைச் சுவைத்துப் பார்த்தல். தமிழரின் தனித்தன்மைகளை உணரச் செய்தல். 											
Expected Course Outcomes - எதிர்பார்க்கப்படும் கற்றல் அடைவுகள்											
On the successful completion of the course, students will be able to											
இப் பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்											
CO 1	தமிழ்மொழியைப் பேசவும் பிறர் பேசுவதைப் புரிந்துகொள்ளவும் திறன் பெறுதல். தமிழைப் படிக்கவும் எழுதவும் கற்றுக்கொள்வர்.										K1,K2
CO 2	கடிதம், விண்ணப்பம், நிகழ்ச்சிக் குறிப்புகள் எழுதுதல், தகவல் தொடர்புச் சாதனங்களில் தகவல் எழுதுதல் என அன்றாட வாழ்வில் தமிழ்ப் பயன்பாட்டைக் கற்றுக்கொள்வர்.										K1,K3,K4
CO 3	தமிழின் இலக்கிய வளத்தோடு தமிழரின் அறக் கோட்பாடுகளையும் தமிழரின் வரலாற்று-பண்பாட்டுச் செழுமையையும் புரிந்துகொள்வர்.										K1,K2,K4
CO 4	தமிழறிஞர்களையும் படைப்பாளிக ள், அரசியல் தலைவர்கள், சிறந்த ஆளுமைகளைப் பற்றி அறிந்துகொள்வர்.										K4,K5,K6
CO 5	தமிழர் கலை , பண்பாடு, பழக்கவழங்கங்கள், விளையாட்டுகள், விழாக்கள், தமிழரின் தனித்த அடையாளங்கள், சிறப்புகள் ஆகியவற்றை அறிவதோடு, அவரவர் மண்ணுகுரிய கலைப் பண்பாட்டோடு ஒப்பிட்டுப் புரிந்துகொள்வர்.										K1,K4,K5, K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create											
Unit - I	சொல்லும் பொருளும்										
	<ol style="list-style-type: none"> பெயர்-வேற்றுமை, வினை-காலம், பெயரடை-வினையடை, எதிர்ச்சொற்கள் போன்றவறைக் கொண்டு சிறுசிறு தொடர்கள் பேசவைத்தல், எழுதவைத்தல். பெயர்ப் பலகை, செய்தித்தாள் போன்றவற்றை வாசிக்கவும் பொருள் கூறவும் பயிற்சியளித்தல். உரையாடல் (படங்களைப் பார்த்து, சொற்களைச் சொல்லவைத்தல்/பேசவைத்தல், கேள்விகளுக்குப் பதில் அளித்தல், தலைப்புகள் கொடுத்துப் பேசச் செய்தல். 										

Unit - II	அன்றாட வாழ்வில் தமிழ்ப் பயன்பாடு
	காலைக் கடமைகள், சமையல், உணவுகள், உடல்நலம், வீட்டுப் பொருள்கள், வணிகம், போக்குவரத்து, பயணம் தொடர்பான செயல்பாடுகள் போன்ற அன்றாட நடவடிக்கைகளில் தமிழ்மொழிப் பயன்பாடு.
Unit - III	தமிழ் இலக்கியங்கள் அறிமுகம்
	1. தமிழ் இலக்கியங்கள் அறிமுகம் - இலக்கிய இலக்கண வளங்களின் சிறப்புகள். 2. திருக்குறள், ஆத்திசூடி, சங்க இலக்கியம், திரைப் பாடல்கள், நாட்டுப்புறப் பாடல்கள் போன்றவற்றில் சுவைமிகுந்த பாடல்களை வாசிக்கவைத்தல் பொருளுணர்த்துதல், கற்றவற்றை எழுதச்செய்தல்.
Unit - IV	தமிழ்ப் படைப்பாளர்கள், அறிஞர்கள், ஆளுமைகள், தலைவர்கள்
	1. இலக்கிய-இலக்கணப் படைப்பாளர்கள் (தொல்காப்பியர், திருவள்ளுவர், ஓவையார், கம்பர், பாரதி, பாரதிதாசன், ஜெயகாந்தன், கண்ணதாசன், வைரமுத்து போன்றோர்). 2. அரசியல் தலைவர்கள் (காமராசர், பெரியார், அண்ணா, எம்.ஜி.ஆர். போன்றோர்). 3. திரைப் பிரபலங்கள் (சிவாஜி கணேசன், ரஜினிகாந்த், கமலஹாசன், பாலச்சந்தர், இளையராஜா, சி.பா. பாலசுப்பிரமணியம் போன்றோர்). 4. ஆளுமைகள் (வ.உ. சிதம்பரனார், பாவாணர், அப்துல் கலாம், போன்றோர்). மேற்குறித்தோரை அறிமுகப்படுத்துதல். மாணவர்களைப் பேசவைத்தல் /எழுதவைத்தல்.
Unit - V	தமிழர் கலை, பண்பாடு, பழக்க வழங்கல்கள், விளையாட்டுகள், விழாக்கள்
	1. தமிழரின் தனித்த அடையாளங்களும் சிறப்புகளும். 2. கலைகள் (கட்டடம், சிற்பம், ஓவியம், புழங்குபொருள்கள்). 3. நுண்கலைகள் (சிலம்பம், பட்டிமன்றம், வில்லுப்பாட்டு, ஆட்டம், கூத்து போன்றன). 4. விளையாட்டுகள் (குழந்தைகள், சிறுவர், இளைஞர், ஆண்கள், பெண்கள்). 5. விழாக்கள் (குடும்ப விழாக்கள், கோயில் சார்ந்த விழாக்கள், கிராமிய விழாக்கள்). 6. சுற்றுலாத் தலங்கள் / வரலாற்றுச் சிறப்புமிக்க இடங்கள். 7. உணவு, உடை, மருத்துவம் இன்னபிற. மேற்குறித்தவற்றை அறிமுகப்படுத்துதல். மாணவர்களைப் பேசவைத்தல் /எழுதவைத்தல்.
Text book (s)	
•	அடிப்படைத் தமிழ்-2 (Basic Tamil-II)
Reference Books / Websites	
•	தமிழில் நாமும் தவறில்லாமல் எழுதலாம் - பொற்கோ, பாரி நிலையம், சென்னை, 2003.
•	www.tamilvu.org/ta/content/சான்றிதழ்
•	www.thamizham.net/kal/ttenglish/cards32-u8.htm
•	www.thamizham.net/kal/ttenglish/index-u8.htm
•	www.ilearntamil.com
•	www.wikihow.com/Learn-Tamil
•	www.ilovelanguages.org/tamil.php
•	www.ling-app.com/learn-tamil
•	www.ilearntamilnow.com
•	www.17-minute-languages.com/en/learn-tamil
•	www.hindustanitongue.com/learn-tamil

•	www.duolingo.com/course/ta/en/Learn-Tamil
•	www.mylanguages.org/learn_tamil.php
•	www.learn101.org/tamil.php
•	www.goethe-verlag.com/book2/EN/ENTA/ENTA002.HTM
•	www.karky.in/payilcourses/index.html
•	www.tamilvu.org/ta/பயணியர்-தமிழ்
•	www.languagetrainers.com/blog/tamil-words/
•	www.thamizham.net/kal/tamil.htm
•	www.worldtamilacademy.com
•	www.outsourcingtranslation.com/resources/phrases/tamil-sentences.php
•	www.ling-app.com/ta/basic-words-in-tamil/
•	www.thirutamil.com/article/20-easy-thirukkural-in-tamil/
•	www.chennaiLibrary.com/avvai/kondraivendan.html
•	www.tamilvu.org/ta/content/புதிய-பாடத்திட்டம்-2022
•	www.tamilvu.org/ta/content/மின்-கற்றலுக்கான-இணையத்தளம்
•	www.ling-app.com/ta/tamil-culture
•	www.caleidoscope.in/art-culture/tamil-nadu-culture-3

Apps

•	www.kaniyantamil.com/best-mobile-apps-tamil-learning/
•	Tamil 101 - Learn to Write
•	https://payil.app/tva/ta/
•	https://tamil-101.en.aptoide.com/app
•	Ling - Learn Tamil Language
•	Tamil by Nemo
•	Learn Tamil Quickly

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	3	2	3	2	2	3	2	2	2	2	3	3
CLO 2	2	2	2	3	3	2	2	3	3	2	2	2
CLO 3	3	3	3	2	2	3	3	2	3	3	3	3
CLO 4	3	2	3	3	3	3	2	2	2	2	3	2
CLO 5	2	2	3	3	2	2	3	3	2	3	3	2

Strong - 3, Medium - 2, Low - 1

**சென்னைப் பல்கலைக்கழகம்
University of Madras**

Part-IV

வளர்நிலைத் தமிழ் - பாடத்திட்டம்

Advanced Tamil - Syllabus

2 பருவங்கள் (இரண்டாம் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பருவம் - 2 (Semester - 2)
வளர்நிலைத் தமிழ் - II (Advanced Tamil - II)

Course Code	Course Name	Category	L	T	P	S	Credit	Ins. Hours	Marks		
									CIA	External	Total
100S2B	வளர்நிலைத் தமிழ் - II Advanced Tamil - II	Supportive	2	-	-	-	2	2	25	75	100
Pre-requisite	பத்தாம் வகுப்புவரை தமிழை மொழிப்பாடமாகப் படித்திருக்க வேண்டும்.									SV 2023	
Learning Objectives - கற்றல் நோக்கங்கள்											
<ul style="list-style-type: none"> பண்டைத் தமிழ் இலக்கியங்கள் , அவற்றின் சிறப்புகள் மற்றும் பொருண்மைகள் ஆகியன குறித்து அறியச்செய்தல். காப்பிய இலக்கியங்கள் , பக்தி இலக்கியங்கள் ஆகியவற்றில் காணலாகும் கருத்துக் கருவூலங்களை நுகரச் செய்தல். உரைநடை இலக்கியத்துள் , கட்டுரை, இலக்கியம் குறித்த அறிமுகத்தை மாணவர்களுக்கு ஏற்படுத்துதல். பாடத்தின்வழி, பல்வகை இலக்கியங்கள் தோன்றுவதற்கான காரணங்கள் மற்றும் மாற்றம் பெறுவதற்கான காரணங்களை அறியச் செய்தல். இருவேறு மொழிகளின் இயல்புகளை உணர் த்தி, மொழிபெயர்க்கும் திறனையும் அலுவலகக் கடிதம் எழுதும் பயிற்சியையும் பெறச் செய்தல். 											
Expected Course Outcomes - எதிர்பார்க்கப்படும் கற்றல் அடைவுகள்											
On the successful completion of the course, students will be able to											
இப் பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்.											
CO 1	உரைநடை இலக்கியத்தின் பெருமைகளை உணர்ந்து , அதனை அன்றாட வாழ்வில் பயன்படுத்தும் திறன் பெறுவர்.									K2,K3	
CO 2	பண்டைத் தமிழ் இலக்கியங்கள் காட்டும் சமூக , பண்பாட்டு, வாழ்வியல் முறைகளை அறிந்துகொள்வர்.									K1,K3,K4	
CO 3	காப்பியக் கட்டமைப்புகளை இன்றைய புதினம் , திரைப்படங்கள் ஆகியவற்றுடன் ஒப்பிட்டுக் காணும் அறிவைப் பெறுவர்.									K1,K3,K4	
CO 4	தமிழ் இலக்கிய மரபினையும் மாற்றங்களையும் ஆய்ந்து உணரும் ஆற்றல் பெறுவர்.									K1,K4,K5, K6	
CO 5	மொழிபெயர்ப்புத் திறன் பெறுவதோடு, அன்றாட வாழ்வின் தேவைகளான பல்வகை அலுவலகக் கடிதங்கள் எழுதும் திறன் பெறுவர்.									K4,K5,K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create											
Unit - I	பக்தி இலக்கியமும் சிற்றிலக்கியமும்										
	<ol style="list-style-type: none"> “மண்ணில் நல்லவண்ணம் வாழலாம்” - திருஞான சம்பந்தர் திருவேங்கடமலையில் பிறத்தல் என்னும் தலைப்பில் குலசேகர ஆழ்வார் பாடியுள்ள பாடல்களில் ஏதேனும் ஒன்று. முக்கூடற்பள்ளு இலக்கியத்தில் மூத்த பள்ளி தன் நாட்டுவளம் குறித்துப் பாடியுள்ள பாடல்களில் ஏதேனும் ஒன்று. 										
Unit - II	சங்க இலக்கியம், அற இலக்கியம், காப்பியம்										
	<ol style="list-style-type: none"> “நாடா கொன்றோ காடா கொன்றோ” - ஓவையார். “யாதும் ஊரே” - கணியன் பூங்குன்றனார் - புறநானூறு “நிலத்தினும் பெரிதே”, “வேம்பின் பைங்காய்” - குறுந்தொகை. திருக்குறள் - 'பொருள்செயல் வகை' அதிகாரம் 										

	உ) சிலப்பதிகாரம் - வஞ்சிக் காண்டம் - காட்சிக் காதை. ஊ) குண்டலகேசி - “பாளையாம் தன்மை செத்தும்” எனத் தொடங்கும் பாடல்.											
Unit - III	தமிழ் உரைநடை											
	தமிழ் உரைநடைச் சிறப்பையும் தேவையையும் மாணவர்கள் உணரும் வகையில் ஒரு சிறுகதை, ஓர் ஓரங்க நாடகம், ஓர் எளிய கட்டுரைத் தொகுப்பு இவற்றை அறிமுகம் செய்க.											
Unit - IV	தமிழர் பண்பாட்டு வரலாறு											
	தமிழர் பண்பாடு, கலைகள் (நிகழ்த்து கலை, ஓவியம், கட்டடக் கலை போன்றவற்றை அறிமுகம் செய்க.											
Unit - V	மொழிப் பயிற்சி											
	1. மயங்கொலிப் பிழை, குறில்-நெடில், சொற்பிழை, சந்திப்பிழை, தொடர்பு பிழைகளை நீக்கி எழுதப் பயிற்சியளித்தல். 2. கலைச்சொல்லாக்கம் 3. மொழிபெயர்ப்பு - தமிழ்-ஆங்கிலம், ஆங்கிலம்-தமிழ் பகுதிகளை மொழிபெயர்ப்பு செய்யப் பயிற்சியளித்தல். 4. வேலைவேண்டி விண்ணப்பம் எழுதுதல். 5. அலுவலகக் கடிதம். 6. போட்டித் தேர்வுகளுக்குரிய கண்ணோட்டத்தில் மொழி, இலக்கிய வரலாற்றினைக் கற்பித்தல்.											
Text book (s)												
•												
Reference Books / Websites												
•												
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	3	2	3	2	2	3	2	2	2	2	3	3
CLO 2	2	2	2	3	3	2	2	3	3	2	2	2
CLO 3	3	3	3	2	2	3	3	2	3	3	3	3
CLO 4	3	2	3	3	3	3	2	2	2	2	3	2
CLO 5	2	2	3	3	2	2	3	3	2	3	3	2
Strong - 3, Medium - 2, Low - 1												

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150S2B	BUSINESS ETIQUETTE AND CORPORATE GROOMING	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette-meeting and greeting scenarios-principles of exceptional work behavior-role of good manners in business- professional conduct and personal spacing.							6	CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy-Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment - real life work place scenarios – company policy for business etiquette							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices							6	CLO3		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication							6	CLO4		
V	Business Attire and Professionalism Business style and professional image - dress code-guidelines for appropriate business attire-grooming for success.							6	CLO5		
Total								30			

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe basic concepts of business setiquette and corporate grooming.	PO5, PO6,
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
CO4	Analyzeworkplacecourtesyandresolveethicalissueswithrespecttoetiquett eand grooming for success	PO1, PO3, PO8, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6
Reading List		
1.	Journal of Computer Mediated Communication By ICA	
2.	Business and Professional Communication by Sage Journals	
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse	
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow	
5.	Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012)	
References Books		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	NinaKochhar, "AtEasewithEtiquette", B.jain Publisher, 2011	
3.	NimeranSahukar, PremP.Bhalla, "TheBookofEtiquetteandmanners", PustakMahipublishers, 2004	
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5	https://wikieducator.org/Business_etiquette_and_grooming	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	M	M	S
CO 3	M	M	S	S	S	M	M	S
CO 4	M	M	S	S	S	S	M	S
CO 5	M	M	M	S	S	S	M	S

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	-	3	3	3	3
Weightage	12	15	15	15	15
Weighted Percentage of Course Contribution to Pos	2.4	3.0	3.0	3.0	3.0

சென்னைப் பல்கலைக்கழகம்
University of Madras

Part-I

பொதுத் தமிழ் - பாடத்திட்டம்

General Tamil - Syllabus

4 பருவங்கள் (மூன்றாம் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பொதுத்தமிழ் -3
தமிழக வரலாறும் பண்பாடும்
இரண்டாம் ஆண்டு - மூன்றாம் பருவம்

Course Code	Course Name	category	L	T	P	S	Credits	Ins.Hrs	CIA	External	Total
200L3AU	பொதுத்தமிழ் -3 தமிழக வரலாறும் பண்பாடும்	Supportive	Y	-	-	-	3	6	25	75	100

Learning Objectives

- தமிழக வரலாற்றை அறிந்துகொள்ளுதல்.
- தமிழரின் வாழ்வியல் தொன்மையை அறிதல்.
- தமிழரின் பண்பாட்டினை அறிந்துகொள்ளல்.
- தமிழர்மேல் நிகழ்ந்த பிற பண்பாட்டுத் தாக்கங்களை அறிதல்.
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்

Expected Course Outcomes

On the Successful completion of the Course, Students will be able to

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

CO 1	தமிழக வரலாற்றை அறிந்துகொள்வர்.	K4
CO 2	தமிழரின் வாழ்வியல் தொன்மையை அறிவர்.	K5, K6
CO 3	தமிழரின் பண்பாட்டுக் கூறுகளை அறிந்துகொள்வர்	K3
CO 4	பிற பண்பாட்டுத் தாக்கம் மற்றும் அணுகுமுறைகளை அறிவர்.	K3
CO 5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.	K2

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

அலகு-1	தொல் பழங்கால வரலாறும் சங்ககால வரலாறும்
<ol style="list-style-type: none"> 1. தொல் தமிழர் 2. பழைய கற்காலம் 3. புதிய கற்காலம் 4. உலோகக் காலம் 5. அகழ்வாராய்ச்சியில் தமிழும் தமிழரும் (கீழடி வரை) 6. திணை வாழ்வியல் (களவு வாழ்க்கை, கற்பு வாழ்க்கை, உணவு, அணிகலன்கள், வாணிகம், விளையாட்டுகள்) 7. கல்வியும், கலைகளும் 	

8. தமிழ் வளர்த்த சங்கம்	
9. சங்க கால ஆட்சி முறை	
10 . அயல்நாட்டுத் தொடர்புகள்	
அலகு-2	ஆட்சியர் வரலாறு
1. மூவேந்தர் வரலாறு	
2. பல்லவர் வரலாறு	
3. நாயக்கர் ஆட்சி	
4. முகம்மதியர் ஆட்சி	
5. மராட்டியர் ஆட்சி	
அலகு-3	ஐரோப்பியர் கால வரலாறு
1. போர்த்துக்கீசியர்	
2. டச்சுக்காரர்கள்	
3. டேனிஸ்காரர்கள்	
4. பிரெஞ்சுக்காரர்கள்	
5. ஆங்கிலேயர்கள்	
6. பாளையக்காரர்கள்	
7. இந்திய விடுதலைப் போராட்டத்தில் தமிழ்நாடு	
அலகு-4	விடுதலைக்குபின் தமிழ்நாட்டு வரலாறு
1. மொழிப்போராட்டம்	
2. சமூக மறுமலர்ச்சி	
3. தொழில்நுட்ப வளர்ச்சி	
அலகு-5	மொழிப்பயிற்சி
<ul style="list-style-type: none"> • நிறுத்தக் குறிகள் • கலைச்சொற்கள் • மொழிபெயர்ப்பு 	
பயிற்சி :ஆங்கிலக் கலைச் சொற்களைக் கொடுத்து அவற்றைத் தமிழில் மொழிபெயர்க்கச் செய்தல்.	
Text books	
<ul style="list-style-type: none"> • தமிழக வரலாறும் பண்பாடும் - கே.கே. பிள்ளை, உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை, • தமிழர் நாகரிகமும் பண்பாடும் - அ. தட்சிணாமூர்த்தி, யாழ் வெளியீடு, சென்னை,. • தமிழக வரலாறும் பண்பாடும் - வே.தி. செல்லம், மணிவாசகர் பதிப்பகம், சென்னை, • ஆதிச்சநல்லூர் முதல் கீழடி வரை நுவேதா லூயிஸ், கிழக்குப் பதிப்பகம், சென்னை. • பண்பாட்டு மானிடவியல் - பக்தவத்சல பாரதி, அடையாளம் பதிப்பகம், திருச்சி. • .தமிழர் மேல் நிகழ்ந்த பண்பாட்டுப் படையெடுப்புகள், க.ப. அறவாணன், தமிழ்க்கோட்டம், சென்னை. • 	

Reference Books

- தமிழக சமுதாய பண்பாட்டு கலை வரலாறு -கு. சேதுராமன், என்.சி.பி.எச், சென்னை,
- தமிழர் கலையும் பண்பாடும் -அ.கா. பெருமாள், என்.சி.பி.எச், சென்னை.
- ஒரு பண்பாட்டின் பயணம்: சிந்து முதல் வைகை வரை -ஆர். பாலகிருஷ்ணன், ரோஜா முத்தையா ஆராய்ச்சி நூலகம், சென்னை.
- தமிழும் பிற பண்பாடும் - தெ.பொ. மீனாட்சி சுந்தரனார், நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை
- தமிழர் வரலாறும் பண்பாடும் - நீலகண்ட சாஸ்திரி, ஸ்ரீசெண்பகா பதிப்பகம், சென்னை
- தமிழர் வரலாறும் தமிழர் பண்பாடும்- மா.இராசமாணிக்கனார்
- தமிழர் நாகரிக வரலாறு -க.த.திருநாவுக்கரசு, தொல்காப்பியர் நூலகம், சென்னை.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

Web Sources

- <https://www.chennaiLibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	3	2	3	2	2	3	2	2	2	2	3	3
CLO 2	2	2	2	3	3	2	2	3	3	2	2	2
CLO 3	3	3	3	2	2	3	3	2	3	3	3	3
CLO 4	3	2	3	3	3	3	2	2	2	2	3	2
CLO 5	2	2	3	3	2	2	3	3	2	3	3	2

Strong -3, Medium-2, Low-1

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
 EXISTING SYLLABUS (22-23) FOLLOWED FOR THE ACADEMIC YEAR 2023-2024

200L3E

FOUNDATION COURSE: PART-I HINDI PAPER-III

Inst.Hrs. : 6
Credits : 3

Year : II
Semester : III

PAPER –III ANCIENT POETRY AND INTRODUCTION TO HINDI LITERATURE (UPTO REETI KAAL)		
Duration:	1 Semester	
Programme Outcomes:	<ol style="list-style-type: none"> 1. Identify the ancient poets and their works, contribution to society and Literature 2. Studies the contemporary conditions and its impact on Ancient poets 3. Understand the message of poets their expressional and artistic skills 4. Evaluation and critical study of Ancient Poetry and Trends of Ancient Literature 5. Obtain the skills of summarise, interpretation of contexts and literary attitude 	
Programme Specific Outcomes:	<ol style="list-style-type: none"> 1. Basic knowledge of Ancient Poets and their works 2. Basic Knowledge of History of Hindi literature and its trends 3. Obtain skills of briefing, interpretation and evaluation 4. Basic idea of critical and analytical study of literature. 5. Obtain the application knowledge of relation between contemporary condition and literature and its impact on poets 	
Course Objectives	<ol style="list-style-type: none"> 1. Identify the literary trends of ancient Hindi literature, and social conditions and its impact on Ancient poetry 2. Summarise the content of prescribed poems and understand the trends of Ancient Hindi Literature . 3. Critical study and analysis of artistic skills of poets and their expressional skills and literary trends 4. Employ the methods of interpreting contexts, ideas and identify the special features, poetic skills through practicing annotation writing 5. Differentiate the subject, ideology, contribution and poetic skills with each other and also know about contemporary poets , writers and the impact of contemporary situations 6. Conceive the aims of Literature and relations between Literature and contemporary society 	<p>K1</p> <p>K2</p> <p>K4</p> <p>K3</p> <p>K5</p> <p>K6</p>

Pre-requisites, if any:	Basic Knowledge of Hindi Fiction and Translation
UNITS	
I	<ol style="list-style-type: none"> 1. Kabirdas - Saakhi (Dohas from 1 to 10) 2. Literary Trends of Veeragatha Kaal (Aadikaal) 3. Chand Baradai and his Works 4. Vidhyapathi and his Works
II	<ol style="list-style-type: none"> 1. Surdas - Bramargeet Saar 2. Literary Trends of Bhakthi Kaal 3. Gyan Margi Shakha 4. Important Poet : 1. Kabirdas
III	<ol style="list-style-type: none"> 1. Tulasidas – Vinay ke Pad only 2. Literary Trends of Bhakthi Kaal – Prem Margi Shakha 3. Literary Trends of Bhakthi Kaal - Ram Bhakthi Shakha 4. Important Poets – 1. Joyasi and 2. Tulasidas
IV	<ol style="list-style-type: none"> 1. Meera Bai – Pad only 2. Tiruvalluar (Dharmakaand only) 3. Literary Trends of Bhakthi Kaal – Krishna Bhakthi Shakha 4. Important Poet – Surdas
V	<ol style="list-style-type: none"> 1. Biharilal (Dohas 1 to 5) 2. Literary Trends of Reethikaal 3. Important Poet : Bihari and his works 4. Bhushan and his works and Ghananand and his works

Course Outcomes	<ol style="list-style-type: none"> 1. Identifies the Ancient Poets their works, and impact of contemporary conditions of society and ancient History of Hindi Literature 2. Understand the theme , message, expressional and artistic skills 3. Evaluate the thought, ideology, expressional and artistic skills of writers and contextual meanings and literary trends of Ancient History 4. Obtain skills of summarizing, evaluating and critical study and of poems 5. Employ the techniques of interpretation and contextual meaning of texts
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Reading List (Print and Online)	<ol style="list-style-type: none"> 1. Hindi Sahithya Ka Itihas, By: Ramchandra Shukla, Jaya Bharati Publications, 217, B, Maya Press Road, Allahabad – 211 003. 2. Hindi Sahithya Yug Aur Pravritthiya By: Dr. Sivakumar Varma, Asok Prakashan Nayi Sarak, New Delhi – 6. 3. Hindi Sahithya ka Itihas
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	By : Gulabroy, Lakshmi Narayana Agarwal Book Publishers and seller, Anupama Plaza – 1, Block No. 50, Sanjay Palace, Agra – 282002.
Recommended Texts	1. Poetry Selection Madras University Publications University of Madras

Method of Evaluation:

Internal Assessment	End Semester Examination	Total	Grade
25	75	100	

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	M	M	M
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	M	S	S	S	S
CO 5	M	S	S	S	S

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FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

UG & 5 Year PG Integrated – SEMESTER – III

Foundation Course: Translation, Comprehension and Grammar - I

Course Outcomes	<ol style="list-style-type: none"> 1. Identify and appreciate the construction and the structure of different tenses and sentences 2. Translate simple texts 3. Draft and summarize literary texts 4. Apply the grammatical rules to express one's ideas using different tenses 5. Analyze literary texts with respect to their structure and composition 		
Course	Foundation Course in French	Course Code	200L3K
Title of the Course:	Translation, Comprehension and Grammar – I		
Credits:	3		
Pre-requisites, if any:	-		
Course Objectives	Understand the structure and use of the different grammatical tenses	K2	
	Translate texts and examine them	K2 and K4	
	Draft summaries of literary texts	K2 and K6	
	Identify the requirement and employ the different grammatical tenses	K3	
	Analyze and critically assess the literary texts	K4 and K5	
UNITS			
I	<i>Nos études</i> <i>Les feuilles mortes</i> Le passé composé		
II	<i>Demain dès l'aube</i> <i>Une visite inattendue</i> L'imparfait		
III	<i>La tortue et le chien</i> Le subjonctif Le conditionnel		
IV	<i>Le vrai Père</i> Les pronoms relatifs La comparaison		
V	<i>L'hiver</i> <i>La danse</i> L'expression du temps		
Prescribed Text	K. Madanagobalane & N.C. Mirakamal, <i>Le français par les textes</i> , Chennai, Samhita Publications – Goyal Publisher & Distributors Pvt Ltd, 2017		

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FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M	M	M	M	M	L	S	S	S	S	S	M
CO 2	M	M	S	S	S	S	M	S	M	M	S	M	S
CO 3	S	M	S	M	M	M	M	S	S	S	M	S	M
CO 4	S	S	M	M	S	M	L	S	S	S	S	S	M
CO 5	M	M	S	S	S	M	M	S	S	S	M	S	M

S-Strong M-Medium L-Low

SEMESTER III

Title of the Paper : Translation, Comprehension and Grammar-I

Prescribed textbook: K.Madanagobalane &N.C.Mirakamal, *Le français par les textes*, Chennai, Samhita Publications-Goyal Publisher & Distributors Pvt Ltd, 2017

The following texts from the prescribed textbook:

- *Nos études*
- *Les feuilles mortes*
- *Demain dès l'aube*
- *Une visite inattendue*
- *La tortue et le chien*
- *Le vrai Père*
- *L'hiver*
- *La danse*

The following grammar components are chosen from the prescribed textbook:

- Le passé composé
- L'imparfait
- Le subjonctif

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FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

- Le conditionnel
- Les pronoms relatifs
- La comparaison
- L'expression du temps

Paper setters to strictly adhere to the syllabus and ask questions only from the pages included in the syllabus. Questions should cover the entire syllabus.

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum Marks : 75

Section A (10 x 2 = 20 Marks)

Answer any TEN questions

15 short answer questions to be asked from the prescribed texts (name of the text might be included within brackets in the question)

Section B (5 x 5 = 25 Marks)

Answer any FIVE questions

8 Grammar exercises to be given from the prescribed textbook

Section C (3 x 10 = 30 Marks)

Answer any THREE

3 must be answered out of 5 topics (1 translation of a prescribed text, 1 translation of unknown text, 1 comprehension of unknown text, 2 summaries of the prescribed texts)

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FOUNDATION COURSE: ENGLISH
SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR - SEMESTER III

PAPER II –GENERAL ENGLISH

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
200L3ZU	Part II	Y	Y	-	-	3	6	25	75	100
Learning Objectives										
LO1	To make them active listeners									
LO2	To enhance the interpersonal relationship skills									
LO3	To embolden them to cope with stress									
LO4	To master grammar skills									
LO5	To help them to use English effectively in a business environment									
Unit No.	Unit Title & Text									No. of Periods for the Unit
I	ACTIVE LISTENING Short Story 1.1 In a Grove – AkutagawaRyunosuke Translated from Japanese by Takashi Kojima 1.2 The Gift of the Magi – O’ Henry Prose 1.3 Listening – Robin Sharma 1.4 Nobel Prize Acceptance Speech – WangariMaathai									20
II	INTERPERSONAL RELATIONSHIPS Prose 2.1 Telephone Conversation – Wole Soyinka 2.2 Of Friendship – Francis Bacon Song on (Motivational/ Narrative) 2.3 Ulysses – Alfred Lord Tennyson 2.4 And Still I Rise – Maya Angelou									20
III	COPING WITH STRESS Poem 3.1 Leisure – W.H. Davies 3.2 Anxiety Monster – RhonaMcFerran Readers Theatre 3.3 The Forty Fortunes: A Tale of Iran 3.4 Where there is a Will – Mahesh Dattani									20
IV	Grammar 4.1 Phrasal Verbs & Idioms 4.2 Modals and Auxiliaries 4.3 Verb Phrases – Gerund, Participle, Infinitive									15

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FOUNDATION COURSE: ENGLISH SYLLABUS WITH EFFECT FROM 2023-2024

V	Composition/ Writing Skills 5.1 Official Correspondence – Leave Letter , Letter of Application, Permission Letter 5.2 Drafting Invitations 5.3 Brochures for Programmes and Events	15
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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Listen actively	PO1,PO7
CO2	Develop interpersonal relationship skills	PO1,PO2,PO10
CO3	Acquire self-confidence to cope with stress	PO4,PO6,PO9
CO4	Master grammar skills	PO4,PO5,PO6
CO5	Carry out business communication effectively	PO3,PO8

Text Books (Latest Editions)

1	WangariMaathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Jul 2023.
2	Mahesh Dattani, Where there is a Will. Penguin, 2013.
3	Martin Hewings, Advanced English Grammar, Cambridge University Press, 2000
4	EssentialEnglish Grammar by Raymond Murphy

Web Resources

1	WangariMaathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Mon. 17 Jul 2023. https://www.nobelprize.org/prizes/peace/2004/maathai/lecture/
2	Telephone Conversation - Wole Soyinka https://www.k-state.edu/english/westmank/spring_00/SOYINKA.html
3	Anxiety Monster- RhonaMcFerran- www.poetrysoup.com

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FOUNDATION COURSE: ENGLISH
SYLLABUS WITH EFFECT FROM 2023-2024

Mapping with Programme Outcomes:

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

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250C3A	ORGANIZATIONAL BEHAVIOUR	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organisaitonal Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	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)							10	CLO1		
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:							18	CLO2		
III	GROUP BEHAVIOUR : 1. 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);							17	CLO3		

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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	15	CLO4
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.	15	CLO5
		75	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2, PO4. PO5, PO6
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6
CO4	To impact and bring positive change in the culture of the organization.	PO2, PO3, PO4 PO5, PO8
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8

Reading List

1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata McGraw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).

References Books

1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.
5.	John Newstrom, <i>Organizational Behaviour: Human Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)

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Web Resources		
1	https://www.iedunote.com/organizational-behavior	
2	https://www.london.edu/faculty-and-research/organisational-behaviour	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior Emerald Publishing	
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	M	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	S	S	M	M

S-Strong M-Medium L-Low

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CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250C3B	Financial Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	Understand the basics of finance and roles of finance manager										
CLO2	Evaluate Capital structure & Cost of capital										
CLO3	Evaluate Capital budgeting										
CLO4	Assess dividends										
CLO5	Appraise Working Capital										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
II	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 share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							15	CLO2		
III	Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	CLO3		
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)							15	CLO4		
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							15	C5		
Total							75				

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Course Outcomes		
Course Outcomes	On Completion of this course, the students will	Program Outcomes
CO1	Understand the basics of finance and roles of finance manager	PO1, PO5, PO6
CO2	Evaluate Capital structure & Cost of capital	PO1, PO2, PO6
CO3	Evaluate Capital budgeting	PO1, PO6
CO4	Assessing dividends	PO1, PO6
CO5	Appraise Working Capital	PO1, PO6
Reading List		
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011	
2.	Advanced Financial Management kohok, M A, Everest Publishing House	
3.	Financial Management Kishore R M, Taxman Allied Service	
4.	Strategic Financial Management Jakhotiya	
5.	Financial Management & Policy Srivastava, R M Himalaya	
References Books		
1.	Dr. K. Ganesan & S. Ushena Begam, Financial Management, Charulatha Publications, Chennai	
2.	Financial Management - I.M. Pandey, 2009 Vikas Publishing	
3.	Financial Management – Prasanna Chandra, 2008, Tata McGraw Hill, New Delhi	
4.	Financial Management – S.N. Maheswari	
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons	
6.	Financial Management – A. Murthy	
Web Resources		
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/	
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf	
3.	Journal of Financial Management (esciencepress.net)	
4.	Financial Management on JSTOR	
5.	Financial Management Wiley online library	
Methods of Evaluation (Theory – 40% and Problems – 60%)		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix) Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250E3A	BUSINESS STATISTICS	Generic Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Apply the Measures of Central Tendency in business										
CLO2	Understanding the Measures of Variation										
CLO3	Analyze of Time Series										
CLO4	Understand Index Numbers and Statistical quality control										
CLO5	Testing of hypothesis										
UNIT	Details							No. of Hours	Learning Objectives		
I	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.							12	CLO1		
II	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.							12	CLO2		
III	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations							12	CLO3		
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices.							12	CLO4		
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.							12	CLO5		
								60			

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Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Measures of Central Tendency	PO1,PO2,PO4,PO6
CO2	Measures of Variation	PO1,PO2,PO6
CO3	Analyze of Time Series	PO1,PO2,PO6
CO4	Understand Index Numbers	PO1,PO2,PO6
CO5	Test Hypothesis	PO2,PO8
Reading List		
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.	
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.	
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.	
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.	
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill	
References Books		
1.	David M.Levine, David F.Stephanetal. Business Statistics : A first Course, 7 th edition	
2.	Dina NathPandit, Statistics: A Modern Approach , Hindustan Publishing Corporation	
3.	HazarikaPadmalochan,A textbook of Business Statistics , S.Chand Publications	
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, McGraw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12 th Media Services, 2017	
Web Resources		
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/	
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf	
3	http://www.statisticshowto.com	
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/	
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	S	M	S
CO2	S	S	M	M	M	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	S	S	S	M	S

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CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250S3A	COMPUTER APPLICATIONS IN BUSINESS	SEC	Y	-	Y	-	2	2	25	75	100
Learning Objectives											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in Ms-Excel,										
CLO3	To build skills in Ms- Power Point										
CLO4	To understand the basics of tally										
CLO5	To familiarize students with google forms for students with relevance in business scenario and its applications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .							6	CLO1		
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization							6	CLO2		
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting							6	CLO3		

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	presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.		
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	6	CLO4
V	Use Google forms to develop & share questionnaire.	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7	
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7	
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7	
CO4	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7	
CO5	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7	
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.		
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran		
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited.		
References 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, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.		
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.		

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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/	
5	https://www.tutorialkart.com/tally/tally-tutorial/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	M	M
CO 2	S	M	M	M	M	S	S	M
CO 3	M	M	M	S	M	S	M	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	S	M	S	M	S	S	M

S-Strong M-Medium L-Low

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CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250S3B	ENTREPRENEURIAL SKILL: NEW VENTURE MANAGEMENT	SEC	Y	-	-	-	1	1	25	75	100
Learning Objectives											
CLO1	To learn to generate and evaluate new business ideas										
CLO2	To learn about a business model that generates money										
CLO3	To understand how to find, evaluate and buy a business										
CLO4	To evaluate the feasibility of idea into a Venture										
CLO5	To understand sources who lend for new ventures										
UNIT	Details							No. of Hours	Learning Objectives		
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.							3	CLO1		
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							3	CLO2		
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis- assessing a New Venture’s Financial Strength and Viability							3	CLO3		
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							3	CLO4		
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.							3	CLO5		
Total								15			

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2,PO6
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO6
CO3	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO6
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO6
Reading List		
1.	Journal of Business Venturing – Elsevier	
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald	
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,	
4.	Entrepreneurship and New Venture Creation; ArunSahay, V. Sharma; Excel Book (2008)	
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , SabyasachiSinha , McGraw Hill	
References Books		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., &Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, McGraw Hill Publication	
Web Resources		
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217	
2.	https://core.ac.uk/download/pdf/98660713.pdf	
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf	
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm	
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786	

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

Mapping with program outcome

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

ENVIRONMENTAL STUDIES PROGRAMME
ABILITY ENHANCEMENT COMPULSORY COURSES
(AECC- Environmental Studies)

Syllabus with effect from the academic year 2018-2019
(i.e. for batch of candidates admitted to the course from the academic year 2017-18)

Credits: 2

II Year / III/IV Sem.

Unit 1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; concept of sustainability and sustainable development.

Unit 2 : Ecosystem (2 lectures)

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem:
Food chains, food webs and ecological succession, Case studies of the following ecosystem:
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3: Natural Resources : Renewable and Non – renewable Resources (6 lectures)

- Land resources and land use change: Land degradation, soil erosion and desertification.
- Deforestation : Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation (8 lectures)

- Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots
- India as a mega- biodiversity nation, Endangered and endemic species of India.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental Pollution (8 lectures)

- Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution.
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste
- Pollution case studies.

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Unit 6: Environmental Policies & Practices (8 lecturers)

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human Wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment (7 lectures)

- Human population growth, impacts on environment, human health and welfare.
- Resettlement and rehabilitation of projects affected persons; case studies.
- Disaster management: floods, earthquake, cyclone and landslides.
- Environmental movements : Chipko, Silent Valley, Bishnois of Rajasthan.
- Environmental ethics : Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies(e.g. CNG Vehicles in Delhi)

Unit 8 : Field Work (6 lectures)

- Visit to an area to document environmental assets: river / forest/ flora/ fauna etc.
- Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystem- pond, river, Delhi Ridge etc.

(Equal to 5 Lectures)

Suggested Readings:

1. Carson , R. 2002.Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil , M.,& Guha, R. 1993.This Fissured Land: An Ecological History of India. Univ.of California Press.
3. Glesson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick,P.H.1993.Water Crisis. Pacific Institute for Studies in Dev.,Environment & Security. Stockholm Env.Institute, Oxford Univ.Press.
5. Groom, Martha J., Gary K.Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates,2006.
6. Grumbine,R.Edward, and Pandit,M.K2013.Threats from India's Himalayas dams .Science,339:36-37
7. McCully,P.1996.Rivers no more :the environmental effects of dams(pp.29-64).Zed books.
8. McNeill,John R.2000.Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum,E.P.,Odum, H.T.& Andrees,J.1971.Fundamental of Ecology. Philadelphia Saunders.
10. Pepper,I.L.,Gerba,C.P & Brusseau,M.L.2011.Environmental and Pollution Science. Academic Press.
11. Rao,M.N.& Datta,A.K1987.Waste Water Treatment. Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven,P.H.,Hassenzahl,D.M & Berg,L.R.2012 Environment.8th edition. John Willey & sons.

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U.G. DEGREE COURSE

13. Rosencranz, A., Divan,S.,& Noble, M.L.2001.Environmental law and policy in India. Tirupathi 1992.
14. Sengupta,R.2003.Ecology and Economics: An approach to sustainable development.OUP
15. Singh,J.S.,Singh,S.P and Gupta,S.R.2014.Ecology,Environmental Science and Conservation. S.Chand Publishing, New Delhi.
16. Sodhi,N.S.,Gibson,L.&Raven ,P.H(eds).2013.Conservation Biology :Voices from the Tropics. John Willey & Sons.
17. Thapar,V.1998.Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren,C.E.1971.Biology and water Pollution Control. WB Saunders.
19. Willson,E.O.2006. The Creation: An appeal to save life on earth..New York: Norton.
20. World Commission on Environment and Development.1987.Our Common Future. Oxford University Press.

சென்னைப் பல்கலைக்கழகம்
University of Madras

Part-I

பொதுத் தமிழ் - பாடத்திட்டம்

General Tamil - Syllabus

4 பருவங்கள் (நான்காம் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பொதுத்தமிழ் -4
தமிழும் அறிவியலும்
இரண்டாம் ஆண்டு - நான்காம் பருவம்

Course Code	Course Name	category	L	T	P	S	Credits	Ins.Hrs	CIA	Externa	Total
200L4AU	பொதுத்தமிழ் -4 தமிழும் அறிவியலும்	Supportive	Y	-	-	-	3	6	25	75	100

Learning Objectives

- தாய்மொழி வழியாக அறிவியல் பற்றிய சிந்தனைகளை வளர்த்தல்.
- அறிவியல் கலைச் சொல்லாக்கம் பற்றிப் பயிற்றுவித்தல்.
- மாணவர்களுக்கு அறிவியல் பார்வையை ஏற்படுத்துதல்.
- தமிழில் அறிவியல் படைப்பிலக்கியங்களை உருவாக்கத் தூண்டுதல்
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்

Expected Course Outcomes

On the Successful completion of the Course, Students will be able to

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

CO 1	தாய்மொழி வழியாக அறிவியல் பற்றிச் சிந்திக்கும் திறன் பெற்றிருப்பர்.	K4
CO 2	அறிவியல் கலைச் சொல்லாக்கம் பற்றிய விதிகள், நுணுக்கங்களைத் தெரிந்திருப்பர்.	K5, K6
CO 3	அறிவியல் தமிழ் வளர்ச்சியில் மொழிபெயர்ப்பின் பங்கு குறித்து அறிந்திருப்பர்.	K3
CO 4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்	K3
CO 5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.	K2

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

அலகு-1	தமிழரின் அறிவியல் சிந்தனைகள்
	<ul style="list-style-type: none"> • அறிவியலும் மனித வாழ்வும் • ஐந்திணைப் பகுப்பும் சூழலியலும் • தொழில்நுட்ப மேலாண்மை • நீர் நில மேலாண்மை

அலகு-2	பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	<ol style="list-style-type: none"> 1. நிலவியல் 2. உலோகவியல் 3. வானவியல் 4. உயிரியல் 5. உளவியல்

அலகு-3	இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	<ol style="list-style-type: none"> 1. காப்பியங்களில் அறிவியல் 2. சிற்றிலக்கியங்களில் அறிவியல் 3. உரைநூல்களில் அறிவியல்
அலகு-4	இணையத் தமிழ்
	<ol style="list-style-type: none"> 1. இணையத் தமிழ் பயன்பாடு - அறிமுகம் 2. இணையத்தமிழ்க் கல்விக்கழகம் 3. இணைய நூலகம் 4. செயற்கை நுண்ணறிவியல் 5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள்
அலகு-5	கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும்
	<ul style="list-style-type: none"> • உறவு முறைக் கடிதப் பயிற்சி • அலுவலகக் கடிதப் பயிற்சி • விண்ணப்பப் படிவம் எழுதும் பயிற்சி • தன் விவரப் படிவம் எழுதும் பயிற்சி • கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி • பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி
Text books	
	<ul style="list-style-type: none"> • அறிவியல் தமிழ் இன்றைய நிலை - இராதா செல்லப்பன், உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை. • மணவை முஸ்தபா, தமிழில் அறிவியல் படைப்பிலக்கியம், மணவை பப்ளிகேஷன், சென்னை. • கலைச்சொல்லாக்கம் - மங்கை, ரங்கராசபுரம், சென்னை .
Reference Books	
	<ol style="list-style-type: none"> 1. தமிழர் வேளாண்மை மரபுகள் - இல).செ.கந்தசாமி • 2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பெ.மாதையன், நியூ செஞ்சுரி புக் ஹவுஸ் 3. தமிழில் அறிவியல் இதழ்கள்சாமுவேல்- ரா.பார்வேந்தன் ஃபிஷ்கிறீன் பதிப்பகம், கோவை 4. அறிவியல் தமிழ் - பதிப்பாசிரியர் இராதா செல்லப்பன், பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி. 5. இணையத் தமிழ் வரலாறு, மு.பொன்னவைக்கோ, பாரதிதாசன் பல்கலைக்கழகம் 6. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியம் - சந்திரோதயம் பதிப்பகம் 7. இணையமும் இனிய தமிழும் - துரை. மணியரசன், இசை பதிப்பகம் 8. கணினித் தமிழ், இல. சுந்தரம் - விகடன் பிரசுரம் 9. மாண்புமிகு மண், பாமயன், வம்சி புக்ஸ்

10. தமிழ் இலக்கியத்தில் அறிவியல் சிந்தனைகள் வானதி பதிப்பகம், சென்னை													
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]													
Web Sources													
<ul style="list-style-type: none"> • https://www.chennaiLibrary.com/ • https://www.sirukathaigal.com • https://www.tamilvirtualuniversity.org • https://www.noolulagam.com • https://www.katuraitamilblogspot.com 													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	1.
CLO1	3	2	3	3	3	2	2	2	3	2	3	2	
CLO2	3	3	2	2	2	3	2	3	3	2	2	2	
CLO3	3	2	3	3	2	2	2	3	2	3	3	2	
CLO4		3	3	2	2	2	3	2	3	2	3	3	
CLO5	3	3	2	2	2	3	3	2	2	2	3	3	

Strong -3,Medium-2,Low-

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE – FOUNDATION COURSE
 EXISTING SYLLABUS (22-23) FOLLOWED FOR THE ACADEMIC YEAR 2023-2024

200L4E

FOUNDATION COURSE: PART-I HINDI PAPER-IV

Inst.Hrs. : 6
Credits : 3

Year : II
Semester : IV

PAPER –IV MODERN POETRY AND INTRODUCTION TO HINDI LITERATURE (AADHUNIK KAAL)	
Duration:	1 Semester
Programme Outcomes:	<ol style="list-style-type: none"> 1. Identify the Modern poets and their works, contribution to society and Literature 2. Studies the contemporary conditions and its impact on Modern poets 3. Understand and differentiate the message of poets their expressional and artistic skills and 4. Evaluation and critical study of Modern Poetry and Trends of Ancient Literature 5. Obtain the skills of summarise, interpretation of contexts and literary attitude
Programme Specific Outcomes:	<ol style="list-style-type: none"> 1. Basic knowledge of modern Poets and their works 2. Basic Knowledge of History of Hindi literature and its trends 3. Obtain skills of briefing, interpretation and evaluation 4. Basic idea of critical and analytical study of literature. 5. Obtain the application knowledge of relation between contemporary condition and literature and its impact on poets

Course Objectives		
	1. Identify the modern trends of Modern Hindi literature, different forms of modern literature i.e. poetry, fiction etc.	K1
	2. Summarise the content of prescribed poems and understand the trends of modern Hindi Literature .	K2
	3. Critical study and analysis of artistic skills of poets and their expression skills	K4
	4. Employ the methods of interpreting contexts, ideas and identify the poetic skills through practicing annotation writing	K3 K5
	5. Differentiate the subject and poetic skills of prescribe poems with each other and also know about contemporary poets , writers and the impact of contemporary situations	K6
	6. Conceive the aims of Literature and relations between	

	Literature and contemporary society	
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Pre-requisites, if any:	Basic knowledge of Modern Hindi poets and their poetry	
UNITS		
I	<ol style="list-style-type: none"> 1. Asha – (Jayashankar Prasad) 2. Tum Logon se Door (Nagarjun) 3. Literary Trends of Chayavaad 	
II	<ol style="list-style-type: none"> 1. Kavi Aur Kalpana – (Dhramaveer Bhaarathi) 2. Bharat Ki Aarthi - (Shamsher Bahadur Singh) 3. Literary Trends of Pragathivaad 	
III	<ol style="list-style-type: none"> 1. Varadan Mangoonga Nahi (Siva Mangal Singh Suman) 2. Anevalon Se Ek Savaal (Bharat Bhooshan Agarwal) 3. Literary Trends of Nayee Kavita 	
IV	<ol style="list-style-type: none"> 1. Literary Trends of Hindi Short Stories 2. Literary Trends of Hindi One Act Plays 3. Maithili Saran Gupta, Mahadevi Varma, 	
V	<ol style="list-style-type: none"> 1. Jayashankar Prasad, Nirala, 2. Panth, Dinakar, Premchand, 3. Yashpaal, Jainendra Kumar, Mohan Rakesh, 	

Course Outcomes	<ol style="list-style-type: none"> 1. Evaluate the poetic skills of poets and their poems 2. Identify the conditions inspire the poets and writers 3. Enumerate the literary trends and different literary forms 4. Understand the human, social, ethical and literary values 5. Obtain the knowledge to evaluate and critical analysis of literary works
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Reading List (Print and Online)	<ol style="list-style-type: none"> 1. Hindi Sahithya Ka Itihas, By: Ramchandra Shukla, Jaya Bharati Publications, 217, B, Maya Press Road, Allahabad – 211 003. 2. Hindi Sahithya Yug Aur Pravritiya By: Dr. Sivakumar Varma, Asok Prakashan Nayi Sarak, New Delhi – 6. 3. Hindi Sahithya ka Itihas By : Gulabroy, Lakshmi Narayana Agarwal Book Publishers and seller, Anupama Plaza – 1, Block No. 50, Sanjay Palace, Agra – 282002
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Recommended Texts	6. Poetry Selection Madras University Publications University of Madras
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Method of Evaluation:

Internal Assessment	End Semester Examination	Total	Grade
25	75	100	

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S
CO 2	S	S	M	S	M
CO 3	S	S	M	S	S
CO 4	M	M	S	S	S
CO 5	S	S	S	S	S

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FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

UG & 5 Year PG Integrated – SEMESTER – IV

Foundation Course: Translation, Comprehension and Grammar - II

Course Outcomes	<ol style="list-style-type: none"> 1. Apply connecting words (<i>cause, but, concession, condition, hypothèse, conséquence</i>) to improve the spoken as well as written communication skills 2. Differentiate the various past tenses in “<i>Les Temps du Passé</i>” and their unique usage 3. Summarize the literary texts 4. Identify and apply the different grammatical tenses of “<i>les temps du passé</i>” in sample exercises to practice 5. Critically assess the literary texts through an analysis of its themes, narrative techniques, characters and its cultural significance 		
Course	Foundation Course in French	Course Code	200L4K
Title of the Course:	Translation, Comprehension and Grammar – II		
Credits:	3		
Pre-requisites, if any:	----		
Course Objectives	Demonstrate the usage of connecting words in a given text	K2	
	Understand and differentiate the various types of past tenses in “ <i>Les Temps du Passé</i> ”	K2 and K4	
	Summarize the literary texts after a thorough analysis	K2 and K4	
	Identify and apply the different grammatical tenses of “ <i>les temps du passé</i> ”	K3	
	Analyze and critically assess the literary texts with regard to the themes and literary techniques	K4 and K5	
UNITS			
I	<i>Estula</i> <i>Décadi et son grand-père</i> Le plus-que-parfait		
II	<i>Une mauvaise nouvelle</i> <i>L'égoïste puni</i> Le passé simple		
III	<i>La visite de la grand-mère</i> L'expression de la cause L'expression de la conséquence		
IV	<i>Le Horla</i> L'expression du but L'expression de la concession		
V	<i>Monsieur Friquet</i> <i>Le lévrier et le serpent</i> L'expression de la condition et de l'hypothèse		
Prescribed Text	K. Madanagobalane & N.C. Mirakamal, <i>Le français par les textes</i> , Chennai, Samhita Publications – Goyal Publisher & Distributors Pvt Ltd, 2017		

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FOUNDATION COURSE: FRENCH
SYLLABUS WITH EFFECT FROM 2023-2024

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	S	M	L	S	M	L	S	S	S	M	S	M
CO2	S	M	M	L	M	M	L	S	S	S	S	M	M
CO3	M	S	S	M	M	M	M	S	S	M	M	S	M
CO4	S	M	M	L	M	M	L	S	S	S	S	M	M
CO5	M	S	S	M	M	M	M	S	S	M	M	S	M

S-Strong M-Medium L-Low

SEMESTER IV

Title of the Paper : Translation, Comprehension and Grammar-II

Prescribed textbook: K.Madanagobalane & N.C.Mirakamal, *Le français par les textes*, Chennai, Samhita Publications-Goyal Publisher & Distributors Pvt Ltd, 2017

The following texts from the prescribed textbook:

- *Estula*
- *Décadi et son grand-père*
- *Une mauvaise nouvelle*
- *L'égoïste puni*
- *La visite de la grand-mère*
- *Le Horla*
- *Monsieur Friquet*
- *Le lévrier et le serpent*

The following grammar components are chosen from the prescribed textbook:

- Le plus-que-parfait

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FOUNDATION COURSE: FRENCH SYLLABUS WITH EFFECT FROM 2023-2024

- Le passé simple
- L'expression de la cause
- L'expression de la conséquence
- L'expression du but
- L'expression de la concession
- L'expression de la condition et de l'hypothèse

Paper setters to strictly adhere to the syllabus and ask questions only from the pages included in the syllabus. Questions should cover the entire syllabus.

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum Marks : 75

Section A (10 x 2 = 20 Marks)

Answer any TEN questions

15 questions to be asked from the prescribed texts (name of the text might be included within brackets in the question)

Section B (5 x 5 = 25 Marks)

Answer any FIVE questions

8 Grammar exercises to be given from the prescribed textbook

Section C (3 x 10 = 30 Marks)

Answer any THREE

3 must be answered out of 5 topics (1 translation of a prescribed text, 1 translation of unknown text, 1 comprehension of unknown text, 2 summaries of the prescribed texts)

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FOUNDATION COURSE: ENGLISH

SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR - SEMESTER IV

PAPER II –GENERAL ENGLISH

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
200L4ZU	Part II	Y	Y	-	-	3	6	25	75	100
Learning Objectives										
LO1	To help learners imbibe goal-setting attitude.									
LO2	To enable them to understand the value of integrity.									
LO3	To help them deal with emotions.									
LO4	To teach the learners to frame sentences using tenses.									
LO5	To enhance reporting skills.									
Unit No.	Unit Title & Text							No. of Periods for the Unit		
I	GOAL SETTING (UNICEF) Life Story 1.1 From Chinese Cinderella – Adeline Yen Mah 1.2 Why I Write - George Orwell Short Essay 1.3 On Personal Mastery – Robin Sharma 1.4 On the Love of Life – William Hazlitt							20		
II	INTEGRITY Short Story 2.1 The Taxi Driver – K.S. Duggal 2.2 Kabuliwala - Rabindranath Tagore 2.3 A Retrieved Reformation – O Henry Extract from a play 2.4 The Quality of Mercy (Trial Scene from the Merchant of Venice - Shakespeare)							20		
III	COPING WITH EMOTIONS Poem 3.1 Pride – Dahlia Ravikovitch 3.2 Phenomenal Woman – Maya Angelou Reader's Theatre 3.3 The Giant's Wife A Tall Tale of Ireland – William Carleton 3.4 The Princess and the God : A Tale of Ancient India							20		

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FOUNDATION COURSE: ENGLISH

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IV	Language Competency Sentences 4.1 Simple Sentences 4.2 Compound Sentences 4.3 Complex Sentences Direct and Indirect Speech	15
V	Report Writing 5.1 Narrative Report 5.2 Newspaper Report Drafting Speeches 5.3 Welcome Address 5.4 Vote of Thanks	15

Course Outcomes

Course Outcomes	On completion of this course, students will	
CO1	Determine their goals	PO1,PO7
CO2	Identify the value of integrity.	PO1,PO2,PO10
CO3	Deal with emotions.	PO4,PO6,PO9
CO4	Frame grammatically correct sentences	PO4,PO5,PO6
CO5	Write cohesive reports.	PO3,PO8

Text Books (Latest Editions)

1	Oxford Practice Grammar , John Eastwood, Oxford University Press
2	Cambridge Grammar of English , Ronald Carter and Michael McCarthy
3.	George Orwell Essays, Penguin Classics

Web Resources

1	http://www.gradesaver.com/George-orwell-essays/study/summary
2	O' Henry. A Retrieved Reformation. https://americanenglish.state.gov/files/ae/resource_files/a-retrieved-reformation.pdf
3	Maya Angelou. Phenomenal Woman. https://www.poetryfoundation.org/poems/48985/phenomenal-woman
4	The Quality of Mercy, https://poemanalysis.com
5	https://www.oxfordscholarlyeditions.com/display/10.1093/actrade/9780199235742.book.1/actrade-9780199235742-div1-106-William-Hazlitt

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FOUNDATION COURSE: ENGLISH

SYLLABUS WITH EFFECT FROM 2023-2024

Mapping with Programme Outcomes:

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

3 – Strong, 2 – Medium , 1 – Low

Mapping with Programme Specific Outcomes:

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

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250C4A	Business Environment	Core	Y	-	-	-	5	4	25	75	100
Course Objectives											
CLO1	To impart knowledge on the concept of business environment & its significance										
CLO2	To know the political environmental factors and its impact on business.										
CLO3	To know the Economic environmental factors and its impact on business										
CLO4	To throw light on importance of the types of Social Organization.										
CLO5	To create awareness of industrial-technological advancements.										
UNIT	Details							No. of Hours	Course Objectives		
I	The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions							12	CLO1		
II	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention							12	CLO2		
III	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							12	CLO3		
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation							12	CLO4		
V	Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics							12	CLO5		
Total								60			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Business Environment.	PO1,PO2
CO2	To apply knowledge in the business and strategic decisions.	PO1, PO2,PO3
CO3	To analyze the importance of business in various social groups.	PO2,PO4, PO5,PO6, PO8
CO4	To evaluate the types of economic environment and its impact on business.	PO3,PO4, PO5, PO6
CO5	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8
Reading List		
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition	
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition	
3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 th Edition, India	
4.	Joshi Rosy KapoorSangam, Business Environment, Kalyani Publishers, Ludhiana	
References Books		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment Ruchi Goyal Publisher: Neel kanth Publishers Pvt. Ltd.2019	
3.	Business Environment, Fourth Edition, By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
Web Resources		
1.	https://www.toppr.com/guides/commercial-knowledge/business-environment/ macro-political-legal-social-environment/	
2.	https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 th Revised Edition, India.	
4.	https://pestleanalysis.com/political-factors-affecting-business/	
5.	https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	S	M	M	S
CO 2	S	S	M	S	S	M	M	S
CO 3	S	S	M	S	S	M	M	S
CO 4	S	S	M	S	S	M	M	S
CO 5	S	S	M	S	S	M	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250C4B	BUSINESS REGULATORY FRAME WORK	Core	Y	-	-	-	5	5	25	75	100
Course Objectives											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act 1956										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	Brief outline of Indian Contracts Act - Special contracts Act							15	CLO1		
II	Sale of goods Act - Contract of Agency							15	CLO2		
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up							15	CLO3		
IV	Consumer Protection Act – RTI							15	CLO4		
V	Brief outline of Cyber laws – IT Act 2000 & 2008							15	CLO5		
							75				
Course Outcomes											
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Explain Indian Contracts Act							PO1,PO3,PO6,PO8			
CO2	Understand Sales of goods act and Contract of Agency							PO1,PO2,PO3,PO4, PO5,PO8			
CO3	Understand Indian Companies Act 1956							PO3,PO4,PO6,PO8			
CO4	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO6, PO7,PO8			
CO5	Understand Cyber law							PO1,PO3,PO6,PO7, PO8			

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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
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan
References Books	
1	Business Regulatory Framework, Sahitya Bhawan Publications Revised, 2022.
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh</u> , 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
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

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	L	S
CO 2	S	M	M	M	S	S	L	S
CO 3	S	M	M	M	S	S	L	S
CO 4	S	M	M	M	S	S	L	S
CO 5	S	M	M	M	S	S	L	S

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0

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SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250E4A	Operations Research	Generic Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.										
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.										
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.										
CLO4	Analyse Network models and constructing network- critical path, various floats.										
CLO5	Analyse Game Theory and Decision Theory										
UNIT	Details							No. of Hours	Learning Objectives		
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.							12	CLO1		
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.							12	CLO2		
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.							12	CLO3		
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT							12	CLO4		
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.							12	CLO5		
								60			

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Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Analyse Linear Programming	PO1,PO2,PO6
CO2	Analyse Transportation problem	PO1,PO2,PO6
CO3	Analyse Assignment problem	PO1,PO2,PO6
CO4	Analyse Network models	PO1,PO2,PO6
CO5	Analyse Game Theory and Decision Theory	PO1,PO2,PO6
Reading List		
1.	Operational Research Research.com	
2.	Operations Research PubsOnLine (informs.org)	
3.	Prabandhan : Journal of Management	
4.	International Journal of Operations research	
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
References Books		
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.	
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi	
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi	
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi	
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.	
Web Resources		
1	chromeextension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	S
CO2	S	S	M	M	S	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	M	M	S	M	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250S4A	TALLY	SEC	Y	-	Y	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic use of Tally and its functions										
CLO2	To understand the creation of groups and Ledgers										
CLO3	To provide understanding about Data Management in Tally										
CLO4	To understand the process of GST, EPF etc.										
CLO5	To familiarize students about significance of Tally in implications in the Organizations										
UNIT	Details							No. of Hours	Learning Objectives		
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							6	CLO1		
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							6	CLO2		
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							6	CLO3		
IV	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4		
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9							6	CLO5		
Total							30				

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand about the basic accounting and Tally. ERP 9	PO1
CO2	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7
CO3	Creation of various vouchers and bill wise details	PO1, PO4, PO7
CO4	Understand various taxes returns and filing	PO2, PO6, PO7
CO5	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7
Reading List		
1.	Journal of Emerging Technologies and Innovative Research	
2.	Global Journal for Research Analysis	
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	
References Books		
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015	
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications	
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education	
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 nd Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
Web Resources		
1.	https://tallysolutions.com/learning-hub/	
2.	https://www.tutorialkart.com/tally/tally-tutorial/	
3.	https://ssestudy.com/tally-erp-9-book-pdf-free-download/	
4,	https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/	
5.	https://www.javatpoint.com/tally	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	S	M
CO 2	S	M	M	M	M	S	S	S
CO 3	S	M	M	M	M	S	S	S
CO 4	M	M	M	M	M	M	S	M
CO 5	M	S	M	M	S	M	S	M

S.Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250S4B	Intellectual Property Rights	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.										
CLO2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects										
CLO3	To evaluate the copyright law										
CLO4	To disseminate knowledge on copyrights and its related rights and registration aspects										
CLO5	To understand about Geographical Indicators										
UNIT	Details							No. of Hours	Learning Objectives		
I	IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications –Important Principles of IP Management –Commercialization of Intellectual Property Rights By Licensing–Intellectual Property Rights in the Cyber World.							6	CLO1		
II	Introduction–Classification–Importance–Types of Patent Applications in India – Patentable Invention– Inventions Not Patentable.							6	CLO2		
III	Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non- Registrable Trademarks Industrial Designs –Need for Protection of Industrial Designs.							6	CLO3		
IV	Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement– Copyright pertaining to Software/Internet and other Digital media.							6	CLO4		
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance							6	CLO5		
	Total							30			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6
CO2	Apply the knowledge of patents	PO5, PO6
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8
Reading List		
1.	Journal of Intellectual Property Rights	
2.	Intellectual Property Rights Text and Cases: DR. R. Radhakrishnan, DR.S. Balasubramanian	
3.	Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5.	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
References 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	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
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	
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
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Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	M	S	M	M	S	M	S	M
CO 3	M	S	S	S	M	S	S	M
CO 4	M	M	M	M	M	M	M	M
CO 5	M	M	M	M	S	M	S	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

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U.G. DEGREE COURSE

ENVIRONMENTAL STUDIES PROGRAMME
ABILITY ENHANCEMENT COMPULSORY COURSES
(AECC- Environmental Studies)

Syllabus with effect from the academic year 2018-2019
(i.e. for batch of candidates admitted to the course from the academic year 2017-18)

Credits: 2

II Year / III/IV Sem.

Unit 1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; concept of sustainability and sustainable development.

Unit 2 : Ecosystem (2 lectures)

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem:
Food chains, food webs and ecological succession, Case studies of the following ecosystem:
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3: Natural Resources : Renewable and Non – renewable Resources (6 lectures)

- Land resources and land use change: Land degradation, soil erosion and desertification.
- Deforestation : Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation (8 lecturers)

- Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots
- India as a mega- biodiversity nation, Endangered and endemic species of India.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental Pollution (8 lecturers)

- Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution.
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste
- Pollution case studies.

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Unit 6: Environmental Policies & Practices (8 lecturers)

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human Wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment (7 lectures)

- Human population growth, impacts on environment, human health and welfare.
- Resettlement and rehabilitation of projects affected persons; case studies.
- Disaster management: floods, earthquake, cyclone and landslides.
- Environmental movements : Chipko, Silent Valley, Bishnois of Rajasthan.
- Environmental ethics : Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies(e.g. CNG Vehicles in Delhi)

Unit 8 : Field Work (6 lectures)

- Visit to an area to document environmental assets: river / forest/ flora/ fauna etc.
- Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystem- pond, river, Delhi Ridge etc.

(Equal to 5 Lectures)

Suggested Readings:

1. Carson , R. 2002.Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil , M.,& Guha, R. 1993.This Fissured Land: An Ecological History of India. Univ.of California Press.
3. Glesson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick,P.H.1993.Water Crisis. Pacific Institute for Studies in Dev.,Environment & Security. Stockholm Env.Institute, Oxford Univ.Press.
5. Groom, Martha J., Gary K.Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates,2006.
6. Grumbine,R.Edward, and Pandit,M.K2013.Threats from India's Himalayas dams .Science,339:36-37
7. McCully,P.1996.Rivers no more :the environmental effects of dams(pp.29-64).Zed books.
8. McNeill,John R.2000.Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum,E.P.,Odum, H.T.& Andrees,J.1971.Fundamental of Ecology. Philadelphia Saunders.
10. Pepper,I.L.,Gerba,C.P & Brusseau,M.L.2011.Environmental and Pollution Science. Academic Press.
11. Rao,M.N.& Datta,A.K1987.Waste Water Treatment. Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven,P.H.,Hassenzahl,D.M & Berg,L.R.2012 Environment.8th edition. John Willey & sons.

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13. Rosencranz, A., Divan,S.,& Noble, M.L.2001.Environmental law and policy in India. Tirupathi 1992.
14. Sengupta,R.2003.Ecology and Economics: An approach to sustainable development.OUP
15. Singh,J.S.,Singh,S.P and Gupta,S.R.2014.Ecology,Environmental Science and Conservation. S.Chand Publishing, New Delhi.
16. Sodhi,N.S.,Gibson,L.&Raven ,P.H(eds).2013.Conservation Biology :Voices from the Tropics. John Willey & Sons.
17. Thapar,V.1998.Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren,C.E.1971.Biology and water Pollution Control. WB Saunders.
19. Willson,E.O.2006. The Creation: An appeal to save life on earth..New York: Norton.
20. World Commission on Environment and Development.1987.Our Common Future. Oxford University Press.

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C5A	HUMAN RESOURCE MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Explain the concepts, functions and process of HRM										
CLO2	Examine the selection and placement process										
CLO3	Evaluate the training and performance										
CLO4	Understand the importance of employee engagement and compensation										
CLO5	Understand the recent trends in HR										
UNIT	Details							No. of Hours	Learning Objectives		
I	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-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							15	CLO1		
II	Human Resource Planning- Job Evaluation-methods-Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,							15	CLO2		
III	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.							15	CLO3		
IV	Employee Engagement- Meaning- Importance-evaluation- measuring employee employee engagement-Employee Compensation- components- incentives-benefits- welfare and social security measures							15	CLO4		
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM							15	CLO5		
								75			

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Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6, PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8
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, 1 st Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 st Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, , Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 rd Edition, 2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 th Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
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	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C5B	Research Methodology	Core		-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem										
CLO2	To provide insights on research design and scaling										
CLO3	To throw light on data collection and presentation										
CLO4	To elucidate on Hypothesis Testing and other statistical Test										
CLO5	To summarize and present research results with focus on ethics and plagiarism										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.							15	CLO1		
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.							15	CLO2		
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.							15	CLO3		
IV	Data. Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.							15	CLO4		
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.							15	CLO5		
Total								75			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2, PO7
CO4	Summarize and establish solutions through data analysis	PO1, PO2, PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1, PO2, PO3, PO4, PO6
Reading List		
1	W. Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014	
2	Mark Saunders, Philip Lewis. AdrainThornhill” Research Methods for Business Students” 5 th 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 , 6 th Edition , 2022	
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition, 2019	
Reference Books		
1.	C.R Kothari, GauravGarg, 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.	
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
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	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf	

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	S	S	S	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C5C	Business Taxation	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of Taxes.										
CLO2	To provide insights on the Income Tax Act.										
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.										
CLO4	To discuss on GST.										
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST										
UNIT	Details							No. of Hours	Learning Objectives		
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.							15	CLO1		
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							15	CLO2		
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.							15	CLO3		
IV	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 casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.							15	CLO4		

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V	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.	15	CLO5
Total		75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the basic concepts of tax.	PO2, PO6	
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6	
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8	
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4	
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8	
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		
References Books			
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.		
2.	Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.		
3.	Dr. Rajani Bhat& Dr. Dhamodharan V, Indirect Taxation , TR Publications, Chennai , 2020		
4.	DR. Vandhana Bangar ,Yogendra Bangar , Indirect tax laws, Aadhya Prakasam Allahabad 2018.		
5.	T.S. Reddy &Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018.		
Web Resources			
1.	https://www.gst.gov.in/		
2.	https://gstcouncil.gov.in/		
3.	https://taxguru.in/custom-duty/types-duties-customs.html		
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901		
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india- explained/		

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	S	M	M	M
CO2	S	M	M	M	M	M	M	M
CO3	S	M	M	M	S	M	M	M
CO4	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	M	M	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

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350C5D: PROJECT WORK (GROUP)-
4 Hours, 4 Credits

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

Learning Objectives	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

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 (3 copies) and a soft copy to the Department.
 After the Evaluation of the project report one hard copy will be returned to the candidate.

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Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		20Marks
	Review I		
	Review II		
External Evaluation	Project Report – Viva Voce		80 Marks
	Total		100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	M	M	M	S	S	S

CO-PO Mapping (Course Articulation Matrix) Level of Correlation between PSO's and CO's

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

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E5A	DIGITAL MARKETING	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To provide basic knowledge about digital marketing.										
CLO2	To understand and develop various digital marketing tools used for business.										
CLO3	To know the digital analytics and measurement tools used for digital marketing.										
CLO4	To familiarise online and Social media marketing										
CLO5	To Understand various data analytics and measurement tools in digital marketing										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.							12	CLO1		
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.							12	CLO2		
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.							12	CLO4		
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.							12	CLO5		
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google							12	CLO3		

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	Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)		
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8	
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8	
CO3	Explain social media marketing and crowd sourcing	PO1, PO2, PO4, PO6, PO7, PO8	
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8	
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8	
Reading List			
1.	Journal of Digital & Social Media Marketing		
2.	International Journal of Internet Marketing and Advertising		
3.	Understanding Digital Marketing, Damian ryan,4 th Edition 2017 publisher: Korgan page limited USA		
4.	Digital Marketing current trends ,vandanahuja,7 th edition2015 Oxford University press ,Chennai		
5.	Digital Marketing essentials you always wanted to know,7 th edition2012,Vibrant publishers USA		

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References Books		
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.	
2.	Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	VandhanaAhuja, Digital Marketing, Oxford University Press, 2015.	
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.	
Web Resources		
1	https://www.soravjain.com/ebook/ebook.pdf	
2	https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners	
3	https://www.optron.in/blog/digital-marketing/	
4	https://www.tutorialsduniya.com/notes/digital-marketing-notes	
5	https://digitalmarketinginstitute.com/resources/ebooks	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	S	S	M
CO2	M	M	S	M	S	M	S	M
CO3	M	M	S	M	S	M	S	M
CO4	M	M	S	S	S	M	S	M
CO5	M	M	S	S	S	M	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E5B	INDUSTRIAL RELATIONS	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To educate about the Industrial legislation in India.										
CLO2	To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,										
CLO3	To know about Labor Legislation										
CLO4	To provide knowledge about the Councils and Collective Bargaining										
CLO5	To educate about Trade Unions										
UNIT	Details							No. of Hours	Learning Objectives		
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.							12	CLO1		
II	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							12	CLO2		
III	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							12	CLO3		
IV	Workers' participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.							12	CLO4		
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures, Types and Functions, Social							12	CLO5		
Total							60				

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the role and importance of Industrial Relations	PO1,PO2,PO6.PO8
CO2	Understanding the concepts of industrial Disputes and settlement.	PO1, PO2,PO4,PO5, PO6
CO3	Understanding the concepts of Labour legislation.	PO1, PO2, PO3,PO6.PO7
CO4	Identifying the concepts of Workers Participation in Management	PO1,PO2,PO4, PO5,PO6
CO5	Understanding the concepts of Trade Union	PO1, PO2, PO4, PO5
Reference Books		
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018	
2.	<u>Gupta CB (Dr), Kapoor N.D., Tripathi PC</u> ; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.	
3.	Chris Hall; Trade Union and its State, Princeton University, 2017	
4.	S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing, 2022	
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016	
Text Books		
1	Dr. CB. Mamoria, Satish Mamoria, P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house, 16 e, 2022	
2	Arun Monappa, Industrial Relations & Labour laws, Tata McGraw Hill, 2012	
3	C S Venkata Ratnam, Manoranjan Dhal, Industrial Relations, Oxford, 2 nd Edition	
4	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition	
5	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson, 3e	
Web Resources		
1.	https://labour.gov.in/industrial-relations	
2.	https://www.srcc.edu/e-resources?field_e_resources_tid=447	
3.	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union	
4.	https://theintactone.com/2022/08/17/joint-management-councils/	
5.	https://labourlawreporter.com/	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	M	M	M
CO2	S	S	M	M	S	M	M	S
CO3	M	M	S	M	M	S	S	M
CO4	S	S	S	M	S	M	M	S
CO5	S	M	M	M	S	S	M	S

S-Strong M-Medium L-Low

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CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
350E5C	FINANCIAL SERVICES	Specific Elective	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	Understand the types of financial services and its environment											
CLO2	Recognize role and functions of merchant banker and capital market											
CLO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance											
CLO4	Understand Consumer Finance, Venture capital and credit rating											
CLO5	Understand mutual funds and its functions											
UNIT	Details							No. of Hours	Learning Objectives			
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)							12	CLO1			
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI							12	CLO2			
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor							12	CLO3			
IV	Venture Capital – Credit Rating – Consumer Finance							12	CLO4			
V	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.							12	CLO5			
								60				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	List types of financial services and their role							PO1,PO2,PO6				

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CO2	Recognize role and functions of merchant banker and capital market	PO1, PO2, PO3, PO4, PO6
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO1, PO2, PO3 , PO6
CO4	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6, PO8
CO5	Understand mutual funds and its functions	PO 2
Reading List		
1.	Management of Banking and financial services by Padmalathasuresh and Justin Paul	
2.	Financial Services By ThmmuluriSiddaiah	
3.	Financial Services By Kevin D Peterson	
4.	Financial markets and services By E.Gordon and K.Natarajan	
5.	Financial services and Markets By DrPunithavathypandian	
References Books		
1.	1. Financial Services –M.Y.Khan	
2.	2. Financial Services –B.Santhanam	
3.	3. Law of Insurance – Dr.M.N.Mishra	
4.	4. Indian Financial System – H.r.Machiraju	
5.	5. A Review of current Banking Theory and Practice – S.K.Basu.	
Web Resources		
1.	http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf	
2.	http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf	
3.	https://academyfinancial.org/journal	
4.	Financial Remedies Journal	
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	M	M
CO 2	M	M	M	M	M	S	M	S
CO 3	S	S	M	M	M	M	M	S
CO 4	S	S	M	M	S	M	M	M
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	14
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E5D	MANAGEMENT INFORMATION SYSTEM	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Understand MIS in decision making										
CLO2	Explain MIS, its structure and role in management functions										
CLO3	Classify & discuss information system categories, Database Management systems										
CLO4	Discuss SDLC and functional information system categories										
CLO5	Outline functions of BPO, Data mining and the recent trends in information management										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues							12	CLO1		
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage							12	CLO2		
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.							12	CLO3		
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.							12	CLO4		
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.							12	CLO5		
								60			

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Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Understand MIS in decision making	PO1, PO4, PO5, PO7, PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8
Reading List		
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India	
2.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.	
3	Management Information System by Jawadekar, Tata McGraw hill Publication, 2 nd Edition	
4	Management Information System by Ozz Effy	
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
References Books		
1.	Mudrick& Ross, "Management Information Systems", Prentice - Hall of India.	
2.	Management Information System by Concise study by Kelkhar S A	
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.	
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts	
5	Management Information System by Oka MM	
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)	
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	S	M
CO 2	S	M	M	M	S	S	S	M
CO 3	M	M	M	M	M	M	S	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	M	M	M	S	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix) Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E5E	Merchandising Management	Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To understand general concepts of merchandising										
CLO2	To learn how to receive, present and maintain merchandise.										
CLO3	To understand and apply merchandise pricing strategies.										
CLO4	To understand the process of pricing and methods of evaluating merchandise performance										
CLO5	To gain insights on visual merchandising										
UNIT	Details								No. of Hours	Learning Objectives	
I	Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies								12	CLO1	
II	Merchandise Planning — steps involved — merchandise control — assortment planning — merchandising stages								12	CLO2	
III	Merchandise buying — types — sources of supply — identifying and contracting - evaluating sources- branding strategies — category management								12	CLO3	
IV	Merchandise performance — retail pricing — merchandise allocation — analysing merchandise performance — methods.								12	CLO4	
V	Visual Merchandising — types of display — display planning — methods of display — Exterior and interior display — space management — planning lay out								12	CLO5	
Total								60			
Course Outcomes											
Course Outcomes	On completion of this course, students will;								Program Outcomes		
CO1	To understand the basic concepts of merchandise management								PO1, PO2		
CO2	To be able to develop a merchandise plan								PO1, PO2, PO6		
CO3	To understand merchandise flow in the shop floor								PO1, PO2, PO4		
CO4	To evaluate the process of pricing, price changes and planogram								PO1, PO2, PO6, PO7		
CO5	To analyse the impact of visual merchandising								PO2, PO3, PO5, PO6, PO8		

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Text Books		
1.	<u>John Donnellan</u> - Merchandise Buying and Management- <u>Bloomsbury Academic</u> - 2013	
2.	<u>James Topps, Glenn Taylor</u> - Managing the Retail Supply Chain- <u>Kogan Page</u> - 2018	
3	Merchandise Buying and Management- John Donnellan- Fairchild Books and Visuals- 2013	
4	Retail Management- An Effective Management Strategy for Retail Store Managers- <u>Nestfame Creations Pvt. Ltd.</u> - 2019	
5	Berman- Retail Management: A Strategic Approach- <u>Pearson Education</u> - 2007	
References Books		
1	Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second Edition, 2005	
2	Gillespie Hecht and Lebowitz — Retail Business Management, McGraw Hill Book Company, Third Edition, 2002	
3	James Rogden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005	
4	Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004	
Web Resources		
1	https://onlinecourses.swayam2.ac.in/imb19_mg02/preview	
2	https://www.tutorialspoint.com/retail_management/merchandise_management.htm	
3	https://indiafreenotes.com/merchandise-management-concept-types-of-merchandise-principles-of-merchandising/	
4	https://ca.indeed.com/career-advice/career-development/merchandising-management	
5	https://www.wallstreetmojo.com/merchandising/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminar	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
		Total
		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2023-2024

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E5F	Total Quality Management	Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To understand the concept of Quality										
CLO2	To understand the Implication of Quality on Business										
CLO3	To Implement Quality Implementation Programs										
CLO4	To have exposure to challenges in Quality Improvement Programs										
CLO5	To understand the need of ISO										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition of Quality, Dimensions of Quality, Quality costs, Top Management Commitment, Quality Council, Quality Statements, Barrier to TQM Implementation, Contributions of Deming, Juran and Crosby, Team Balancing							15	CLO1		
II	Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement, 5S, Kaizen, Just-In-Time and TPS							15	CLO2		
III	The seven tools of quality, New seven Management tools, Statistical Fundamentals – Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Concept of six sigma							15	CLO3		
IV	Quality Policy Deployment (QPD), Quality Function Deployment (QFD), Benchmarking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM), FMEA							15	CLO4		
V	Need for ISO 9000 and Other Quality Systems, ISO 9001:2008 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14001:2004							15	CLO5		
Total								75			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand the concept of Quality	PO1,PO2,PO4,PO5, PO7
CO2	To understand the Implication of Quality on Business	PO1,PO2,PO4,PO5, PO7,PO8
CO3	To Implement Quality Implementation Programs	PO1,PO2,PO4,PO5, PO7,PO8
CO4	to have exposure to challenges in Quality Improvement Programs	PO1,PO2,PO4,PO5, PO6,PO7,PO8
CO5	To understand the need of ISO	PO4,PO5,PO6,PO7, PO8
Reading list		
1.	Dale H. Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).	
2.	ShridharaBhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002	
3	Poornima m Charantimath , Total Quality Management, Pearson	
4	Dr.S. Rajaram and Dr. M.Sivakumar, Total Quality Management, Dream tech	
5	Joel E. Ross, Total Quality Management, Text, Cases and Readings, third edition, Taylor & Francis Ltd.	
Reference Books		
1.	Vijayan V and Ramakrishnan H, Total Quality Management, S.Chand	
2.	Suganthi L, Samuel A Anand , Total quality management, PHI Learning	
3.	Dr.Kiran, Total Quality Management: An Integrated Approach, B S Publica	
4.	KiritharanGana, Total Quality Management, A system to implement	
5.	Mitra, A. (2016). Fundamentals of quality control and improvement. John Wiley & Sons.	
Web Resources		
1	https://www.investopedia.com/terms/t/total-quality-management-tqm.asp	
2	https://www.google.com/search?q=total+quality+management+syllabus+aktu&rlz=1C1RXQR_enIN973IN973&oq=TOTAL+QUALITY+MANAGEMENT+SYLLABUS&aqs=chrome..69l67j0j7&sourceid=chrome&ie=UTF-8#fpstate=ive&vld=cid:bab8469f,vid:3sdKmMhvBi4	
3	https://kanchiuniv.ac.in/coursematerials/ECE_COURSE_MATERIAL_ODD%20SEMESTER/ECE_COURSE%20MATERIAL_ODD%20SEMESTER/Mrs.V.UMA_TOTAL%20QUALITY%20MANAGEMENT.pdf	
4	https://oms.bdu.ac.in/ec/admin/contents/160_P16MBA18_2020051812512021.pdf	
5	http://ebooks.lpude.in/management/mba/term_4/DMGT524_TOTAL_QUALITY_MANAGEMENT.pdf	

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	M	S	M
CO2	S	S	M	S	S	M	S	S
CO3	S	S	M	S	S	M	S	M
CO4	S	S	M	S	S	M	S	M
CO5	M	M	M	S	S	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

PART – IV - VALUE EDUCATION

Common for all U.G. & Five Year Integrated Courses
(Effective from the Academic Year 2012 – 2013)

SYLLABUS

CREDITS: 2

III YEAR / V SEM

Objective: Value are socially accepted norms to evaluate objects, persons and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

UNIT I: Value education-its purpose and significance in the present world – Value system – The role of culture and civilization – Holistic living – balancing the outer and inner – Body, Mind and Intellectual level – Duties and responsibilities.

UNIT II: Salient values for life – Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills – Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

UNIT III: Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr.A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

UNIT IV: Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

UNIT V: Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.

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U.G. DEGREE COURSE

Books for Reference :

1. M.G. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
2. Chakravarthy, S.K: Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi, 1999.
3. Satchidananda, M.K: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991.
4. Das, M.S. & Gupta, V.K.: Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995.
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999.
6. Ruhela, S.P.: Human Values and education, Sterling Publications, New Delhi, 1986.
7. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975.
8. NCERT, Education in Values, New Delhi, 1992.
9. Swami Budhananda (1983) How to Build Character A Primer : Rmakrishna Mission, New Delhi.
10. A Culture Heritage of India (4 Vols.), Bharatiya Vidya Bhuvan, Bombay, (Selected Chapters only)
11. For Life, For the future : Reserves and Remains – UNESCO Publication.
12. Values, A Vedanta Kesari Presentation, Sri Ramakrishna Math, Chennai, 1996.
13. Swami Vivekananda, Youth and Modern India, Ramakrishna Mission, Chennai.
14. Swami Vivekananda, Call to the Youth for Nation Building, Advaita Ashrama, Calcutta.
15. Awakening Indians to India, Chinmayananda Mission, 2003.

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION

SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C6A	Entrepreneurship Development	Core	Y	-	-	-	4	6	25	75	100
Course Objectives											
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.										
CLO2	To know the various ideas and implementation of business plan.										
CLO3	To throw light on importance of the Business analysis and evaluation.										
CLO4	To discuss the role of Government in developing entrepreneurship.										
CLO5	To understand the problems and remedies of Entrepreneurial failure.										
UNIT	Details							No. of Hours	Course Objectives		
I	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.							15	CLO1		
II	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.							15	CLO2		
III	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.							15	CLO3		
IV	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.							15	CLO4		
V	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.							15	CLO5		
Total							75				

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8
Reading List		
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.	
2.	Kuratko/rao, Entrepreneurship: a south asianperspective.-Cengage, New Delhi.	
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.	
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.	
5.	Khanka S.S., Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi, 2001.	
References Books		
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.	
2.	The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries	
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/	
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker	
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
6.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010	
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010	
Web Resources		
1.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf	
2.	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%20nd%20Sem%20Entrepreneurship%20Development.pdf	
3.	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf	
4.	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf	
.Methods of Evaluation		

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2023-2024

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	14	15	14	14
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	2.8

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C6B	SERVICES MARKETING	Core	Y	-	-	-	4	6	25	75	100
Learning Objectives											
CLO1	To recall the basic concepts of Services Marketing.										
CLO2	To know the Marketing Mix in Service Marketing.										
CLO3	To examine effectiveness of Service Marketing.										
CLO4	To discuss on delivering Quality Service.										
CLO5	To analyze the Marketing of Services.										
UNIT	Details							No. of Hours	Learning Objectives		
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.							15	CLO1		
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.							15	CLO2		
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.							15	CLO3		
IV	Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. 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.							15	CLO4		

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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 and e-services.	15	CLO5
Total		75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8	
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8	
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6	
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7	
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8	
Reading List			
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication		
2.	Christopher Lovelock ,JochenWirtz (2016)– Services Marketing – World Scientific Publisher		
3.	The Journal Of Services Marketing		
4.	Valarie A Zeithmal and Mary JO Bitner,ServicesMarketing:Integrating Customer Focus across the firm, Tata McGraw Hill New Delhi		
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi		
References 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. Sandhusupreet&DograBabzan, Services marketing, kalyanni Publishers, Ludhianna.		
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/		
5	https://www.marketing91.com/service-marketing-mix/		

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Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C6C	Production & Materials Management	Core	Y	-	-	-	4	6	25	75	100
Learning Objectives											
CLO1	To provide comprehensive outlook on basic concepts and practices of production.										
CLO2	To understand types of layout facilities										
CLO3	To analyse work study methods and quality control										
CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating										
CLO5	To give an insight to Purchase management										
UNIT	Details								No. of Hours	Learning Objectives	
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.								15	CLO1	
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.								15	CLO2	
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.								15	CLO3	
IV	. Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions								15	CLO4	
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management								15	CLO5	
Total									75		

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6
CO2	Identify right plant location and plant layout of factory	PO1, PO2, PO6
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8
Reading List		
1.	K.ShridharaBhat; Material Management; Himalaya Publishing House; Mumbai 2020	
2.	R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015	
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010	
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1 st Edition, 2018	
5	,tnemeganaM snoitarepO , nosnevetS .J mailliW McGraw Hill; 13th Edition, 2022	
References Books		
1.	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015	
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004	
3.	P. Gopalakrishnan&AbidHaleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.	
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.	
5.	S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI	
Web Resources		
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf	
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf	
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf	
4	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf	
5	https://examupdates.in/materials-management-notes/	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E6A	CONSUMER BEHAVIOR	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior										
CLO2	Understand the various internal influences on consumer behavior										
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.										
CLO4	Learn about the various external influences on consumer behavior										
CLO5	Understand the process of human decision making in a marketing context.										
UNIT	Details							No. of Hours	Learning Objectives		
I	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							15	CLO1		
II	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.							15	CLO2		
III	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							15	CLO3		
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of							15	CLO4		

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	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.		
V	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	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the concept of Consumer Behaviour& describe Consumer research process in detail.	PO4	
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6	
CO3	Analyze the consumer decision process.	PO6, PO8, PO2	
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8	
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2	
Text Books			
1.	Consumer Behaviour – Satish K Batra, S H HKazmi		
2.	Consumer Behaviour in Indian Context – K KSrivastava, SujataKhandai		
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006		
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning		
5.	Leon G Schiffman, Joseph WesenBlit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015		
References Books			
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.		
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited		
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi		

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4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi	
5.	David L. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.	
Web Resources		
1.	https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457	
2.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition	
3.	https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr	
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf	
5.	https://www.iedunote.com/attitude-and-consumer-behavior	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	M	S	S	S	M	S	M	M
CO 3	M	S	M	M	M	S	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	S	S	S	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
350E6B	INNOVATION MANAGEMENT	Elective	Y	-	-	-	3	5	25	75	100	
Course Objectives												
CLO1	To have a broad understanding on the concept innovation management.											
CLO2	To familiarize the students about the creativity and innovation in product development.											
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.											
CLO4	To provide the knowledge about the technical innovation and its need and importance.											
CLO5	To understand the business strategy and objectives in current scenario.											
UNIT	Details							No. of Hours	Course Objectives			
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.							15	CLO1			
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.							15	CLO2			
III	Areas of Innovation Product Innovation: Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering							15	CLO3			
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.							15	CLO4			
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.							15	CLO5			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To understand the concepts of Innovation management.							PO1,PO2				
CO2	To apply knowledge new business plans and strategy.							PO1, PO2,PO3				
CO3	To demonstrate the value of customers in increasing the profitability ratio.							PO2,PO4, PO5,PO8				
CO4	To impart knowledge about the need and importance of technical innovation							PO3,PO4, PO5, PO6,PO7				
CO5	In short the goal of this study is to understand the current state of your business.							PO1,PO2,PO3, PO8				

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Reading List		
1.	Innovation and Entrepreneurship, Peter F. Drucker	
2.	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen	
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis	
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen	
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons	
References Books		
1.	Innovation Management by C S G Krishnamacharyulu&Lalitha R, Himalaya Publishing House	
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000	
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.	
4.	Kelley, Tom, JonathnLittmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001	
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.	
Web Resources		
1.	https://www.coursera.org/learn/innovation-management	
2.	https://sloanreview.mit.edu/tag/innovation-management/	
3.	https://www.worldscientific.com/worldscinet/ijim	
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf	
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
25 Marks		
External Evaluation	End Semester Examination	
75 Marks		
	Total	
100 Marks		

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	S	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E6C	Security Analysis and Portfolio Management	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understand the basic concepts and terminologies relating to stock market										
CLO2	Evaluate the value of different equity and debt instruments										
CLO3	Comprehend the different methods of performing fundamental and technical analysis										
CLO4	Evaluate portfolio based on different portfolio theories										
CLO5	Possess a basic knowledge of derivatives, its types and characteristics										
UNIT	Details							No. of Hours	Learning Objectives		
I	<p>Theory : Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges- BSE, NSE, OTCEI. SEBI – functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.</p> <p>Problem: Measurement of risk and return</p>							15	CLO1		
II	<p>Equity and bond valuation Theory : Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity</p> <p>Problem: Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return</p>							15	CLO2		
III	<p>Security analysis Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels</p> <p>Problems : Relative Strength Analysis, Moving Averages, breadth of market</p>							15	CLO3		

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IV	Portfolio management <i>Theory:</i> steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory <i>Problems:</i> Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model	15	CLO4
V	Derivatives <i>Theory:</i> characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.	15	CLO5
Total		75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1	
CO2	Explain and infer the final worth of various investment processes	PO2, PO6, PO7	
CO3	Solve problems relating to various investment decisions	P02, PO4, PO8	
CO4	Analyze theories and problems relating to stock market	PO8.PO6	
CO5	Interpret the various investment models that aid in investment decision making	PO6, PO2	
Text Books			
1.	PunithavathyPandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition		
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6 th edition		
3	E. Fischer Donald, J. Jordan Ronald, K. PradhanAshwini (2018) Security Analysis & Portfolio Management, Pearson 7 th edition		
4	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition		
5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai		
References Books			
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.		
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 thedition, Tata McGraw Hill, 2011.		
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.		
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012		
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press		

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Web Resources		
1.	www.stock-trading-infocentre.com	
2.	www.sebi.gov.in	
3.	https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/	
4.	https://www.investopedia.com/terms/t/technicalanalysis.asp	
5.	https://groww.in/p/portfolio-management	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	M	M	M
CO 2	M	S	M	M	M	S	S	M
CO 3	M	S	M	S	M	M	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	M	S	M	M	M	S	M	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E6D	FUNDAMENTALS OF LOGISTICS MANAGEMENT	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understand the various basic concepts and terms relating to Logistics										
CLO2	Comprehend the importance of customer service and outsourcing relevant to logistics										
CLO3	Evaluate the importance and issues in global logistics										
CLO4	Possess an overall knowledge about the services and factors allied to logistics										
CLO5	Understand the technological impact of logistics										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to 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							15	CLO1		
II	Customer Service and outsourcing 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							15	CLO2		
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							15	CLO3		
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.							15	CLO4		

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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	15	CLO5
Total		75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the basic concepts relating to logistics	PO4	
CO2	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8	
CO3	Appraise the needs, modes and issues relating to global logistics	PO1, PO2, PO4,PO6,PO8	
CO4	Describe about the different activities allied to logistics	PO4,PO6	
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6	
Text books			
1.	VinodV. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited		
2.	Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009		
3	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012		
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011		
5	Paul Myerson, Lean Supply Chain and Logistics Management, McGraw Hill, 2012		
References Books			
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, 5 thedition, 2012.		
3.	FundamentalsofLogisticsManagement(TheIrwin/Mcgraw- HillSeriesinMarketing),DouglasLambert,JamesR Stock, Lisa M. Ellram, McGraw- hill/Irwin, First Edition, 1998		
4.	FundamentalsofLogisticsManagement,DavidGrant,DouglasM.Lambert,JamesR.Stock, LisaM.Ellram,McGraw Hill Higher Education,1997.		
5.	Logistics Management, Ismail Reji, Excel Book, First Edition,2008.		

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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.track-pod.com/blog/functions-of-logistics/	
4	https://www.projectmanager.com/blog/logistics-management-101	
5	https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	S	M	M	M	M	S	M	S
CO 3	S	S	M	S	M	S	M	S
CO 4	M	M	M	S	M	S	M	M
CO 5	M	M	M	M	M	S	S	M

S-Strong M-Medium L-Low

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CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

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SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E6E	E-BUSINESS	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of electronic business.										
CLO2	To identify web-based tools.										
CLO3	To examine the security threats to e-business.										
CLO4	To discuss the strategies on marketing.										
CLO5	To analyze the business plan for e-business.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business							15	CLO1		
II	Web based tools for e - business - e - business software - overview of packages							15	CLO2		
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.							15	CLO3		
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals							15	CLO4		
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business							15	CLO5		
Total							75				
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	To define and understand the basic concepts of business done through web							PO2, PO6, PO7			
CO2	To Examine and apply web tools in real-time business situations.							PO2, PO5, PO6, PO7			
CO3	To analyze the security threats in e-business.							PO6, PO7, PO8			
CO4	To evaluate strategies for marketing.							PO2, PO4, PO7			
CO5	To prepare the environment for e-business.							PO1, PO2, PO4, PO7, PO8			

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Text Books		
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000	
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business	
3.	Kosiv, David - Understanding E-Commerce	
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.	
5.	C S Rayudu, E Commerce E Business, HPH	
References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf	
2	https://www.techtarget.com/searchcio/definition/e-business	
3	https://www.britannica.com/technology/e-commerce	
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/	
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	
	Total	100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	S	S
CO 2	M	S	S	M	S	S	S	M
CO 3	M	S	S	M	M	S	S	S
CO 4	M	M	S	S	M	M	S	M
CO 5	M	M	S	M	S	M	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E6F	STRATEGIC MANAGEMENT	Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To understand the concept of strategy and strategic management process.										
CLO2	To create awareness of evolving business environment.										
CLO3	To understand strategic alternatives and make appropriate strategic choice										
CLO4	To know the basics of strategic implementation										
CLO5	To understand recent trends for competitive advantage										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition							12	CLO1		
II	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis							16	CLO2		
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies							16	CLO3		
IV	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control							16	CLO4		
V	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability							15	CLO5		
								75			

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4, PO8
Reading List		
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14 th Edition (2017)	
2.	AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)	
3.	Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7 th Edition)	
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12 th Edition)	
5.	Hitt, Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
References Books		
1.	Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)	
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)	
3.	Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons	
5.	Kenneth Carrig,Scott A Snell. Strategic Execution: Driving Breakthrough performance in business, Stanford University Press(2019)	
Web Resources		
1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266	
2	https://str.aom.org/teaching/all-levels	
3	https://online.hbs.edu/courses/business-strategy/	
4	https://study.sagepub.com/parnell4e	
5	https://www.strategicmanagement.net/	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	S	M	S	S	M	S
CO 3	M	S	M	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	M	M	S	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
350S6A	Quantitative Aptitude	PCE	Y	-	-	-	2	2	25	75	100	
Learning Objectives												
CLO1	To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.											
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to time											
CLO3	To be able to solve questions relating to percentages, Profit and loss											
CLO4	To analyze data in Charts											
CLO5	To understand the application Geometry and mensuration											
UNIT	Details							No. of Hours	Learning Objectives			
I	Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion							6	CLO1			
II	Numerical estimation–I Applications Based on Time and work, Time and Distance							6	CLO2			
III	Numerical estimation–II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends							6	CLO3			
IV	Data interpretation Data interpretation related to Averages, Mixtures and allegations, Barcharts, Piecharts, Venndiagrams							6	CLO4			
V	Application to industry in Geometry and Mensuration							6	CLO5			
	Total							30				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Use their logical thinking and analytical abilities to solve reasoning questions							PO1, PO6				
CO2	Solve questions related to time and distance and time and work							PO1 PO6				

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CO3	Apply concept of percentages, Profit and loss, discount	PO1 PO6
CO4	Interpret data using bar charts and diagrams	PO1 PO6
CO5	Solve questions relating to Geometry and Mensuration	PO1 PO6
Reading List		
1.	Quantitative aptitude by R S Agarwal, S Chand Publication	
2.	Fast Track Objective Arithmetic by Rajesh Verma, Arihant	
3.	Quantitative Aptitude and Reasoning by R V Praveen, PHI	
4.	Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain, Disha Publications	
5.	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	
References Books		
1.	Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications Pvt. Ltd.)	
2.	Quantitative Aptitude by U Mohan Rao Scitech publications	
3.	Quantitative Aptitude by Arun Sharma McGrawhill publications	
4.	Quantitative Aptitude by Abhijit Guha	
5.	Quantitative Aptitude by Pearson publications	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2023-2024

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	S	S	M	M
CO 2	S	M	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	M	S	S	M	M
CO 5	S	M	M	M	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3	3.0	-



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சென்னைப் பல்கலைக்கழகம்

[Established under the Act of Incorporation XXVII of 1857
– Madras University Act 1923] [State University]
Centenary Building, Chepauk, Chennai – 600 005

No.V.3/S.1 /Common template for UG/2024/ 292

Date: - 8 OCT 2024

From
The Registrar,
University of Madras.

To
The Principals of all affiliated Arts and Science College (Autonomous/Non-Autonomous)

Sir/Madam,

Sub: Academic- Implementation of common Template for all UG Degree
Programme from the academic year 2023-2024 - Reg

I am by direction to inform you that the common Template for all UG Degree Programme inclusion of Naan Mudhalvan course from 2nd semester to 6th semester from the academic year 2023-2024 offered in the affiliated Arts and Science Colleges is adopted based on the letter received from TANSCHÉ.

I am forwarding herewith the common Template for all UG Degree Programmes.

This may kindly be brought to the notice of the concerned Department/ Staff/Students in your colleges without fail.

The receipt of this communication may kindly be acknowledged.

Thanking you,

Yours faithfully,

S. Kailasham
for REGISTRAR

Encl: as above

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Revised Template for the Scheme of Examination and Credit Distribution for UG Degree Programmes which Includes Naan Mudhalvan Courses with effect from the academic year 2023-2024 onwards

Component	Semester I	Credits	Hours
Part I	Languages – Tamil/Other Languages - 1	3	6
Part II	English 1	3	6
Part III	Core Course - CC 1	5	5
	Core Course - CC 2	5	5
	Elective 1 Generic/Discipline Specific	3	4
Part IV	Skill Enhancement Course (SEC) - 1	2	2
	Skill Enhancement(Foundation Course)	2	2
		23	30

Component	Semester II	Credits	Hours
Part I	Languages – Tamil /Other Languages - 2	3	6
Part II	English - 2	3	4 + 2*
Part III	Core Course - CC 3	5	5
	Core Course - CC 4	5	5
	Elective 2 Generic/Discipline Specific	3	4
Part IV	Skill Enhancement Course (SEC) - 2	2	2
	NMC- 1 * (Naan Mudhalvan Course) - Language Proficiency for Employability	2	2*
	Skill Enhancement Course – (SEC) -3	2	2
		25	30

- The Instructional hours distributed for Part-II English is 4 hours instead of 6 hours and the 2 hours provided for Language Proficiency for Employability (Naan Mudhalvan Course (NMC-I)) which shall be handled by the faculty of English Department only .

Component	Semester III	Credits	Hours
Part I	Languages – Tamil /Other Languages - 3	3	6
Part II	English - 3	3	6
Part III	Core Course - CC 5	5	5
	Core Course - CC 6	5	5
	Elective 3 Generic/Discipline Specific	3	4
Part IV	Skill Enhancement Course (SEC) - 4 (Entrepreneurial Skill)	1	1
	NMC-2 (Naan Mudhalvan Course/Skill Enhancement Course (SEC) - 5	2	2
	E.V.S.	-	1
		22	30

Contd..2..

Component	Semester IV	Credit	Hours
Part I	Languages – Tamil /Other Languages - 4	3	6
Part II	English - 4	3	6
Part III	Core Course - CC 7 Core Industry Module	5	5
	Core Course 8	5	5
	Elective 4 Generic/Discipline Specific	3	3
Part IV	NMC-3 (Naan Mudhalvan Course)/Skill Enhancement Course (SEC) - 6	2	2
	E.V.S	2	1
	Value Education	2	2
		25	30

Component	Semester V	Credits	Hours
Part I	Core Course - CC 9	4	5
Part II	Core Course - CC 10	4	5
Part III	Core Course - CC 11	4	5
	Core Course/ Project with viva-voce - CC 12	4	5
	Elective - 5 Generic/Discipline Specific	3	4
	Elective - 6 Generic/Discipline Specific	3	4
Part IV	NMC-4 (Naan Mudhalvan Course)/Skill Enhancement Course (SEC) - 7	2	2
	Summer Internship/Industrial Training	2	-
		26	30

Component	Semester VI	Credit	Hours
Part I	Core Course 13	4	6
Part II	Core Course 14	4	6
Part III	Core Course 15	4	6
	Elective - 7 Generic/Discipline Specific	3	5
	Elective - 8 Generic/Discipline Specific	3	5
Part IV	NMC- 5 (Naan Mudhalvan Course)/ Professional Competency Skill	2	2
Part V	Extension Activity	1	-
		21	30

- Total – 142 Credits (Minimum Credits required for the award of Degree 142)
- Originally Value Education subjects in the V Semester, now it is shifted to IV Semester in view of accommodating Naan Mudhalvan Course in the V Semester.
- Naan Mudhalvan Courses are mandatory for award of Degree for all UG Programmes, If a student is long absentee/lack of attendance for exceptional cases, he/she shall not be mapped for NM courses, instead the existing Skill Enhancement Course (SEC) shall be offered to the said students for award of Degree.
