Dr. MGR - JANAKI COLLEGE

VELS

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University under Section 3 of the UGC Act, 1956)
(ADYAR CAMPUS)

UNDERGRADUATE DEGREE PROGRAMME

B.B.A Bachelor of Business Administration

Three Years

CURRICULUM & SYLLABUS

REGULATIONS 2026

Effective from the Academic Year

2026 -2027

Department of Business Administration
SCHOOL OF MANAGEMENT STUDIES

Dr. MGR - JANAKI COLLEGE

VELS

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University under Section 3 of the UGC Act, 1956)
(ADYAR CAMPUS)

VISION OF THE INSTITUTION
To make the Institute an epitome of excellence in higher education by effectively providing high quality education and rigorous training to students in multiple streams of choice with ample scope for all round development to make them excel in their profession for betterment of the society.

MISSION OF THE INSTITUTION	
M1	Effectively imparting knowledge and inculcating innovative thinking.
M2	Facilitating skill enhancement through add on courses and hands on training.
M3	Doing original, socially relevant, high quality research.
M4	Instilling the spirit of integrity, equity, professional ethics and social harmony.

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(ADYAR CAMPUS)

VISION OF THE DEPARTMENT
To be a center of excellence in business education by nurturing innovative, ethical, and industry-ready professionals in management for the global business environment

MISSION OF THE DEPARTMENT	
M1	Imparting quality business education through innovative teaching, research, and experiential learning practices.
M2	Developing ethical, entrepreneurial, and industry-ready professionals for the dynamic global business environment.
M3	Strengthening industry interaction through internships, training programmes, projects, and collaborative initiatives.
M4	Encouraging leadership, critical thinking, lifelong learning, and social responsibility for sustainable development.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)	
PEO1	Graduates will develop strong managerial, leadership, and decision-making skills to effectively manage business organizations in a dynamic global environment.
PEO2	Graduates will acquire knowledge in finance, marketing, human resource management, entrepreneurship, and business analytics to pursue successful careers and higher education.
PEO3	Graduates will demonstrate entrepreneurial abilities, innovation, and problem-solving skills to create and manage business ventures ethically and sustainably.
PEO4	Graduates will exhibit professional ethics, social responsibility, communication skills, and commitment towards sustainable business practices and community development.

PROGRAMME OBJECTIVES (PO)	
PO1	Apply knowledge of management theories, business principles, accounting, finance, marketing, human resource management, economics, and entrepreneurship to solve business problems effectively.
PO2	Identify, analyze, and solve complex business and managerial problems using logical reasoning, analytical skills, and appropriate decision-making techniques.
PO3	Demonstrate effective oral, written, interpersonal, and presentation skills for professional business communication in diverse organizationalsettings.
PO4	Exhibit leadership qualities, teamwork, coordination, and the ability to work collaboratively in multicultural and multidisciplinary environments.
PO5	Understand ethical principles, corporate governance, sustainability, and social responsibilities in business practices and decision-making.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	Apply managerial, accounting, financial, marketing, and human resource management concepts to solve real-world business problems effectively.
PSO2	Demonstrate entrepreneurial, leadership, communication, and decision-making skills for managing organizations and business ventures successfully.

ABBREVIATIONS

PCC	Programme Core Course
AEC	Ability Enhancement Course
PEC	Professional Elective Courses
MDE	Multidisciplinary Elective Course
MDC	Multidisciplinary Core Course
VAC	Value Added Course
SEC	Skill Enhancement Course
SI	Summer Internship
PRD	Project Research Dissertation

CURRICULUM STRUCTURE

Bachelor of Business Administration Three Years

	Bachelor of Business Administration Minimum Credits to be earned: 132									
			Hours/Week					Maximum Marks		
SEMESTER 1										
Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
AEC	26LTAM11/ 26LHIN11/ 26LFRE11/ 26LISB11	Tamil I / Hindi I/ French I/ Indian Sign Language (Basic)	3	0	0	3	3	40	60	100
AEC	26LENG11	English I	3	0	0	3	3	40	60	100
PCC	26CBBA11	Principles and Practices of Management	4	0	0	4	4	40	60	100
PCC	26CBBA12	Financial accounting	4	0	0	4	4	40	60	100
MDC	26MBBA11	Business Statistics and Logic	3	0	0	3	3	40	60	100
VAC	26BVAC11	Indian Knowledge System	2	0	0	2	2	40	60	100
AEC	26PSSK11	Communication Skills	0	0	4	0	2	40	60	100
VAC	26BVAC13	Environmental Studies and Sustainability	2	0	0	2	2	40	60	100
Total			21	0	4	21	23	-	-	-

CIA - Continuous Internal Assessment SEE - Semester End Examination

L– Lecture, T- Tutorial, P- Practical, SL - Self-Learning C- Credit

SEMESTER 2										
Category	**Code**	**Course**	**L**	**T**	**P**	**SL**	**C**	**CIA**	**SEE**	**Total**
AEC	26LTAM21/ 26LHIN21/ 26LFRE21/ 26LISB21	Tamil II / Hindi II / French II/ Indian Sign Language (Advance)	3	0	0	3	3	40	60	100
AEC	26LENG21	English II	3	0	0	3	3	40	60	100
PCC	26CBBA21	Human Behaviour and Organization	4	0	0	4	4	40	60	100
PCC	26CBBA22	Marketing Management	4	0	0	4	4	40	60	100
PCC	26CBBA23	Business Economics	4	0	0	4	4	40	60	100
MDE	26EMDE21	Indian System of Health and Wellness	3	0	0	3	3	40	60	100
VAC	26DVAC21	Universal Human Values	1	0	0	1	1	40	60	100
Total			**22**	**-**	**-**	**22**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

L – Lecture, T- Tutorial, P- Practical, SL – Self – Learning, C-Credit

SEMESTER 3										
Category	**Code**	**Course**	**L**	**T**	**P**	**SL**	**C**	**CIA**	**SEE**	**Total**
PCC		Cost and Management Accounting	3	1	0	4	4	40	60	100
PCC		Legal and Ethical Issues in Business	4	0	0	4	4	40	60	100
PCC		Human Resource Management	4	0	0	4	4	40	60	100
MDE		Media Literacy and Critical Thinking	2	0	0	2	2	40	60	100
PEC		Investment Analysis and Portfolio Management	4	0	0	4	4	40	60	100
		Financial Analytics	4	0	0	4	4	40	60	100
VAC		Yoga/ Sports/ NCC/NSS/ Disaster Management	0	0	4		2	0	100	100
SEC		Professional Development I	2	0	0	2	2	40	60	100
SEC		Global Certification	0	0	0	1	1	0	0	100
Total			**19**	**1**	**4**	**21**	**23**	**-**	**-**	**-**

CIA- Continuous Internal Assessment SEE - Semester End Examination

L – Lecture, T- Tutorial, P- Practical, SL – Self – Learning, C-Credit

SEMESTER 4										
Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
PCC		Financial Management	4	0	0	4	4	40	60	100
PCC		Business Environment and Public Policy	4	0	0	4	4	40	60	100
PEC		Social Media Marketing	4	0	0	4	4	40	60	100
		Retail Marketing	4	0	0	4	4	40	60	100
PEC		Inventory Management	4	0	0	4	4	40	60	100
		Financial Auditing	4	0	0	4	4	40	60	100
SEC		Design Thinking and Innovation	2	0	0	2	2	40	60	100
SEC		Entrepreneurship Startup Eco System	2	0	0	2	2	40	60	100
SEC		Professional Development II	2	0	0	2	2	40	60	100
Total			22	-	-	22	22	-	-	-

CIA - Continuous Internal Assessment SEE - Semester End Examination

L– Lecture, T- Tutorial, P- Practical, SL - Self-Learning C- Credit

SEMESTER 5										
Category	**Code**	**Course**	**L**	**T**	**P**	**SL**	**C**	**CIA**	**SEE**	**Total**
PCC		Business Research Methodology	4	0	0	4	4	40	60	100
PCC		AI in Business Management	4	0	0	4	4	40	60	100
PCC		Business Taxation	4	0	0	4	4	40	60	100
PEC		Industrial Relations	4	0	0	4	4	40	60	100
		E-HRM	4	0	0	4	4	40	60	100
MDE		Cyber Security	3	0	0	3	3	40	60	100
SI		Internship	0	0	2	0	1	-	100	100
SEC		Professional Development III	2	0	0	2	2	40	60	100
Total			**21**	**-**	**2**	**21**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

L – Lecture, T- Tutorial, P- Practical, SL – Self – Learning, C-Credit

SEMESTER 6										
Category	**Code**	**Course**	**L**	**T**	**P**	**SL**	**C**	**CIA**	**SEE**	**Total**
PCC		Digital Marketing	4	0	0	4	4	40	60	100
PCC		Strategic Management	4	0	0	4	4	40	60	100
PEC		International Business	4	0	0	4	4	40	60	100
		B2B Marketing	4	0	0	4	4	40	60	100
PEC		International Standard Organizational Auditing	4	0	0	4	4	40	60	100
		Logistics Supply Chain Management	4	0	0	4	4	40	60	100
PRD		Project Work	0	0	4	0	2	-	100	100
SEC		Professional Development IV	2	0	0	2	2	40	60	100
Total			**18**	**-**	**4**	**18**	**20**	-	-	-

CIA - Continuous Internal Assessment SEE - Semester End Examination

L– Lecture, T- Tutorial, P- Practical, SL - Self-Learning C- Credit

PROGRAMME CORE COURSES

Category	Code	Course	L	T	P	SL	C
PCC	26CBBA11	Principles and Practices of Management	4	0	0	4	4
PCC	26CBBA12	Financial Accounting	4	0	0	4	4
PCC	26CBBA21	Human Behavior and Organization	4	0	0	4	4
PCC	26CBBA22	Marketing Management	4	0	0	4	4
PCC	26CBBA23	Business Economics	4	0	0	4	4
PCC		Cost and Management Accounting	3	1	0	4	4
PCC		Legal and Ethical Issues in Business	4	0	0	4	4
PCC		Human Resource Management	4	0	0	4	4
PCC		Financial Management	4	0	0	4	4
PCC		Business Environment and Public Policy	4	0	0	4	4
PCC		Business Research Methodology	4	0	0	4	4
PCC		AI in Business management	4	0	0	4	4
PCC		Business Taxation	4	0	0	4	4
PCC		Digital Marketing	4	0	0	4	4
PCC		Strategic Management	4	0	0	4	4
PCC		Entrepreneurial Leadership	4	0	0	4	4

PROFESSIONAL ELECTIVE COURSES

Category	Code	Course	L	T	P	SL	C
PEC		Investment Analysis and Portfolio Management	4	0	0	4	4
		Financial Analytics	4	0	0	4	4
PEC		Social Media Marketing	4	0	0	4	4
		Retail Marketing	4	0	0	4	4
PEC		Industrial Relations	4	0	0	4	4
		Inventory Management	4	0	0	4	4
PEC		Financial Auditing	4	0	0	4	4
		E-HRM	4	0	0	4	4
PEC		Total Quality Management	4	0	0	4	4
		E-Commerce	4	0	0	4	4
PEC		International Business	4	0	0	4	4
		B2B Marketing	4	0	0	4	4

ABILITY ENHANCEMENT COURSE

Category	Code	Course	L	T	P	SL	C
AECC	26LTAM11/ 26LHIN11/ 26LFRE11/ 26LISB11	Tamil I / Hindi I/ French I/ Indian Sign Language (Basic)	3	0	0	3	3
AEC	26LENG11	English I	3	0	0	3	3
AEC	26LTAM21/ 26LHIN21/ 26LFRE21/ 26LISB21	Tamil II / Hindi II / French II/ Indian Sign Language (Advance)	3	0	0	3	3
AECC	26LENG21	English II	3	0	0	3	3
AECC	26PSSK11	Communication skills	2	0	0	2	2

MULTIDISCIPLINARY ELECTIVES

Category	Code	Course	L	L	T	P	SL	C
MDE		Indian System of Health and Wellness	2	3	0	0	0	3
MDE		Media Literacy and Critical Thinking		2	0	0	0	2
MDE		Cyber Security	3	3	0	0	3	3

MULTIDISCIPLINARY CORE COURSES

Category	Code	Course	L	L	T	P	SL	C
MDC	26MBBA11	Business Statistics and Logic	3	0	0	0	3	3

VALUE ADDED COURSES

Category	Code	Course	L	T	P	SL	C
VAC	26BVAC11	Indian Knowledge System	2	0	0	0	2
VAC	26BVAC13	Environmental Studies and Sustainability	2	0	0	2	2
VAC	26DVAC21	Universal Human Values	1	0	0	1	1
VAC		Yoga / Sports/NCC / NSS/Disaster Management	0	0	4	0	2

SKILL ENHANCEMENT COURSES

Category	Code	Course	L	T	P	SL	C
SEC		Professional Development I	**2**	**0**	**0**	**2**	2
SEC		Design Thinking and Innovation	2	0	0	2	2
SEC		Entrepreneurship and Startup Eco System	2	0	0	2	2
SEC		Professional Development II	**2**	**0**	**0**	**2**	2
SEC		Professional Development III	**2**	**0**	**0**	**2**	2
SEC		Professional Development IV	**2**	**0**	**0**	**2**	2

SUMMER INTERNSHIP

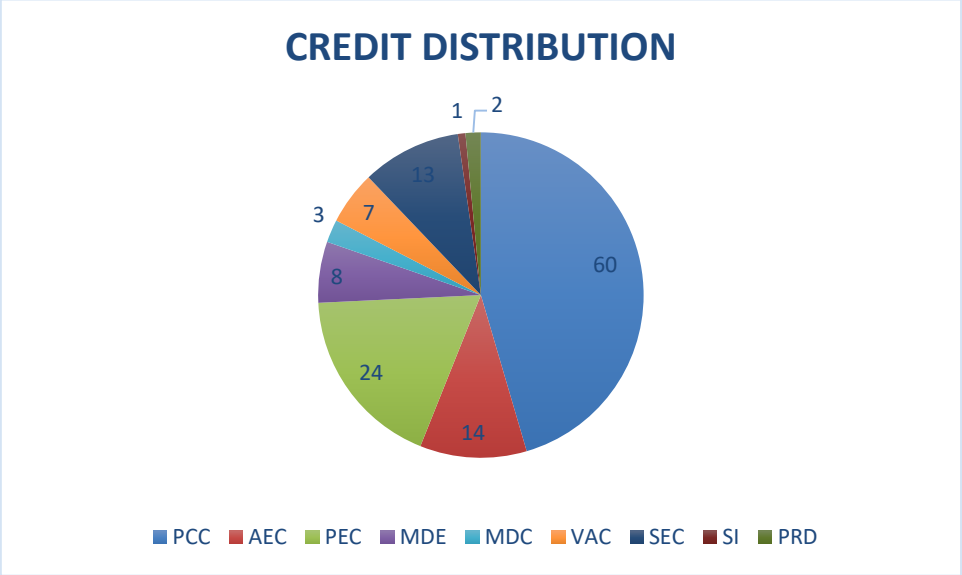
Category	Code	Course	L	T	P	SL	C
SI		Internship	**0**	**0**	**2**	**0**	**1**

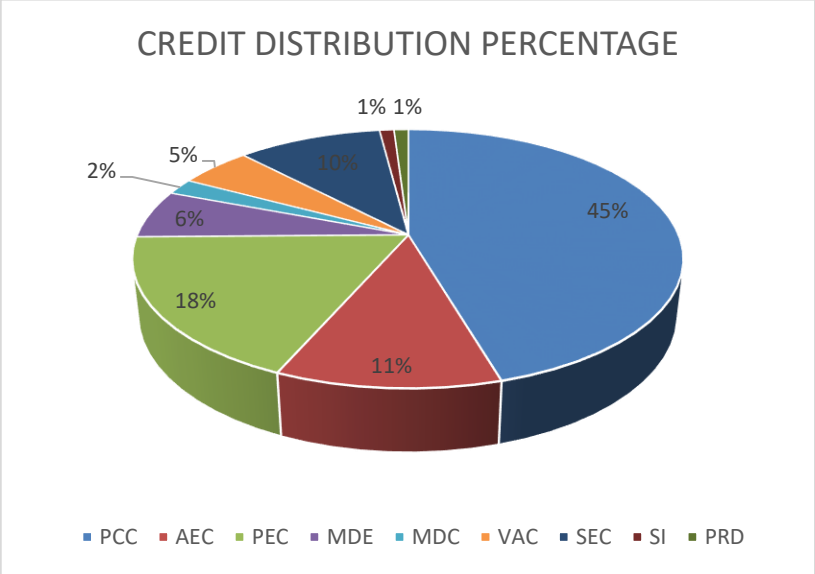
PROJECT REPORT AND DESSERTATION

Category	Code	Course	L	T	P	SL	C
PRD		Project Work	**0**	**0**	**4**	**0**	2

CREDIT DISTRIBUTION TABLE
Minimum credits to be earned: 132

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits
PCC	8	12	12	8	12	8	60
AEC	8	6	-	-	-	-	14
PEC	-	-	4	8	4	8	24
MDE	-	3	2	-	3	-	8
MDC	3	-	-	-	-	-	3
VAC	4	1	2	-	-	-	7
SEC	-	-	3	6	2	2	13
SI	-	-	-	-	1	-	1
PRD	-	-	-	-	-	2	2
Total Credits	**23**	**22**	**23**	**22**	**22**	**20**	**132**


CREDIT DISTRIBUTION
1
2
13
3
7
60
8
24
14
PCC AEC PEC MDE MDC VAC SEC SI PRD


CREDIT DISTRIBUTION PERCENTAGE
1% 1%
5%
2%
10%
6%
45%
18%
11%
PCC AEC PEC MDE MDC VAC SEC SI PRD

SEMESTER I

26LTAM11	TAMIL-I	L	T	P	SL	C
		3	0	0	3	3

பாடத்திட்ட நோக்கம்

மாணவர்களின் தமிழ்மொழித் திறத்தை மேம்படுத்துதல், சங்க இலக்கிய நாட்டத்தை மேம்படுத்துதல், நீதி இலக்கியங்கள் வழி அறக் கருத்துகளை இன்றைய தலைமுறையினர் அறியச் செய்தல், இலக்கிய வடிவங்களான உரைநடை சிறுகதை ஆகியவற்றின் சமூக நிலை குறித்து அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், கலைச்சொற்கள் போன்ற தமிழ் மொழியின் வளர் நிலைகளை அறிமுகம் செய்தல் போன்றன இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு I	தமிழ் மொழி வரலாறு	10 மணி நேரம்

மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் –திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

அலகு II	சங்க இலக்கியங்கள்	9 மணி நேரம்

புறநானூறு- பாடல் எண்: 195 (பல்சான்றீரே) 192 (யாதும் ஊரே) 188 (படைப்பு பல)
குறுந்தொகை- பாடல் எண்: 03 (நிலத்தினும்) 131 (ஆடமை புரையும்) 57(பூவிடைப்படினும்) 202 (நோம் என் நெஞ்சே) 167 (முளிதயிர்) நெடுநல்வாடை: பாடல் வரிகள் 45 முதல் 72 வரை

அலகு III	அற இலக்கியங்கள்	9 மணி நேரம்

திருக்குறள் அறன் வலியுறுத்தல் (அறம்), நட்பாராய்தல் (பொருள்), குறிப்பறிதல் (இன்பம்),. மூன்று அதிகாரங்கள் முழுமையும் நாலடியார் - பாடல் எண்: 139 (கல்லாரே ஆயினும்) 248 (நண்ணிலைக்கான்) 216 (கடையாயர்) ஔவையார் - மூதுரை- பாடல் எண்- 10 (நெல்லுக்கு இறைத்தநீர்), - பாடல் எண்- 16 (அடக்கமுடையார்)

அலகு IV	உரைநடை	9 மணி நேரம்

சிற்பியே உன்னைச் செதுக்குகிறேன் - வைரமுத்து - லட்சியம்,கல்வி, கலை, உறவு, மொழி,சாதனை ஆகிய தலைப்பிலான கட்டுரைகள் சிறுகதை புதுமைப்பித்தன் – சாபவிமோசனம் ஜெயகாந்தன் - ஒரு பிடி சோறு

அலகு V	மொழித்திறன்	8 மணி நேரம்

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் அறிவியல் கலைச்சொற்கள். கடிதம்

- வகைகள் - அலுவலகக் கடிதங்கள் – பயிற்சி

Total: 45 Hours

Self-Learning: 45 Hours

TEXT BOOKS

1. திராவிட மொழிகள் (இரண்டு தொகுதிகள்) டாக்டர் ச.அகத்தியலிங்கம் மணிவாசகர் பதிப்பகம் 2021
2. சங்க இலக்கிய உரை என் சி பி எச் சென்னை 2010
3. **திருக்குறள் தெளிவுரை** வரதராசன், மு., கழக வெளியீடு, 1994.
4. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
5. சிற்பியே உன்னை செதுக்குகிறேன் வைரமுத்து சூர்யா லிட்ரேச்சர் சென்னை 2011
6. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/
7. https://tamildigitallibrary.in/Articles/

COURSE OUTCOMES

After completion of the course, the student will be able to

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	தமிழ் மொழியின் வரலாறு, மொழிக்குடும்பம், திராவிட மொழிகளின் வகைகள் மற்றும் தமிழ்மொழியின் சிறப்புகளை விளக்க முடியும்	K2
CO2	புறநானூறு, குறுந்தொகை, நெடுநல்வாடை ஆகிய சங்க இலக்கியப் பாடல்களின் கருத்து, பண்பாட்டு மற்றும் சமூக முக்கியத்துவத்தைப் புரிந்து விளக்க முடியும்.	K3
CO3	திருக்குறள், நாலடியார், மூதுரை ஆகிய அற இலக்கியங்களில் காணப்படும் அறநெறி, ஒழுக்கம் மற்றும் வாழ்வியல் கருத்துகளைப் பகுப்பாய்வு செய்ய முடியும்	K4
CO4	வைரமுத்துவின் உரைநடை கட்டுரைகள், புதுமைப்பித்தன் மற்றும் ஜெயகாந்தன் சிறுகதைகளில் காணப்படும் சமூகச் சிந்தனை, மனிதநேயம் மற்றும் இலக்கியப் பண்புகளை மதிப்பீடு செய்ய முடியும்.	K4
CO5	பிழையின்றித் தமிழ் எழுதுதல், கலைச்சொற்கள்,	K4

	அறிவியல் கலைச்சொற்கள் மற்றும் அலுவலகக் கடிதம் எழுதுதல் போன்ற மொழித்திறன்களை நடைமுறையில் பயன்படுத்த முடியும்.	

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	-	2	-	-
CO2	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-
CO4	-	-	-	-	3	-	-
CO5	-	-	-	3	2	-	-
AVERAGE	-	-	-	3.0	2.3	-	-

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	3	-	-	-
CO2	-	-	-	-	2	-	-
CO3	-	-	-	3	-	-	-
CO4	-	-	-	-	2	-	-
CO5	-	-	-	-	2	-	-
AVERAGE	-	-	-	3	2	-	-

26LHIN11	HINDI-I	L	T	P	SL	C
		3	0	0	3	3

COURSE OBJECTIVES

● To improve students' proficiency in the Hindi language, to increase their interest in prose literature,

● To make the present generation aware of moral values, social limits through various genre of Hindi prose

● To improve students' language proficiency by giving them the necessary training to write error-free correspondence, and to familiarize them with technical terminology and updated language technology.

UNIT I		9 Hours

इकाई/UNIT I : हिन्दी साहित्य का इतिहास - काल विभाजन - गद्य विकास -सामान्य परिचय, कहानी - लॉटरी (मुंशी प्रेमचंद), भाव एक, भाषा अनेक (देश भक्ति और राष्ट्रीय एकता) - विभिन्न भारतीय संस्कृति एवं प्रदेशों के परिचय History of Hindi Literature – Periodization – Development of Prose – General Introduction, Short Story – "Lottery" (Munshi Premchand), "One Emotion, Many Languages" (Patriotism and National Integration) – Introduction to various Indian cultures and regions.

UNIT II		9 Hours

इकाई/UNIT II : एकाँकी - अखबारी विज्ञापन (चिरंजीत) - भाषा कौशल विकास -प्रयोजनमूलक हिन्दी - तकनीकी शब्द, पद एवं विभागीय नाम, प्रशासनिक वाक्यांश One-Act Play – "Newspaper Advertisement" (Chiranjit) – Development of Language Skills – Functional Hindi – Technical Terms, Designations and Departmental Names, Administrative Phrases

UNIT III		9 Hours

इकाई/UNIT III: हास्य व्यंग्य कहानी - तुम कब जाओगे, अतिथि (शरद जोशी) - प्रयोजनमूलक हिन्दी - पत्र लेखन - पत्रों के विभिन्न प्रकार - औपचारिक पत्र Humorous Satirical Story – "Tum Kab Jaoge, Atithi" (Sharad Joshi) – Functional Hindi – Letter Writing – Different Types of Letters – Formal Letters.

UNIT IV		9 Hours

इकाई/UNIT IV: राष्ट्र भक्ति कहानी - पुरस्कार (जयशंकर प्रसाद) – प्रयोजनमूलक हिन्दी - पत्र लेखन- पत्रों के विभिन्न प्रकार - अनौपचारिक पत्र Patriotic Story – "Puraskaar" (Jaishankar Prasad) – Functional Hindi – Letter Writing – Different Types of Letters – Informal Letters.

UNIT V		9 Hours
इकाई/UNIT V : निबंध: भारतीय विज्ञान की कहानी (गुणाकार मुले) - विश्व के लिए भारत की देन, प्रयोजनमूलक हिन्दी - भाषा प्रौद्योगिकी – युनिकोड हिन्दी फ़ॉन्ट्स,इनस्क्रिप्ट कीबोर्ड - ई-पुस्तकालय – ई-शब्दकोश – ई-अध्ययन – व्यावहारिक उपयोग हेतु कृत्रिम बुद्धिमत्ता Essay: "The Story of Indian Science" (Gunakar Mule) – India's Contribution to the World – Functional Hindi – Language Technology – Unicode Hindi Fonts, Inscript Keyboard – e-Library – e-Dictionary – e-Learning – Artificial Intelligence for Practical Use		

Total: 45 Hours

Self-Learning: 45 Hours

संदर्भ ग्रन्थ/ Reference Books

1. Munshi Premchand: Mansarovar (Short Story Collection), Vol. 8 Hans Prakashan / Saraswati Press / Prabhat Prakashan (various editions available)

2. Vyavaharik Hindi, Publisher: Rajpal & Sons, New Delhi

3. One-Act Play Collection, Lokbharti Prakashan, Prayagraj

4. Prayojanmoolak Hindi, Dr. Naresh Mishra / Dr. Kailash Chandra Bhatia,Rajkamal Prakashan / Vani Prakashan

5. Sharad Joshi Vyangya Rachanavali, Vol. 1, Rajkamal Prakashan

6. Prasad Ki Shreshtha Kahaniyan, Lokbharti Prakashan

7. Vyavaharik Hindi Aur Patra Lekhan, Dr. Hardev Bahri, Kitab Mahal, Allahabad

8. Bharatiya Vigyan Ki Kahani – Gunakar Mule, Rajkamal Prakashan

9. Computer Aur Hindi Bhasha, Dr. Bholanath Tiwari, Vani Prakashan

10. Hindi Sahitya Ka Itihas, Ramchandra Shukla, Nagari Pracharini Sabha, Varanasi

11. Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.

वेब लिंक्स/ Web Sources:

1. https://www.prabhatbooks.com

2. jhttps://vaniprakashan.com

3. https://www.rajkamalprakashan.com

4. https://home.unicode.org

5. https://home.unicode.org

COURSE OUTCOMES

After completion of the course, the student will be able to:

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Develop interest in Hindi language & literature , various culture of India	K2
CO2	Learn moral values in a lighter way & proficient in functional hindi	K3
CO3	Know the awareness about the social limitations	K2
CO4	Identify the importance of patriotism	K1
CO5	Analyze and produce structured functional Hindi content using modern technology tools.	K4

COURSE ARTICULATION MATRIX

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO9	PSO1	PSO2
CO1	-	-	-	-	-	2	-	-	2	-	-
CO2	-	-	-	-	-	3	-	2	2	-	-
CO3	-	-	-	-	-	2	-	-	-	-	-
CO4	-	-	-	-	-	2	-	-	-	-	-
CO5	-	-	-	-	-	-	-	3	2	-	-
Avg	-	-	-	-	-	2.3	-	2.5	2	-	-

26LFRE11	FRENCH-I	L	T	P	SL	C
		3	0	0	3	3

Course Objectives :

The lessons are being chosen:

- ✓ To greet, to express excuse and to introduce oneself
- ✓ To introduce another person
- ✓ To express his/her ideas, opinions and weekend projects
- ✓ To request someone to do something, polite manners
- ✓ To accept, refuse, enquire and indicate the time and date
- ✓ To express himself / herself in positive and negative manner

UNITS:

1) Salut **6 hours**

les nombres, Les jours de la semaine et du mois, La nationalité

2) Enchanté **8 hours**

Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense.

3) J'Adore **8 hours**

La negation, l'adjectif possessif, le futur proche

4) Tu veux bien **10 hours**

Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé composé

5) On se voit quand **6 hours**

Les pronoms compléments directs me, te, nous, vous, L'interrogation avec est-ce que, L'heure et la date.

6) Bonne idée **7 hours**

Les articles partitifs, Le masculin et le féminin des adjectifs, Les pronoms compléments directs le, la, les, La négation : ne… pas de.

Total hours – 45 hours

Self Learning hours – 45 hours

COURSE OUTCOME		
At the end of this course, students will be able to		
Course Outcomes	Description	Knowledge Level
C01	The students would be able to greet, to excuse and to introduce himself	K3
C02	The students would be able to introduce someone	K3
C03	The students would be able to express his ideas, opinions and weekend projects	K3
C04	The students would be able to ask someone to do something, polite manner	K3
C05	The students would be able to accept, refuse enquire and indicate the time and date	K3
C06	The students would be able to express himself in positive and negative manner -	K3

Text Book

1.LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau

Reference Book:

1.SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	2	3	-	-
CO2	-	-	-	2	-	-	-
CO3	-	-	-	3	-	-	-
CO4	-	-	-	3	-	-	-
CO5	-	-	-	-	3	-	-
CO6	-	-	-	-	-	-	-
AVERAGE	-	-	-	2.5	3	-	-

26LISB11	INDIAN SIGN LANGUAGE (BASIC)	L	T	P	SL	C
		3	0	0	3	3

COURSE OBJECTIVES

- ✓ To understand Deaf culture and recognize the importance of Indian Sign Language (ISL) in ensuring equality, accessibility, and social inclusion.
- ✓ To develop basic conversational skills for effective communication with the hearing-impaired community using sign language.
- ✓ To acquire the ability to express everyday concepts such as daily routines, needs, food, people, and descriptive elements like color, shape, and size.
- ✓ To promote the use of ISL in educational institutions, workplaces, and public services for creating an inclusive environment.
- ✓ To encourage continuous practice and skill development in ISL to support and advocate for the hearing-impaired community.

UNIT I	**BASICS OF ISL**	**9 Hours**
Alphabets (finger-spelling), numbers, days of the week, colors, and expressions for greetings and wishes.		
UNIT II	**PEOPLE AND FOOD**	**9 Hours**
Months of the year, common food items, family members, and types of human behavior.		
UNIT III	**FEELINGS AND FESTIVALS**	**9 Hours**
Use of facial expressions in communication; signs related to fruits, vegetables, and major festivals.		
UNIT IV	**HOME AND NATURE**	**9 Hours**
Clothing and cosmetics, natural elements (earth and sky), parts of a house, and identification of animals and birds.		
UNIT V	**SOCIETY AND EDUCATION**	**9 Hours**
Names of states and cities, religions, basic educational terminology, and commonly used school-related items.		

Total: 45 Hours

Self-Learning: 45 Hours

TEXT BOOKS

1. Indian Sign Language Dictionary – Ramakrishna Mission Vidyalaya, IHRDC, Coimbatore

REFERENCE BOOKS

1. Sign Language in India: A Linguistic Exploration – Dr. Sandeep Sharma Jat
2. The Indian Sign Language – William P. Clark

COURSE OUTCOMES

After completion of the course, the student will be able to

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Use finger-spelling for the alphabet and communicate numbers, days of the week, and months	K3
CO2	Sign about common foods, family members, clothes, and household items.	K3
CO3	Identify and sign various animals, birds, fruits, vegetables, and elements like the earth and sky.	K2
CO4	Give people well wishes, describe different behaviours, and talk about festivals and religions	K3
CO5	Sign the names of specific states and cities, along with words used in education field.	K3

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	-	3	–	-
CO2	-	-	-	3	-	2	-
CO3	-	-	-	3	-	2	-
CO4	-	-	-	2	3	-	-
CO5	-	-	-	-	2	3	-
AVG	-	-	-	2.6	2.6	2.3	-

26LENG11	ENGLISH-I	L	T	P	SL	C
		3	0	0	3	3

COURSE OBJECTIVES:

- ✓ To develop an understanding of prose, poetry, and short stories.
- ✓ To enhance reading comprehension and critical thinking skills.
- ✓ To improve accuracy and clarity in language use.
- ✓ To build a rich and adequate vocabulary.
- ✓ To promote the use of digital tools for communication and presentation skills.

UNIT I	Grammar & Vocabulary	9 HOURS

Parts of Speech Subject – Verb Agreement Tenses Prefix and Suffix Spot the errors

UNIT II	Prose	9 HOURS

A.G. Gardiner – *On the Rule of the Road*

Helen Keller – Excerpt from *The Story of My Life – Chapter IV*

Listening: Audio summary comprehension

Speaking: Discussion on freedom & learning

Reading: Passage comprehension

Writing: Reflective paragraph writing

UNIT III	Poetry	9 HOURS

William Wordsworth – *The Solitary Reaper*

Rabindranath Tagore – *Where the Mind is Without Fear*

Listening: Infer the central idea of the poem.

Speaking: Sharing personal interpretation of the poem

Reading: Read aloud exercise

Writing: Critical Appreciation

UNIT IV	Short Stories	9 HOURS

O. Henry – *The Gift of the Magi*

R.K. Narayan – *An Astrologer's Day*

Listening: Story narration

Speaking: Retell the story

Reading: Silent reading and reflective reading

Writing: Summary & Character analysis

UNIT V	One – Act – Play	9 HOURS

Douglas Turner Ward-*The Shirt*

J. M. Synge-*Riders to the Sea*

Listening: Listening to dialogue delivery **Speaking:** Role play and enactment

Reading: Character mapping and identification of key ideas

Writing: Dialogue writing & Short critical commentary

TOTAL 45 HOURS
SELF LEARNING 45 HOURS

At the end of this course, Students will be able to

Course Outcomes	Description	Knowledge Level
C01	Analyze prose, poetry, and short stories.	K4
C02	Demonstrate improved reading, writing, and comprehension skills.	K3
C03	Apply grammar accurately in communication. –	K3
C04	Use vocabulary effectively in academic and real-life contexts.	K3
C05	Utilize AI tools to enhance language, speaking, and presentation skills. –	K3

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Text Books:

1.Naik, M. K., ed *Indian Prose in English: An Anthology*. Oxford University Press, 2001.

2.Greenblatt, Stephen, ed. *The Norton Anthology of English Literature*. 9th ed., W. W. Norton & Company, 2012.

3.Henry, O. *Selected Short Stories of O. Henry*. Penguin Classics, 2001.

.4.Narayan, R. K. *Malgudi Days*. Indian Thought Publications, 1982.

5.Wren, P. C., and H. Martin. *High School English Grammar and Composition*. Revised ed., S. Chand & Company, 2009.

6.McCarthy, Michael, and Felicity O'Dell. *English Vocabulary in Use*. 4th ed., Cambridge University Press, 2017.

References:

1.Murphy, Raymond. *English Grammar in Use*. Cambridge University Press, 2019.

2.Strunk Jr., William, and E. B. White. *The Elements of Style*. 4th ed., Longman, 2000.

3.Quirk, Randolph, et al. *A Comprehensive Grammar of the English Language*. Longman, 1985.

4.Hacker, Diana, and Nancy Sommers. *The Bedford Handbook*. 11th ed., Bedford/St. Martin's, 2020.

Websites:

1.British Council. *LearnEnglish*. British Council, https://learnenglish.britishcouncil.org.

2.Duolingo. *Duolingo*. Duolingo Inc., https://www.duolingo.com.

3.BBC. *BBC Learning English*. BBC, https://www.bbc.co.uk/learningenglish.

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	–	2	-	-
CO2	-	-	-	3	2	-	-
CO3	-	-	-	1	3	-	-
CO4	-	-	-	-	3	-	-
CO5	-	-	-	3	-	-	-
AVERAGE	-	-	-	2.3	2.5	-	-

26CBBA11	PRINCIPLES AND PRACTICES OF MANAGEMENT	L	T	P	SL	C
		4	0	0	4	4

COURSE OBJECTIVES:

- ✓ To understand the basic concepts, principles, and theories of management.
- ✓ To examine the essential functions of managers.
- ✓ To analyze the impact of globalization, diversity, and ethics on management.
- ✓ To develop skills in strategic planning, decision-making, and leadership.

UNIT I	INTRODUCTION TO MANAGEMENT	12 HOURS

Concept, nature, and importance of management; principles and distinction between management and administration; levels of management; managerial roles and essential skills. Evolution of management thought: classical, behavioral, quantitative, systems, contingency, and modern approaches. Management as both science and art. Core functions: planning, organizing, leading, and controlling.

UNIT II	PLANNING AND DECISION MAKING	12 HOURS

Planning: meaning, significance, objectives, types (strategic, tactical, operational), process and techniques. Decision-making: significance, steps, models, and tools.

UNIT III	ORGANIZING AND STAFFING	12 HOURS

Organizational design and structure: functional, divisional, and matrix forms. Authority, responsibility, delegation; centralization vs decentralization; span of control. Coordination, integration, MBO and MBE. Staffing: concept, importance, and recruitment and selection process.

UNIT IV	LEADING & DIRECTING	12 HOURS

Directing: meaning and characteristics. Leadership theories: trait, behavioral, contingency, participative, charismatic, transformational, and Level-5 leadership. Motivation: concepts and key theories (Maslow, Herzberg, McGregor). Hawthorne effect. Communication in management: meaning and role. Team building and group dynamics.

UNIT V	CONTROLLING	12 HOURS

Controlling: concept, importance, and process. Control systems and their features; essentials of effective control systems. Techniques and types of control. Performance measurement and performance management systems

TOTAL 60 HOURS

SELF LEARNING 60 HOURS

Course outcomes

After the end of the course, students will be able to

Course Outcome	Description	**Knowledge Level**
CO1	Explain the fundamental concepts, principles, functions, and evolution of management along with managerial roles and skills.	K2
CO2	Apply planning techniques and decision-making models for solving organizational and managerial problems.	K3
CO3	Analyze organizational structures, delegation practices, coordination mechanisms, and staffing processes in business organizations.	K4
CO4	Evaluate leadership styles, motivation theories, communication systems, and team dynamics for effective organizational performance.	K4
CO5	Examine controlling processes, performance measurement techniques, and management control systems for achieving organizational objectives.	K4

TEXT BOOKS :

1. Rao, V. S. P. *Management Principles and Applications*. Taxmann Publications, 2024.
2. Bright, D. et al. *Principles of Management*. OpenStax Textbooks, Houston, 2019.
3. Kapoor, Premvir. *Principles of Management*. Khanna Book Publishing, 2021.
4. Jones, G. R., & George, J. M. *Essentials of Contemporary Management*. McGraw-Hill Education, 2020.
5. Robbins, S. P., & Coulter, M. *Management*. Pearson, 2021.

REFERENCES BOOKS:

1. Koontz, H., & Weihrich, H. *Principles of Management*. McGraw Hill Education, 2015.
2. Robbins, S. P., & Coulter, M. *Management*. Pearson Education, 2021.
3. Prasad, L. M. *Principles and Practice of Management*. Sultan Chand & Sons, 2020.

WEB REFERENCES:

1. OpenStax. *Principles of Management*. Retrieved from https://openstax.org/details/books/principles-management
2. Management Study Guide. *Principles of Management*. Retrieved from https://www.managementstudyguide.com/principles-of-management.htm

3. TutorialsPoint. *Principles of Management*. Retrieved from https://www.tutorialspoint.com/principles_of_management/index.htm
4. Principles and practice of management - https://nptel.ac.in/courses/110107150

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	3	3	2	2
CO2	3	-	2	-	-	3	-
CO3	3	3	-	-	-	-	2
CO4	-	-	3	3	3	-	-
CO5	3	3	-	2	-	2	-
AVERAGE	3	3	2.5	2.6	3	2.3	2

26CBBA12	FINANCIAL ACCOUNTING	L	T	P	SL	C
		4	0	0	4	4

COURSE OBJECTIVES:

- ✓ To provide an understanding of application of various principles and practice of Accounting.
- ✓ To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
- ✓ To apply the knowledge of systematic maintenance of books of accounts to real life business.
- ✓ To estimate Annual Financial statements of Sole proprietorship and Company form of business.

UNIT I	INTRODUCTION TO ACCOUNTING	12 HOURS

Meaning, objectives, and need for accounting; Accounting information systems; Stakeholders and qualitative characteristics; Indian & international standards; Branches of accounting; Business organizations; Concepts, conventions; Capital vs revenue; Accounting equation & process; Contingent & fictitious assets.

UNIT II	RECORDING TRANSACTIONS & TRIAL BALANCE	12 HOURS

Journal entries (purchases, sales, returns, receivables, payables, inventory); Depreciation, amortization, reserves, intangibles, GST; Ledger posting; Trial balance; Error correction.

UNIT III	FINAL ACCOUNTS	12 HOURS

Trading, P&L account, Balance Sheet for sole traders; Cash book; Classification & disclosure in financial statements.

UNIT IV	SINGLE ENTRY	12 HOURS

Single vs double entry; Profit calculation & financial position from incomplete records; Income statements.

UNIT V	SUSTAINABLE REPORTING	12 HOURS

Green accounting; Sustainability reporting (need, methods, data analysis); IFRS sustainability standards.

TOTAL 60 HOURS
SELF LEARNING 60 HOURS

COURSE OUTCOMES:

At the of the course, students should be able to

Course Outcomes	Description	Knowledge Level
CO1	Explain the application of various accounting principles and practices in the preparation of accounting statements.	K2
CO2	Demonstrate the stages and procedures involved in the accounting cycle for recording and processing business transactions.	K3
CO3	Apply the principles of systematic maintenance of books of accounts in real-life business situations.	K3
CO4	Prepare annual financial statements for sole proprietorships and companies using appropriate accounting methods.	K6
CO5	Analyze and demonstrate sustainable reporting practices in accounting for responsible business decision-making.	K4

1. Jain, S. P., & Narang, K. L. *Basic Financial Accounting I*. Kalyani Publishers, New Delhi, 2021.
2. Kimmel, P. D. *Financial Accounting*. Wiley Publications, 2022.
3. Gupta, A. *Financial Accounting for Management: An Analytical Perspective*. Pearson Education, Noida, 2019.
4. Maheshwari, S. N., & Maheshwari, S. K. *Financial Accounting*. Vikas Publishing House, New Delhi, 2020.

REFERENCE BOOKS :

1. Bhattacharya, Ashish K. *Essentials of Financial Accounting for Business Managers*. PHI Learning, 2018.
2. *Accounting for Sustainability*. International Federation of Accountants (IFAC), 2021. Available at: IFAC Official Website
3. Bartelmus, Peter, & Seifert, E. K. *Green Accounting*. Routledge Publications, London, 2018.
4. *IFRS Sustainability Standards*. IFRS Foundation, 2023. Available at: IFRS Official Website

TEXT BOOKS :

1.Jain, S. P., & Narang, K. L. Basic Financial Accounting I. Kalyani Publishers, New Delhi, 2021.

2.Kimmel, P. D. Financial Accounting. Wiley Publications, 2022.

3.Gupta, A. Financial Accounting for Management: An Analytical Perspective. Pearson Education, Noida, 2019.

4.Maheshwari, S. N., & Maheshwari, S. K. Financial Accounting. Vikas Publishing House, New Delhi, 2020.

REFERENCE BOOKS :

1.Bhattacharya, Ashish K. Essentials of Financial Accounting for Business Managers. PHI Learning, 2018.

2.Accounting for Sustainability. International Federation of Accountants (IFAC), 2021. Available at: IFAC Official Website

3.Bartelmus, Peter, & Seifert, E. K. Green Accounting. Routledge Publications, London, 2018.

4.IFRS Sustainability Standards. IFRS Foundation, 2023. Available at: IFRS Official Website

WEB LINKS:

1. https://asb.icai.org/?utm_source=chatgpt.com
2. https://www.icai.org/post/17757?utm_source=chatgpt.com
3. https://www.caalley.com/?utm_source=chatgpt.com

SUGGESTED CASES:

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	-	2	3	-	-
CO2	3	-	-	2	-	-	2
CO3	-	3	-	3	-	2	3
CO4	-	3	-	3	-	3	-
CO5	-	2	3	2	-	-	-
AVERAGE	3	2.5	3	2.4	3	2.5	2.5

26MBBA11	BUSINESS STATISTICS AND LOGIC	L	T	P	SL	C
		3	0	0	3	3

COURSE OBJECTIVES:

- ✓ To learn various concept in matrix.
- ✓ To apply the concept of sets to promote critical thinking, problem-solving
- ✓ techniques and interdisciplinary connections.
- ✓ To analyze the relationships, decisions making and modeling the various kinds of problems.
- ✓ To solve various logical problems.

UNIT I	SETS THEORY	9 HOURS

Definitions – Operations on Sets – Laws of Sets –Properties of Sets–Simple application using Venn diagram.

UNIT II	MATRICES	9 HOURS

Definitions – Operations on Matrices – Determinants–Minors– Cofactors– Properties of Determinants– Inverse of matrix – Solution of Linear Equations–Matrix method–Crammer's rule.

UNIT III	STATISTICAL METHODS	9 HOURS

Definition– Importance, uses and limitations of Statistical methods–Diagrammatic and Graphical Representation of Data–Measures of Central tendency: Mean, Median, Mode.

UNIT IV	CORRELATION AND REGRESSION ANALYSIS	9 HOURS

Definition - Types of Correlation-Methods of Correlation-–Karl Pearson's Coefficient of Correlation– Spearman's Rank Correlation Coefficient– Regression Lines and Regression equations.

UNIT V	LOGIC AND TAUTOLOGY	9 HOURS

Conditional, bi-conditional or double implication, converse, inverse and contra Positive, tautology and contradiction (Simple proofs and Problems)

TOTAL 45 HOURS
SELF LEARNING 45 HOURS

Course outcomes

At the end of the course, students will be able to

Course Outcome	Description	Knowledge Level
CO1	Examine the laws of sets and its applications.	K4
CO2	Analyze the operations in Matrices and evaluate the solution of the system of equations	K4
CO3	Evaluate the Measures of central tendency under various conditions	K4
CO4	Analyze the relation between the variables under different concepts.	K4
CO5	Evaluate the basic computational logics in business.	K4

REFERENCE BOOKS :

1. Beri G, Business Statistics, Tata McGraw Hill Publishing Company Limited, 2009.

2. P.R.Vittal , Businesss Statistics -Margham Publications,2021

3. Pillai R.S.N, Mrs.Bhagavathi, Statistics ,S. Chand and Company Ltd., New Delhi,1997.

4. S.C. Gupta and V. K. Kapoor, Fundamentals of Mathematical Statistics. Sultan Chand &Sons, New Delhi,2020.

TEXT BOOKS:

1. P.R.Vittal , Businesss Mathematics and Statistics- Margham Publications,2021
2. R.S.Agarwal, Quantitative Aptitude for Competitive Examinations –S.Chand Publications, 2022

WEB LINKS

1. http://mathworld.wolfram.com
2.https://web.gccaz.edu/~johwd63181/MAT142/chapter_1/problems/section%201.7.pdf
3 https://wpforms.com/the-ultimate-list-of-online-business-statistics/
4. https://www.coursera.org/courses?query=business%20statistics
5 .https://www.geeksforgeeks.org/quantitative-aptitude/
6 .https://nptel.ac.in/courses/110107114

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		2	2			2	-
CO2	3		2	2		2	
CO3	2			3	3	-	3
CO4		3	3		2		3
CO5	2		-	3	2	2	-
AVERAGE	2.3	2.5	2.3	2.7	2.3	2.0	3.0

26BVAC11	INDIAN KNOWLEDGE SYSTEM	L	T	P	SL	C
		2	0	0	2	2

COURSE OBJECTIVES:

- ✓ To Gain an understanding of Indian Knowledge System.
- ✓ To Develop an ability to apply the Indian Knowledge System to societal challenges faced today in areas such asholistic health, governance, public administration and sustainable living.
- ✓ To Promote the youths to do research in the various fields of Indian knowledge system.

UNIT I	AN OVERVIEW OF INDIAN KNOWLEDGE SYSTEM	6 HOURS

Introduction- Organization of Indian Knowledge System- The IKS corpus- A Classification framework- Historicity of Indian Knowledge System -Some salient aspects of Indian Knowledge System

UNIT II	PHILOSOPHICAL SYSTEM	6 HOURS

Introduction to Philosophy- Development of Indian Philosophical system - Unique features of Indian Philosophical system- Introduction to Yoga.

UNIT III	GOVERNANCE AND PUBLIC ADMINISTRATION	6 HOURS

Introduction - Understanding Governance from ancient to modern times- Relevance of Arthashastra- Glimpses of Nitishastra- Vidura Niti

UNIT IV	WISDOM THROUGH THE AGES	6 HOURS

Gateways of ancestral wisdoms-Introduction to Purāṇa- The Purāṇic repository- Issues of interest in Purāṇas- Introduction to Itihāsas- Key messages in Itihāsa-Wisdom through Nīti-śāstra.

UNIT V	MATHEMATICS	6 HOURS

Introduction to Indian Mathematics- Unique aspects of Indian Mathematics- Indian Mathematicians and their Contributions.

TOTAL 30 HOURS
SELF LEARNING 30 HOURS

Course outcomes
At the end of the course, students will be able to

Course Outcome	Description	Knowledge Level
CO1	Classify the key concepts of Indian Knowledge System and discuss the multi-faceted nature of knowledgecontained in the Traditional Systems of India.	K4
CO2	Identify the rich heritage of governance in Indian Knowledge System.	K1
CO3	Recognize the relevance of Arthashastra in public administration.	K2
CO4	Identify the Wisdom through Ages through Ithihasas.	K1
CO5	Knowledge of Indian Mathematicians and their contributions.	K1

TEXT BOOKS :

1. Mahadevan B., Bhat V R, Nagendra Pavana R.N., Indian Knowledge System Concepts andApplication, PHI Learning Pvt. Ltd., 2022.

2. Kapoor Kapil, and Singh Avadesh Kumar, Indian Knowledge System Vol.1, DK Print World,Ltd., 2005.

REFERENCES:

1. Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan.2023.

2. Histrory of Science in India Volume-1, Part-I, Part-II, Volume VIII, by Sibaji Raha, et al. National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata

WEB LINKS:

1. https://onlinecourses.swayam2.ac.in/imb23_mg54/preview
2. https://digest.iimb.ac.in/2022/04/book-indian-knowledge-systems-co-authored-dr-b- mahadevan/
3. https://www.summarize.tech/www.youtube.com/watch?v=jcV0LIp570A

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	-	2	-	-
CO2	-	-	-	2	-	-	-
CO3	-	-	-	-	-	-	-
CO4	-	-	-	2	3	-	-
CO5	-	-	-	3	-	-	-
AVERAGE	-	-	-	2.3	2.5	-	-

26PSSK11	COMMUNICATION SKILLS	L	T	P	SL	C
		0	0	4	0	2

COURSE OBJECTIVES:

- ✓ To improve speaking and presentation skills.
- ✓ To build reading and writing skills for academic and professional use.
- ✓ To prepare students for job communication (resume, GD, interview)

UNIT I	Fundamentals of Communication & Basic LSRW Skills	6 HOURS

Listening: Listening for specific information (MCQs)

Speaking: Self-introduction; talking about likes and dislikes; greetings

Reading: Skimming, scanning, and detailed comprehension

Writing: Formal letters (job application), resume basics, problem–solution writing

Language Lab / Practical:

Digital literacy: E- resources

Practice: Self-introduction, JAM (Just a Minute)

UNIT II	Listening & Speaking Strategies in Context	6 HOURS

Listening: Conversations, advertisements, small talks, TED talks, summarizing,

Speaking: Impromptu talks, speech writing, mini-presentations, AI-based speaking and Pronunciation tools

Reading: Identifying arguments and main ideas in texts

Writing: Writing Instruction, Checklist Preparation, Paragraph writing,

Language Lab / Practical:

Blog creation, online quizzes, and Kahoot activities

Practice: Conversation Drills, Prompting Conversation

UNIT III	Reading, Technical Writing & Analytical Skills	6 HOURS

Listening: Listening to debates/Academic discussions and extracting key points

Speaking: Participating in group discussions, AI for Presentation using prompts

Reading: Extracting specific information; note-making

Writing: Framing open-ended /closed ended questions, sequencing sentences, Report writing, and précis writing

Language Lab / Practical:

PowerPoint presentations, Slide Share tools

Practice: Reading comprehension, report writing, statement of purpose

UNIT IV	**Critical Thinking & Presentation**	**6 HOURS**

Listening: Understanding instructions, interpretations & recommendations

Speaking: Formal presentations, public speaking

Reading: Classification and interpretation of information

Writing: Instructions, recommendations, user manuals

Language Lab / Practical:

Online discussion forums and collaborative tools

Practice: Book/film review, presentation delivery.

UNIT V	**Professional & Workplace Communication**	**6 HOURS**

Listening: Workplace communication.

Speaking: Group discussions, interviews, persuasive communication, negotiation

Reading: Professional documents and job-related texts

Writing: Cover letters, resumes, formal emails, Process Descriptions

Language Lab / Practical:

Digital tools for communication and presentations

Practice: Mock interviews, GDs

TOTAL 30 HOURS

SELF LEARNING 30 HOURS

COURSE OUTCOMES

At the end of the course, students will be able to

Course Outcome	Description	Knowledge Level
CO1	Demonstrate effective listening and comprehension skills.	K2
CO2	Communicate confidently in speaking situations, such as presentations and discussions.	K3
CO3	Apply appropriate reading strategies for academic and professional texts.	K3
CO4	Produce clear and structured written communication (letters, emails, reports, resumes).	K4
CO5	Exhibit employability skills in interviews, group discussions, and workplace communication.	K3

TEXT BOOKS :

1. Kumar, Sanjay, and Pushp Lata. *Communication Skills*. Pearson Education, 2018. Bovée, Courtland L., and John V. Thill. *Business Communication Today*. 14th ed., Pearson, 2020.
2. Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 3rd ed., Oxford University Press, 2015.
3. Kumar, Kulbhushan. *Effective Communication Skills*. Khanna Publishing House, 2018.
4. Mohan, Krishna, and Meera Banerji. *Developing Communication Skills*. 2nd ed., Macmillan Education, 2018.
5. Kumar, Sanjay, and Pushp Lata. *Communication Skills*. Pearson Education, 2018.
6. Bovée, Courtland L., and John V. Thill. *Business Communication Today*. 14th ed., Pearson, 2020.
7. Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 3rd ed., Oxford University Press, 2015.
8. Kumar, Kulbhushan. *Effective Communication Skills*. Khanna Publishing House, 2018.
9. Mohan, Krishna, and Meera Banerji. *Developing Communication Skills*. 2nd ed., Macmillan Education, 2018.

REFERENCES:

1. Sharma, R. C., and Krishna Mohan. *Business Correspondence and Report Writing: A Practical Approach to Business and Technical Communication*. 5th ed., McGraw-Hill Education, 2017.

2.Mitra, Barun K. *Personality Development and Soft Skills*. 2nd ed., Oxford University Press, 2016.

3.Sasikumar, V., P. Kiranmai Dutt, and Geetha Rajeevan. *A Course in Listening and Speaking I*. Cambridge University Press, 2005.

4.Murphy, Raymond. *English Grammar in Use*. 5th ed., Cambridge University Press, 2019.

5.Lewis, Norman. *Word Power Made Easy*. Revised ed., Goyal Publishers & Distributors, 2014.

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1. Purdue Online Writing Lab. "OWL." *Purdue University*, https://owl.purdue.edu/.
2. TED. "TED Talks." *TED Conferences*, https://www.ted.com/talks.
3. British Council. *Learn English*. British Council ,https://learnenglish.britishcouncil.org/

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	3	3	-	-
CO2	-	-	-	-	-	-	-
CO3	-	-	-	2	3	-	-
CO4	-	-	-	2	-	-	-
CO5	-	-	-	3	-	-	-
AVERAGE	-	-	-	2.5	3	-	-

26BVAC13	ENVIRONMENTAL STUDIES AND SUSTAINABILITY	L	T	P	SL	C
		2	0	0	2	2

COURSE OBJECTIVES:

- ✓ This course aims to familiarize students with basic environmental concepts, theirrelevance to business operations, and forthcoming sustainability challenges.
- ✓ This course will equip students to make decisions that consider environmentalconsequences.
- ✓ This course will enable future business graduates to become environmentallysensitive and responsible managers.

UNIT I	UNDERSTANDING ENVIRONMENT, NATURAL RESOURCES, AND SUSTAINABILITY	6 HOURS

Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environmentrelationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.

UNIT II	ECOSYSTEMS, BIODIVERSITY, AND SUSTAINABLE PRACTICES	6 HOURS

Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, andthe methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management.Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

UNIT III	ENVIRONMENTAL POLLUTION, WASTE MANAGEMENT, AND SUSTAINABLE DEVELOPMENT	6 HOURS

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

UNIT IV	SOCIAL ISSUES	6 HOURS

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsibleconsumption.

UNIT V	**LEGISLATION AND PRACTICAL APPLICATIONS**	**6 HOURS**

Overview of key environmental legislation and the judiciary's rolein environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

TOTAL 30 HOURS
SELF LEARNING 30 HOURS

COURSE OUTCOMES:

At the end of the course, students will be able to

Course Outcome	Description	Knowledge Level
CO1	Explore the basic environmental concepts and issues relevant to the business and management field.	K2
CO2	Recognize the interdependence between environmental processes and socio-economic dynamics.	K1
CO3	Determine the role of business decisions, policies, and actions in minimizing environmental degradation.	K4
CO4	Identify possible solutions to curb environmental problems caused by managerial actions.	K3
CO5	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.	K4

TEXT BOOKS :

1. Poonia, M. P. *Environmental Studies*. Khanna Book Publishing Co., **2021**.
2. Bharucha, E. *Textbook of Environmental Studies*. Orient Blackswan Private Ltd., **2019**.
3. Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd., **2012**.
4. Rajagopalan, R. *Environmental Studies: From Crisis to Cure*. Oxford University Press, **2016**.
5. Miller, G. T., & Spoolman, S. *Living in the Environment*. Cengage, **2018**.

REFERENCE BOOKS:

1. Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of Environmental Studies*. Cambridge University Press, **2017**.
2. Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books, **2011**.
3. Pritwani, K. S. *Sustainability of Business in the Context of Environmental Management*. CRC Press, **2014**.
4. Wright, R. T., & Boorse, D. F. *Environmental Science: Toward A Sustainable Future* (13th ed.). Pearson, **2017**.

1. https://www.ourplanet.com
2. https://www.undp.org/content/undp/en/home/sustainable-development- goals.html
3. www.myfootprint.org
4. https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-		3	-	-
CO2	-	-	-	2	-	-	-
CO3	-	-	-	3	-	-	-
CO4	-	-	-	3	-	-	-
CO5	-	-	-	2	3	-	-
AVERAGE	-	-	-	2.5	3.0	-	-

SEMESTER II

26LTAM21	TAMIL II	L	T	P	SL	C
		3	0	0	3	3

பாடத்திட்ட நோக்கம்

- ✓ மாணவர்களிடம் தமிழரின் நாகரிகம் மற்றும் பண்பாட்டு மரபினை அறிமுகம் செய்தல் தமிழ் இலக்கிய காப்பியச் செழுமையையும் பக்தி இலக்கிய மாண்பையும் உணர்த்துதல், தமிழ்க் கவிதை வளத்தையும் அதன் பொருண்மைகளையும் எடுத்துரைத்தல், ஊடகம்- கணினி- செயற்கை நுண்ணறிவு போன்ற நவீன அறிவுசார் வளர்ச்சி நிலைகளைப் பயன்பாட்டு நோக்கில் பயிற்சியளித்தல், இதன் வாயிலாக மாணவர்களின் ஆளுமைத் திறனை மேம்படுத்தி அவர்களை போட்டித் தேர்வுகளுக்கு தயார் செய்வதும் வேலைவாய்ப்பிற்கான பயிற்சி அளிப்பதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு I	தமிழர் வாழ்வும் பண்பாடும்	9 மணி நேரம்

பண்பாடு – வாழ்வியல் முறை – அகம், புறம் - உணவு முறை - விருந்தோம்பல் - நம்பிக்கைகள் – விழாவும் வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை – கூத்து – தொழிலும் வணிகமும் – அறிவியல் நோக்கு.

அலகு II	அலகு 2: காப்பியங்கள்	9 மணி நேரம்

1. சிலப்பதிகாரம் – ஆய்ச்சியர் குரவை
2. மணிமேகலை– காதை 19 - உலக அறவி புக்க காதை
3. கம்பராமாயணம் – மந்தரை சூழ்ச்சிப் படலம் (பாடல் எண் தேர்ந்தெடுக்கப்பட்ட 9 பாடல்கள்)

அலகு III	பக்தி இலக்கியம்	9 மணி நேரம்

திருமூலர் - திருமந்திரம் – மூன்று பாடல்கள்உடம்பார் அழியின் உயிரார் அழிவர் (திருமந்திரம்: 724)

- ✓ மனையுள் இருந்தவர் மாதவர் ஒப்பர் (திருமந்திரம்: 47)
- ✓ மரத்தை மறைத்தது மாமத யானை (திருமந்திரம்: 2290)

தேம்பாவணி - காட்சிப் படலம் முதல் 5 பாடல்கள்

சீறாப்புராணம் - மானுக்கு பிணை நின்ற படலம்		
அலகு IV	**கவிதை இலக்கியம்**	**9 மணி நேரம்**
பாரதியார் - செந்தமிழ் நாடு- செந்தமிழ் நாடெனும் போதினிலே எனும் கவிதை (பாடல் எண்1.6, 7, 8, 9, 10) பாரதிதாசன் - இசையமுது- "தூய்மை சேரடா தம்பி" என்று தொடங்கும் பாடல் கவிக்கோ அப்துல்ரகுமான் - ஆலாபனை- போட்டி எனும் தலைப்பில் அமைந்த கவிதை த்துக்குமார் - பட்டாம்பூச்சி விற்பவன்- தூர் எனும் தலைப்பில் அமைந்த கவிதை ாம்பிறை - நீ எழுத மறுக்கும் எனதழகு - அம்மா எனும் தலைப்பில் அமைந்த கவிதை		
அலகு V	**ஊடகத் தமிழ் – கணினித் தமிழ் அறிமுகம்**	**9 மணி நேரம்**
ஊடகத் தமிழ்: இதழியல் - ஊடக வகைகள் - அச்சு ஊடகங்கள் - மின்னணு ஊடகம் - ஊடகங்களில் தமிழ், ஊடகங்களின் மொழி நடை - வானொலி- தொலைக்காட்சி- திரைப்படம். **கணினித் தமிழ்**: கணினியும் தமிழும், தமிழ் மென்பொருள்கள் (Tamil software) - எழுத்துருக்கள் (Fonts) - இணையமும் தமிழ்ப் பயன்பாடும் - மின்னூலகம் (Online e-Library), மின்னகராதி (e-Dictionary), - மின்வழிக் கற்றல் - e Learning - பயன்பாட்டு நோக்கில் செயற்கை நுண்ணறிவு		

Total: 45 Hours

Self-Learning: 45 Hours

TEXT BOOKS

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.

2.இதழியல் கலை, டாக்டர் மா. பா. குருசாமி, குரு - தேமொழி பதிப்பகம், திண்டுக்கல், 1998.

3.கணிப்பொறியில் தமிழ், த.பிரகாஷ், பெரிகாம், 2011.

4.தமிழ்க் கணினி இணையப் பயன்பாடுகள், முனைவர் துரை. மணிகண்டன், மணிவானதி பதிப்பகம், 2013.

5.அச்சுக் கலை வழிகாட்டி, பாலசுப்பிரமணியன், ஆ. சென்னை: தனசு பதிப்பகம், 1966

WEB LINKS

பாடநூல் தேடலுக்கான இணையம்

1. http://www.tamilvu.org/courses/nielit/Chapters/Chapter1/11.pdf

COURSE OUTCOMES

After completion of the course, the student will be able to

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	தமிழரின் வாழ்வியல், பண்பாடு, உணவு முறை, விருந்தோம்பல், நம்பிக்கைகள், கலைகள், தொழில், வணிகம் மற்றும் அறிவியல் நோக்கு ஆகியவற்றை விளக்க முடியும்.	K2
CO2	சிலப்பதிகாரம்மணிமேகலை, கம்பராமாயணம் போன்ற தமிழ் காப்பியங்களின் இலக்கியச் சிறப்புகளையும் கருத்துகளையும் புரிந்து விளக்க முடியும்.	K2
CO3	சிலப்பதிகாரம், மணிமேகலை, கம்பராமாயணம் போன்ற தமிழ் காப்பியங்களின் இலக்கியச் சிறப்புகளையும் கருத்துகளையும் புரிந்து விளக்க முடியும்.	K4
CO4	பாரதியார், பாரதிதாசன், அப்துல் ரகுமான், நா. முத்துக்குமார், இளம்பிறை ஆகியோரின் கவிதைகளில் உள்ள சமூகச் சிந்தனை, மொழிநயம் மற்றும் கருத்துப் பொருளை மதிப்பீடு செய்ய முடியும்.	K5
CO5	ஊடகத் தமிழ், கணினித் தமிழ், தமிழ் மென்பொருள்கள், இணையத் தமிழ் பயன்பாடு, மின்னூலகம், மின்னகராதி, மின்வழிக் கற்றல் மற்றும் செயற்கை நுண்ணறிவு பயன்பாடுகளை நடைமுறையில் பயன்படுத்த முடியும்.	K3

COURSE ARTICULATION MATRIX

Cos	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	-	3	-	-
CO2	-	-	-	-	3	-	-
CO3	-	-	-	-	3	-	-
CO4	-	-	-	-	-	-	-
CO5	-	-	-	3	2	-	-
AVERAGE	-	-	-	**3**	**2.7**	-	-

26LHIN21	HINDI–II	L	T	P	SL	C
		3	0	0	3	3

COURSE OBJECTIVES:

- To introduce students to Hindi and Indian civilization and cultural heritage
- To make them understand the richness of Hindi and Indian epics and the greatness of devotional literature
- To provide practical training in modern intellectual developments such as translation, advertisement and to develop students' skills, for competitive examinations, and provide employment-oriented training are the major objectives of this syllabus.

UNIT I	हिन्दी साहित्य का इतिहास	9 hours

हिन्दी साहित्य का इतिहास - आदि काल, मध्यकाल, आधुनिक युग -सामान्य परिचय, प्राचीन युग - नैतिक साहित्य - तिरुक्कुरल - 5 दोहे (तिरुवल्लुवर),भक्ति काल - नैतिक साहित्य - वेमना (वेमना) के पद - History of Hindi Literature – Ancient, medieval, modern era – General Introduction, Ethical Literature - Thirukkural - 5 couplets (Thiruvalluvar), Bhakti Kal - Ethical Literature - Vemana Pad - 3 (Vemana)

UNIT II	भक्ति काल	9 hours

भक्ति काल - नैतिक साहित्य - कबीर के दोहे- 5 (कबीरदास), -भ्रमरगीत के पद-1 (सूरदास), कौशल विकास - प्रश्न निर्माण - अभ्यास

Bhakti Kal - Ethical Literature - Kabir ke Dohe - 5 (Kabirdas), Bhramargeet ke Pad -1 (Surdas), Skill Development - Question framing – Exercise

UNIT III	भक्ति काल	9 hours

भक्ति काल - विनय के पद- 1 (तुलसीदास), कम्ब रामायण के पद - 2 (कम्बर) Bhakti Kal - Vinay ke Pad - 1(Tulsidas), Kambaramayan ke Pad - 2 (Kambar)

UNIT IV	आधुनिक युग	9 hours

आधुनिक युग - पुष्प की अभिलाषा (माखनलल चतुर्वेदी), कौशल विकास - अनुवाद : अर्थ, परिभाषा, प्रकार एवं अभ्यास Modern Era - Pushpa ki Abhilasha (Makhanlal Chaturvedi), Skill Development - Translation: Meaning, Definition & Exercise

UNIT V	आधुनिक युग	9 hours

आधुनिक युग - बीज व्यथा (ज्ञानेंद्रपति), कौशल विकास - 'विज्ञापन लेखन : अर्थ, परिभाषा, प्रकार एवं अभ्यास Modern Era - Beej Vyatha (Gyanendrapathi), Skill Development – Advertisement : Meaning, Definition & Exercise

Total: 45 Hours

Self Learning: 45 Hours

संदर्भ ग्रन्थ/ Reference Books:

1. Hindi Sahitya Ka Itihas, Ramchandra Shukla, Nagari Pracharini Sabha, Varanasi

2. Thirukkural, Hindi Translator: M. Govindarajan, Central Institute of Classical Tamil,Chennai

3. Vemana ki vaani,Hindi Translator: Dr. Suryanarayan Bhanu, Potti Sriramulu Telugu University

4. Kabir Granthavali Kabir, Rajkamal Prakashan

5. Sursagar, Surdas, Lokbharti Prakashan

6. Vinay Patrika, Tulsidas, Gita Press, Gorakhpur

7. Kambaramayan, Bhuvan Vani Trust, Lucknow

8. Him Tarangini, Makhanlal Chaturvedi, Bharati Bhandar

9. Anuvaad Vigyan, Dr. Bholanath Tiwari, Kitab Mahal

10. Gyanendra Pati Ki Kavitaayein,Gyanendra Pati, Rajkamal Prakashan

11. Prayojanmoolak Hindi, Dr. Kailash Chandra Bhatia, Vani Prakashan

12. Vyavaharik Hindi – Dr. Hardev Bahri – Rajpal; Sons

वेब लिंक्स/ Web Links:

1. https://www.cict.in

2. https://vaniprakashan.com

3. https://www.rajkamalprakashan.com

4. https://www.gitapress.org

5. https://www.tamiluniversity.ac.in

COURSE OUTCOMES

After completion of the course, the student will be able to:

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Know various types of poetry in Indian languages, culture, moral values, along with the history of Hindi literature.	K1
CO2	Know the richness of ethical and Bhakti literature in Hindi language with cultural and moral values.	K2
CO3	Know the importance of Bhakti literature.	K2
CO4	Apply the value of patriotism and proficiency in Hindi translation.	K4
CO5	Know about modern poetry and develop skills for competitive examinations.	K

COURSE ARTICULATION MATRIX

COs / POs-PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PSO1	PSO2
CO1	–	–	–	–	-	3	-	–	–	–
CO2	–	–	–	–	3	-	-	2	–	–
CO3	–	–	–	–	3	-	2	2	-	-
CO4	–	–	–	-	2	3	3	-	-	-
CO5	–	–	–	–	-	2	3	3	-	-
Avg	–	–	–	-	2.6	2.6	2.6	2.3	-	-

26LFRE21	FRENCH-II	L	T	P	SL	C
		3	0	0	3	3

Course Objectives:

The lessons are being chosen:

- ✓ To express his / her where abouts and to ask seek direction
- ✓ To express obligation and restriction
- ✓ To describe a place
- ✓ To narrate and to question
- ✓ To describe someone
- ✓ To express his desire and to speak about the future

1) C'est où	10 hours
L'impératif, Les articles contractés au, à la…, Le passé composé et l'accord du participle passé avec être.	
2) N'oubliez pas	6 hours
Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur…)	
3) Belle vue sur la mer –	
Les adjectifs démonstratifs, Y- pronom complément.	6 hours
4) Quel beau voyage!	
Les verbes pronominaux, En- pronom complément.	8 hours
5) Oh ! joli	
L'imparfait, L'imparfait ou le passé composé.	10 hours
6) Et après ?	
Le futur simple, Le subjonctif présent.	5 hours

Total hours - 45 hours

Self Learning – 45 hours

Course outcomes

At the of the course, students will be able to

Course Outcomes	Description	Knowledge Level
CO1	Express his/her where about and to ask direction	K3
CO2	Express obligation and restriction	K3
CO3	Describe a place	K2
CO4	Narrate and to question	K3
CO5	Describe someone	K2
CO6	Express his desire and to speak about the future	K3

Text Book:

1.Prescribed book: LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau

Reference Book:

2.Reference book: SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-
CO3	-	-	-	3	-	-	-
CO4	-	-	-	3	-	-	-
CO5	-	-	-	-	3	-	-
CO6	-	-	-	3	-	-	-
AVERAGE	-	-	-	**3**	**3**	-	-

26LISB21	INDIAN SIGN LANGUAGE (ADVANCED)	L	T	P	SL	C
		3	0	0	3	3

COURSE OBJECTIVES

- ✓ **To Master Advanced Linguistic Structures:** Enable students to understand and apply fundamental grammatical components—including nouns, verbs, and descriptive adjectives—to construct structurally correct sentences in Indian Sign Language (ISL).
- ✓ **To Expand Domain-Specific Vocabulary:** Equip learners with specialized lexicon and technical signs related to diverse professions, academic subjects, sports, culinary items, and civic/roadway infrastructure.
- ✓ **To Develop Real-World Situational Fluency:** Train students to conduct real-time, functional conversations and handle transactional requests in high-frequency public service areas.
- ✓ **To Cultivate Environment-Based Communication Adaptability:** Foster the ability to seamlessly adapt signing styles, contextual terminology, and conversational registers according to specific immediate environments.

UNIT I	**Advanced Core Vocabulary & Grammar :**	**9 Hours**
Subject , Sports , Noun , and Verb.		
UNIT II	**Vocations, Geography & Culinary Terms :**	**9 Hours**
Professions , Places , Dishes & Spices , and Roadways.		
UNIT III	**Qualifiers & Civic Literacy**	**9 Hours**
Adjectives , Government Related Items , and Calendar Items		
UNIT IV	**Situational Sign Language**	**9 Hours**
Shopping , Hospital , Police Station , and Bus Stop		
UNIT V	**Environment-Based Sign Language**	**9 Hours**
Home , Office , Hotel , and School/College.		

Total: 45 Hours

Self-Learning: 45 Hours

TEXT BOOKS

1.Indian Sign Language Dictionary – Ramakrishna Mission Vidyalaya, IHRDC, Coimbatore

REFERENCE BOOKS

2.Sign Language in India: A Linguistic Exploration – Dr. Sandeep Sharma Jat

3.The Indian Sign Language – William P. Clark

COURSE OUTCOMES

After completion of the course, the student will be able to

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Construct grammatically correct sentences in Indian Sign Language (ISL) by accurately applying rules of noun-verb agreement, academic terms, and sports vocabulary	K3
CO2	Demonstrate vocabulary proficiency in identifying various professions, geographical places, culinary terms, and roadway/traffic navigation signs.	K2
CO3	Utilize descriptive adjectives to modify signs and communicate effectively about time, calendars, and government/administrative matters.	K3
CO4	Manage independent, real-time communications and transactional interactions in critical public spaces, including shopping centers, hospitals, police stations, and transit hubs	K4
CO5	Adapt signing registers, conversational tone, and specific vocabularies smoothly across domestic, corporate, hospitality, and academic environments.	K4

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	3	-	-	-
CO2	-	-	3	-	-	-	-
CO3	-	-	3	-	2	-	-
CO4	-	-	2	3	3	-	-
CO5	-	-	-	2	3	-	-
AVG	-	-	2.6	2.6	2.6	-	-

26LENG21	ENGLISH-II		L	T	P	SL	C
			3	0	0	3	3

COURSE OBJECTIVES:

- ✓ To appreciate prose, poetry, drama, and short fiction.
- ✓ To enhance reading and interpretative skills.
- ✓ To express ideas clearly in speech and writing.
- ✓ To use appropriate language structures in communication.
- ✓ To develop effective writing skills across formats.

UNIT I	Grammar & Composition	9 HOURS

Active & Passive Voice

Direct & Indirect Speech

Letter Writing (Formal & Informal)

Creative Writing – Writing stories

Hints Developing

UNIT II	Prose	9 HOURS

Nadine Gordimer – *Once upon a Time*

E. V. Lucas – *Bores*

Listening: Note-taking from audio/text recitation

Speaking: Discussion on fear, society, and behaviour

Reading: Skimming, scanning, and interpretation of textual features

Writing: Reflective paragraph writing

UNIT III	Poetry	9 HOURS

Robert Frost – *Stopping by Woods on a Snowy Evening*

Maya Angelou – *Still I Rise*

Listening: Listening and summarizing the poem

Speaking: Explaining poetic lines orally

Reading: Reading and inferring contextual meaning

Writing: Paraphrase of poems

UNIT IV	Short Stories	9 HOURS

Anton Chekhov – *The Bet*

O. Henry – *After Twenty Years* **Listening:** Story narration and summarizing **Speaking:** Character discussion and debate **Reading**: Contextual vocabulary identification **Writing**: Summary and character sketch

UNIT V	One Act Play	9 HOURS

Langston Hughes - *Soul Gone Home*

Lucille Fletcher-*Sorry, Wrong Number*

Listening: Dramatic reading and dialogue comprehension

Speaking: Role play and dramatization **Reading:** Character and conflict analysis **Writing:** Character sketch/dialogue writing

TOTAL 45 HOURS

SELF LEARNING 45 HOURS

Course outcomes

At the end of the course, students will be able to

Course Outcome	Description	Knowledge Level
CO 1	Describe individual and group behavior in settings	K2
CO 2	Demonstrate theoretical knowledge of human behavior in human life setting in management.	K2
CO 3	Judge the lacunae in the system to be able to improve the organization health	K4

	and other OB outcomes	
CO 4	Formulate a more productive system and high-performance work culture operating on the principles of OB.	K4
CO 5	Describe the cross cultural management	K2

Text Books:

1.Gordimer, Nadine. "Once upon a Time." *Jump and Other Stories*. Penguin Books, 1991.

2.Lucas, E. V. "Bores." *The Best Loved Essays of E. V. Lucas*. Methuen & Co., 1923.

3.Frost, Robert. "Stopping by Woods on a Snowy Evening." *New Hampshire*. Henry Holt and Company, 1923.

4.Angelou, Maya. "Still I Rise." *And Still I Rise*. Random House, 1978.

5.Hughes, Langston. *Soul Gone Home*. In *Five Plays by Langston Hughes*. Indiana University Press, 1963.

Reference Books:

1,Murphy, Raymond. *English Grammar in Use*. Cambridge University Press, 2019.

2.Wren, P. C., and H. Martin. *High School English Grammar and Composition*. Revised ed., S. Chand & Company, 2009.

Websites

1.British Council LearnEnglish. British Council, https://learnenglish.britishcouncil.org/.

2.Poetry Foundation. Poetry Foundation, https://www.poetryfoundation.org/.

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	-	-	2	-	-
CO2	-	-	-	3	-	-	-
CO3	-	-	-	3	3	-	-
CO4	-	-	-	2	3	-	-
CO5	-	-	-	-	-	-	-
Average	-	-	-	2.6	2.6	-	-

26CBBA21	HUMAN BEHAVIOUR AND ORGANIZATION	L	T	P	SL	C
		4	0	0	4	4

- ✓ To develop basic understanding of the concept of human behavior and organization
- ✓ To highlight the importance of OB in modern organizations.
- ✓ To understand individual and group behavior in the workplace to improve the effectiveness of an organization.To critically evaluate leadership styles and strategies

Course Content:

Unit 1:	INTRODUCTION TO HUMAN BEHAVIOR AND ORGANIZATION	12 hours

This unit introduces the meaning, importance, and evolution of organizational behavior (OB), highlighting its relevance in improving organizational effectiveness. It examines key factors influencing behavior in organizations and the major contributing disciplines such as psychology, sociology, and anthropology.
Various OB models are discussed to understand different approaches to managing human behavior in organizations.

Unit 2:	INDIVIDUAL BEHAVIOUR	12 hours

This unit focuses on the foundations of individual behavior, including personality, attitudes, perception, learning, values, and motivation. It covers determinants of personality, Type A and B traits, Big Five personality dimensions, and stages of personality development. Attitudes and job-related attitudes are explained, along with learning theories and reinforcement. The concept and process of perception and factors affecting it are discussed. Values, including terminal and instrumental types, are introduced. Motivation is examined through early theories (Maslow, McGregor, Herzberg) and contemporary theories such as self-determination, goal-setting, reinforcement, and self-efficacy.

Unit 3:	GROUP &TEAM BEHAVIOUR	12 hours

This unit explains the concept of groups and teams, including the five-stage model of group development, groupthink, and group shift. It highlights differences between groups and teams, types of teams, and the importance of teamwork in organizations, including virtual or e-teams. The unit also covers group norms, the Indian perspective on teamwork, and managing individual and group conflicts while building effective team players.

Unit 4:	LEADERSHIP & POWER	12 hours

This unit focuses on leadership concepts and theories, including trait, behavioral (Ohio and Michigan studies), and contingency approaches. It introduces modern perspectives such as authentic leadership, mentoring, and self-leadership. Inspirational leadership styles like transformational and charismatic leadership are discussed, along with a comparison of Indian leadership styles with global practices. The concept and bases of power in organizations are also examined.

Unit 5:	**ORGANIZATIONAL CULTURE**	**12 hours**

This unit covers the concept and significance of organizational culture, including its functions and potential limitations. It discusses how culture is created, maintained, and influenced by employees. The importance of building positive and ethical cultures is emphasized, along with cross-cultural management in a global context. The unit also introduces workplace stress, its causes, and basic stress management techniques.

TOTAL 60 HOURS

SELF LEARNING 60 HOURS

Course outcomes

At the end of the course, students will be able to

Course Outcome	Description	Knowledge Level
CO 1	Describe individual and group behavior in settings	K2
CO 2	Demonstrate theoretical knowledge of human behavior in human life setting in management.	K2
CO 3	Judge the lacunae in the system to be able to improve the organization health and other OB outcomes	K4
CO 4	Formulate a more productive system and high-performance work culture operating on the principles of OB.	K4
CO 5	Describe the cross cultural management	K2

Readings:

Text Books:

1. Robbins, S. P., & Judge, T. A. *Organizational Behavior*. Pearson Education India, 19th Edition, 2023.

2. Luthans, F. *Organizational Behavior: An Evidence-Based Approach*. McGraw Hill Education, 14th Edition, 2021.

3. Prasad, L. M. *Organizational Theory and Behaviour*. Sultan Chand & Sons, 12th Edition, 2021.

Refence Books:

1.Rao, V. S. P. *Organizational Behavior*. Himalaya Publishing House, 18th Edition, 2022.

2. Aswathappa, K. *Organizational Behaviour*. Himalaya Publishing House, 18th Edition, 2023.

WEBLINKS:

1.https://nptel.ac.in/courses/110106145

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	-	2	2	3	-	2
CO2	3	2	3	-	-	2	–
CO3	-	-	-	3	2	2	3
CO4	3	3	2	-	-	-	-
CO5	-	-	-	2	2	-	2
AVERAGE	**3**	2.5	2.3	**2.3**	**2.3**	**2.5**	**2.3**

2CBBA22	MARKETING MANAGEMENT	L	T	P	SL	C
		4	0	0	4	4

- ✓ Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
- ✓ Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
- ✓ It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

Unit 1:	INTRODUCTION TO MARKETING MANAGEMENT	12 hours

This unit introduces the nature, scope, and importance of marketing, along with its evolution and core concepts such as needs, wants, value, and exchange. It explains different company orientations including production, product, selling, marketing, and holistic marketing concepts. The marketing environment is analyzed in the Indian context, covering demographic, economic, political, legal, socio-cultural, and technological factors. The unit also includes basics of market and competition analysis, value creation and delivery, and types of marketing such as B2C, B2B, B2G, and C2C.

Unit 2:	MARKET SEGMENTATION	12 hours

This unit focuses on segmentation, targeting, and positioning (STP) as key marketing strategies. It covers levels of segmentation and bases for segmenting consumer markets. Consumer behavior is examined through cultural, social, personal, and psychological factors, especially in the Indian context. The stimulus-response model and consumer decision-making process are discussed, along with business buying behavior. The unit also highlights the shift from traditional to experiential marketing.

Unit 3:	PRODUCT LIFE CYCLE	12 hours

This unit covers product-related decisions including the concept and stages of the Product Life Cycle (PLC) and corresponding strategies. It explains product classification, product line and mix decisions, branding, packaging, and labeling. The Boston Consulting Group (BCG) matrix is introduced as a portfolio tool. Basics of brand management, innovation, and new product development are also included. Pricing decisions cover determinants of price, common pricing methods, and strategies for adapting prices in different market conditions.

Unit 4:	PROMOTION	12 hours

This unit focuses on promotion decisions and the elements of the promotion mix, including advertising, sales promotion, public relations, and personal selling. It explains factors influencing promotional strategies. Marketing channel decisions are discussed, including channel functions, levels, and types of intermediaries such as wholesalers and retailers. An introduction to retail management is also provided.

Unit 5:	E-MARKETING	12 hours

This unit introduces marketing of services, highlighting their unique characteristics and the 7Ps of service marketing. It covers contemporary marketing trends such as e-commerce, digital marketing, and integrated marketing. The unit also discusses ethical and social responsibility in marketing, online payment systems, and emerging areas like rural marketing, social marketing, and green marketing.

TOTAL 60 HOURS

SELF LEARNING 60 HOURS

Course outcomes

At the end of the course, students will be able to

Course Outcome	Description	Knowledge Level
CO 1	Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.	K2
CO 2	Recognize various elements marketing mix for effective functioning of an organization	K2
CO 3	Critically analyze an organization's marketing strategies	K4
CO 4	Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases	K4
CO 5	Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions	K4

Readings:

1. Kotler, P., Keller, K. L., Chernev, A., & Sheth, J. N. *Marketing Management*. Pearson Higher Education, 16th Edition, 2022.
2. Aaker, D. A., & Moorman, C. *Strategic Market Management: Global Perspectives*. John Wiley & Sons, 11th Edition, 2024.
3. Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., & Shainesh, G. *Marketing Management*. Pearson Higher Education, 16th Edition, 2022.
4. Kotler, P., Armstrong, G., & Agnihotri, P. Y. *Principles of Marketing*. Pearson Education, 18th Edition, 2021.
5. Ramaswamy, V. S., & Namakumari, S. *Marketing Management: Indian Context Global Perspective*. Sage Publications India Pvt. Ltd., 6th Edition, 2018.
6. Sheth, J. N., & Sisodia, R. S. (Eds.). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge, 1st Edition, 2006.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge, 3rd Edition, 2023.
8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing*. Pearson Higher Education, 8th Edition, 2022.
9. Biswas, A. K. *Strategic Market Management: Managing Markets for Profit and Growth*. Notion Press, 1st Edition, 2021.
10. Schmitt, B. *Experiential Marketing*. Deusto, 1st Edition, 1999.

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Reference Books:

1. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation*. Harvard Business Review Press, 1st Edition, 2004.
2. Treacy, M., & Wiersema, F. *The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, and Dominate Your Market*. Basic Books, Revised Edition, 2007.
3. Treacy, M. *Double-Digit Growth: How Great Companies Achieve It—No Matter What*. Penguin, 1st Edition, 2003.
4. Capon, N. *The Marketing Mavens*. Crown Business, 1st Edition, 2007.
5. Levitt, T. *Marketing Myopia*. Harvard Business Review Press, Reprint Edition, 2004.
6. Hamel, G., & Prahalad, C. K. *Competing for the Future*. Harvard Business School Press, 1st Edition, 1994.
7. Doyle, P. *Value-Based Marketing*. John Wiley & Sons, 1st Edition, 2000.
8. Forsyth, J., Gupta, S., & Haldar, S. *A Segmentation You Can Act On*. Harvard Business Review Press, Reprint Edition, 1999.
9. Yankelovich, D., & Meer, D. *Rediscovering Market Segmentation*. Harvard Business Review Press, Reprint Edition, 2006.
10. Prahalad, C. K. *The Fortune at the Bottom of the Pyramid*. Pearson Education, Revised 5th Anniversary Edition, 2009.
11. Ries, A., & Trout, J. *Positioning: The Battle for Your Mind*. McGraw-Hill Education, 20th Anniversary Edition, 2001

Weblinks :

1.https://nptel.ac.in/courses/110101131

COURSE ARTICULATION MATRIX

COs / Outcomes	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	-	2	3	-	-	-	2
CO2	-	-	3	-	3	3	2
CO3	3	-	-	3	-	-	3
CO4	-	3	-	-	-	2	3
CO5	2	-	2	-	-	2	2
AVERAGE	**3**	2.5	2.3	**3**	**3**	**2.3**	**2.4**

26CBBA23	BUSINESS ECONOMICS	✓	✓	✓	✓	✓
		✓	✓	✓	✓	✓

COURSE OBJECTIVE:

- ✓ Business economics uses economic concepts and principles by emphasizing on

demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

- ✓ It equips students with fundamental concepts of microeconomics.

Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.

- ✓ It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.
- ✓ A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to

thrive in today's dynamic and interconnected business landscape.

UNIT 1:	FUNDAMENTALS AND BASIC ELEMENTS OF MICROECONOMICS	12 hours

● The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.

● Scope of Study and Central Problems of Micro and Macroeconomics

● Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.

● Supply Schedule: individual and market supply, determinants of supply, law of supply.

UNIT 2:	PRODUCER AND CONSUMER BEHAVIOR	12 hours

● Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns

to Scale, Producers' Equilibrium.

● Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.

● Theory of Revenue – Short Run and Long Run Average , Marginal and Total Revenue Curves

● Break-even Analysis – Linear Break-even analysis – Graphic method – Non-linear Break even analysis –

numerical example of break even analysis

UNIT 3:	**ANALYSIS OF MARKET**	**12 hours**
● Concept of Market and Main Forms of Market. ● Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.		
UNIT 4:	**NATIONAL INCOME**	**12 hours**
● Market Failure – Meaning – Causes of Market failure – Externalities and Market Failure ● Public goods and market failure – Positive Externalities – Negative Externalities ● Asymmmetric Information and the market failure – Government Intervention and Economic efficiency		
UNIT 5:	**VARIOUS INDIAN ECONOMY CHALLENGES**	**12 hours**
● Capital Budgeting: Need for capital budgeting. ● Different steps in Capital Budgeting - Payback Method, Net Present Value method, Internal Rate of Return Method, Cost–Benefit Method.		
	Total 60 HOURS **SELF LEARNING 60 HOURS**	

Course outcomes

At the end of the course, students will be able to

Course Outcome	**Description**	**Knowledge Level**
CO 1	Understand basic concepts of microeconomics and solve the problem of reallocation	K1
CO 2	Understand the distribution of the scarce resources.	K1
CO 3	To analyze the form and nature of the market and their pricing strategies	K3
CO 4	Understand the calculation of national income and true measure for increasing economic welfare	K1
CO 5	Understand various challenges associated with the Indian economy and help to balance the Economy	K1

Text Books:

1. Varian, H. R.. Microeconomics: A modern approach. W. W. Norton & Company., (2014)

2. McConnell, C. R., & Brue, S. L.. Microeconomics: Principles, problems, and policies. McGraw-Hill, (2008)

3.Ahuja, H. L.. Advanced economic theory. S. Chand Publishing, (2017).

4.Jain, K. P.. Advanced economic theory. Atlantic Publishers, (2010).

5.Jhingan, M. L.. Modern microeconomics. Vrinda Publications,

6.Shapiro, E. (2003). Macroeconomic theory and policy. Galgotia Publications.

7.Branson, W. H. (2002). Macroeconomic analysis. Harper & Row.

Reference Books

1. Vaish, M. C.. Macroeconomic theory. Vikas Publishing House, (2010)

2. Bhaduri, S.. Macroeconomic analysis. Himalaya Publishing House, (2005)

3. Ahuja, H. L.. Microeconomic theory. S. Chand Publishing, (2019)

4. Samuelson, P. A., & Nordhaus, W. D.. Economics. McGraw-Hill Education., (2010)

5. Agarwal, A. N.. Indian economy. New Age International Publishers, (2018)

6. Kennedy, M. M. J.. Advanced microeconomic theory. Himalaya Publishing House, (2012).

7. Dhingra, I. C., & Garg, V. K. Economic development and planning in India. Sultan Chand &; Sons, (2014).

Pedagogy and Teachings Method (Teacher should use the following strategies to achieve various outcomes of the course):

Different methods of teaching and media to be used to attain classroom attention. ● Massive open online courses (MOOCs) may be used to teach various topics/sub topics.

● 15-20% of the topics which are relatively simpler of descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.

● Micro-projects may be given to group of students for hand-on experiences.

● Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

WEBLINKS

1. https://nptel.ac.in/courses/130104711

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	-	-	-	3	3	2
CO2	-	2	-	2	-	-	2
CO3	3	-	-	3	-	3	-
CO4	3	3	-	-	-	-	3
CO5	-	-	2	2	3	-	-
AVERAGE	3	2.5	2	2.3	3	3	2.3

26EMDE21	INDIAN SYSTEM OF HEALTH AND WELLNESS	L	T	P	SL	C
		3	0	0	3	4

COURSE OBJECTIVES:

- ✓ To apply the emerging concepts in health and wellness, and its relevance in daily life. To understand the relation between the mind body and its relevance.
- ✓ To design the hygiene promotion and education programmes for development.
- ✓ To understand about the stress management in day to day life.

UNIT I	INTRODUCTION TO HEALTH & WELLNESS	09HOURS
Definition of health and wellness - Importance of health and wellness in everyday life, - Components of health- physical, social, mental, spiritual and its relevance - Determinants of health behaviors.		
UNIT II	**INDIAN HEALTH CARE SYSTEM**	**09HOURS**
Traditional Health care System: Indigenous healthcare traditions include Ayurveda, Siddha, Unani, Homeopathy, Naturopathy, and Yoga - Modern (Allopathic) Healthcare Systems in India		
UNIT III	**NUTRITION FOR HEALTH AND WELLNESS**	**09HOURS**
Essential components of balanced diet for healthy life style - Malnutrition, under nutrition and over nutrition - Processed foods and unhealthy eating habits.		
UNIT IV	**MANAGEMENT OF HEALTH AND WELLNESS**	**09HOURS**
Modern lifestyle and hypo-kinetic diseases; prevention and management through exercise - Postural deformities and corrective measures - Spirituality and mental health - Role of Yoga, asana and meditation in maintaining health and wellness - Role of sleep in maintenance of physical and mental health - Body systems and common diseases - Sedentary lifestyle and its risk of disease.- Stress, anxiety, and depression. Factors affecting mental health - Substance abuse (Drugs, Cigarette, Alcohol), de-addiction, counselling and rehabilitation.		
UNIT V	**HEALTH HYGIENE PROMOTION & EDUCATION**	**09HOURS**
Hygiene Behavior promotion & education- concept and its importance - Hygiene promotion & education in children & adolescence - Government initiatives & policies in rural & urban area		

TOTAL 45 HOURS SELF LEARNING 45 HOURS

Course outcomes

At the end of the course, students will be able to

Course Outcomes	DESCRIPTION	Knowledge Level
CO 1	Learn the Components of health- physical, social, mental, spiritual and its relevance	K2
CO 2	Explain the Traditional Health care System	K2
CO3	Analyse the components of balanced diet for healthy life style	K4
CO 4	Analyse the Modern lifestyle and hypo. Role of sleep in maintenance of physical and mental health	K4
CO 5	Apply Hygiene Behavior promotion & education practices	K3

TEXT BOOKS:

1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.. 2012
2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022

REFERENCES:

1. Health Care System in India. Brijesh C. Purohit, , Gayathri Publications, 2009
2. Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
3. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
4. Snyder, C.R., &Lopez, S.J.. Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage, (2007)

WEB SITE LINKS:

1. https://testbook.com/ias-preparation/health-care-delivery-system-in-india
2. https://egyankosh.ac.in/bitstream/123456789/17268/1/Unit-4.pdf
3. https://ncert.nic.in/textbook/pdf/kehe103.pdf
4. https://egyankosh.ac.in/bitstream/123456789/17262/1/Unit-1.pdf
5. https://wedc-knowledge.lboro.ac.uk/resources/pubs/Hygiene_promotion_evidence_and_practice.pdf

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	-	2	-	-	2	2
CO2	-	3	-	-	3	-	2
CO3	3	2	-	-	3	3	-
CO4	2	-	3	2	-	3	-
CO5	-	2	-	3	3	-	2
AVERAGE	2.6	2.3	2.5	2.5	3.0	2.6	2

26DVAC21	UNIVERSAL HUMAN VALUES	L	T	P	SL	C
		1	0	0	1	1

COURSE OBJECTIVES:

- ✓ The candidates will be able to appreciate the complementarity between the values and skills for sustained happiness and prosperity.
- ✓ To influence the students to approach the life and profession with a holistic perspective towards a value-based living in a natural way.
- ✓ To highlight plausible implications of holistic understanding of ethical human conduct.

UNIT I	INTRODUCTION TO VALUE EDUCATION	5 HOURS

Living a fulfilling life. Value education. Skill education. Complementarity of Values and Skills. Development of a holistic perspective. Right understanding, relationship and physical facility. Understanding the happiness and prosperity.

UNIT II	HARMONY IN THE HUMAN BEING	5 HOURS

Human being as co-existence of the self and the human body. Understanding harmony in the self. Harmony in the family and understanding values in human-human relationships. Harmony in the society and understanding universal human order. Harmony in nature and understanding the interconnectedness, self-regulation and mutual fulfillment. Harmony in existence and understanding co-existence at various levels.

UNIT III	IMPLICATIONS OF THE RIGHT UNDERSTANDING	5 HOURS

Ethical human conduct. Implications of value-based living. Right understanding of professional ethics. Humanistic education. Holistic technologies, production systems and management models. Strategies for transition towards value-based life and profession.

TOTAL: 15 HOURS
SELF LEARNING 15 HOURS

Course outcomes

At the end of the course, students will be able to

Course outcome	DESCRIPTION	Knowledge Level
CO 1	Develop qualities like responsibility and the ability to handle problems with sustainable solutions.	K3
CO 2	Evaluate human values and analyze harmony at the individual, family, society, and environmental levels	K2
CO 3	Demonstrate enhanced critical thinking and analytical abilities.	K2
CO 4	Develop qualities pertaining to value-based living.	K3
CO 5	Apply what they have learnt to their own self in real life settings	K3

TEXT BOOKS:

1. R.R. Gaur, R. Asthana, G.P. Bagaria.. A Foundation Course in Human Values and Professional Ethics. 3rd Revised Edition. Excel Books, New Delhi. (2023)

REFERENCESBOOKS:

1. A. Nagaraj, Jeevan Vidya Prakashan, Amar Kantak. Jeevan Vidya (1999), Ek Parichaya
2. Rakesh Gupta. Jeevan Vidya, An Introduction (Introductory Book to Madhyasth, (2018) Darshan-Coexistentialism). English Version.
3. A. N. Tripathi, Human Values. First Edition. New Age International Publishers, New Delhi. (2014)

COURSE ARTICULATION MATRIX

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	-	3	-	3	-	-	-
CO2	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-
CO4	-	2	-	-	3	-	-
CO5	-	-	-	2	3	-	-
AVERAGE	-	**2.5**	-	**2.5**	**3.0**	-	-