



UNDERGRADUATE DEGREE PROGRAMME

B.Com (General) with Digital Commerce and Entrepreneurship

Three Years

CURRICULUM & SYLLABUS

REGULATIONS 2026

**Effective from the Academic Year
2026-2027**

School of Commerce and Economics





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

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.



VISION OF THE DEPARTMENT

To be a globally recognized center of excellence in commerce education, integrating business, technology, and entrepreneurship. The department aims to develop future-ready professionals with digital skills, ethical values, and innovative thinking. It focuses on emerging areas like e-commerce, fintech, and data analytics while promoting entrepreneurship and sustainability. Through industry collaboration and experiential learning, the vision is to nurture adaptable leaders who create impactful ventures and contribute to economic growth and societal development.

MISSION OF THE DEPARTMENT

	MISSION OF THE DEPARTMENT
M1	To pioneer transformative digital commerce education by integrating artificial intelligence, fintech innovations, business analytics, blockchain applications, and emerging entrepreneurial technologies into teaching, research, and industry collaboration, preparing students for the future global economy.
M2	To cultivate a globally competitive entrepreneurial ecosystem that nurtures innovation, startup incubation, interdisciplinary research, and strategic industry partnerships, enabling students to become visionary business leaders, digital entrepreneurs, and change-makers.
M3	To advance sustainable and socially impactful business practices through technology-driven solutions, ethical leadership, community engagement, and inclusive entrepreneurship, empowering learners to contribute responsibly to economic growth and societal development
M4	To establish a center of excellence in experiential and technology-enabled commerce education by promoting digital skills, critical thinking, innovation-driven learning, and continuous professional development aligned with Industry 5.0 and global business transformation.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)	
PEO1	Graduates will apply fundamental knowledge of accounting, economics, law, and management to perform effectively in banking, administrative, government roles and pursue higher studies.
PEO2	Graduates will prepare, analyze, and interpret financial statements and tax records using Ind AS, GST, and financial tools like Tally and Excel to work as accountants, tax consultants, and financial analysts
PEO3	Graduates will manage company secretarial functions and corporate compliance under the Companies Act and SEBI regulations, progressing to roles like Company Secretary trainee and compliance executive.
PEO4	Graduates will integrate commerce and IT competencies in MIS, ERP, computerized accounting, fintech, e-commerce and data analytics, demonstrating communication, leadership and analytical abilities in real-world business environments.

PROGRAMME OUTCOMES (PO)	
PO1	Apply accounting principles and financial management concepts to business decision-making.
PO2	Analyse financial statements and interpret accounting data for effective planning and control.
PO3	Demonstrate proficiency in taxation, auditing, banking, corporate accounting economics and international trade practices.
PO4	Utilize modern accounting software and digital tools in financial reporting and analysis.
PO5	Develop problem-solving, analytical and quantitative skills relevant to commerce, finance.
PO6	Employ AI and machine learning tools for fraud detection, risk assessment, credit scoring and financial forecasting in accounting and finance roles.
PO7	Exhibit professional ethics, integrity, and social responsibility in business and financial practices.
PO8	Apply financial expertise, communication and entrepreneurial skills in the preparation, execution and evaluation of business projects and organizational activities

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	Apply commerce knowledge to support commercial operations, business documentation, office administration, and organisational reporting in diverse workplace settings
PSO2	Use digital business tools, financial technologies, cybersecurity practices, and AI-enabled applications for business processes and decision support.
PSO3	Demonstrate employability, professional ethics, entrepreneurial readiness, and career competence for commerce-related jobs, higher education, and professional progression.

ABBREVIATIONS

PCC	Program Core Courses
AEC	Ability Enhancement Courses
PEC	Professional Elective Courses
MDC	Multidisciplinary Core Courses
VAC	Value Added Courses
SEC	Skill Enhancement Courses
SI	Summer Internship
PRD	Project Report and Dissertation

CURRICULUM STURUCTURE**B. Com (General) with Digital Commerce and Entrepreneurship****Total number of Credits: 132**

B. Com (General) with Digital Commerce and Entrepreneurship Minimum Credits to be earned: 132										
SEMESTER 1										
	Hours/Week Marks						Maximum			
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	26CDCE11	Financial Accounting-I	4	0	0	4	4	40	60	100
PCC	26CDCE12	Principles of Management	4	0	0	4	4	40	60	100
MDC	26MDCE11	Managerial Economics	3	0	0	3	3	40	60	100
PEC	26EDCE11	Digital Banking	3	0	0	3	3	40	60	100
AEC	26PSSK11	Practical- Communication Skills	0	0	4	2	2	40	60	100
SEC		Orientation programme / Industrial Visit	-	-	-		-	-	-	-
			20	-	4	22	22	-	-	-

CIA - Continuous Internal Assessment,**L – Lecture, T- Tutorial, P- Practical,****SEE - Semester End Examination,****SL- Self Learning C- Credit**

B. Com (General) with Digital Commerce and Entrepreneurship Minimum Credits to be earned: 132										
SEMESTER 2										
	Hours/Week Marks							Maximum		
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 - Advanced	3	0	0	3	3	40	60	100
AEC	26LENG21	English II	3	0	0	3	3	40	60	100
PCC	26CDCE21	Financial Accounting –II	4	0	0	4	4	40	60	100
PCC	26CDCE22	Business Law	4	0	0	4	4	40	60	100
MDC	26MDCE21	Indian Economy	3	0	0	3	3	40	60	100
PEC	26EDCE21	Business Correspondence and Office Management	3	0	0	3	3	40	60	100
VAC	26DVAC21	Universal Human Values	1	0	0	1	1	40	60	100
			21	-	-	21	21	-	-	-

CIA - Continuous Internal Assessment,

SEE - Semester End Examination,

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

B. Com (General) with Digital Commerce and Entrepreneurship Minimum Credits to be earned: 132										
SEMESTER 3										
Category	Code	Course	Hours/Week					Maximum		
			L	T	P	SL	C	CIA	SEE	Total
PCC		Corporate Accounting-I	4	0	0	4	4	40	60	100
PCC		Company Law	4	0	0	4	4	40	60	100
PEC		Business Ethics	3	0	0	3	3	40	60	100
VAC		Environmental studies	3	0	0	3	3	40	60	100
VAC		Indian Knowledge System	2	0	0	2	2	40	60	100
VAC		Industry Oriented Employability skills	2	0	0	2	2	40	60	100
SEC		Professional Development – I	2	0	0	2	2	40	60	100
SEC		Global Certification (IBM/NAASCOM)	0	0	0	0	1	-	-	-
SI 1		Internship I	0	0	2	1	1	-	100	100
			20	-	2	21	22	-	-	-

CIA - Continuous Internal Assessment, SEE - Semester End Examination,
L – Lecture, T- Tutorial, P- Practical, SL- Self Learning C- Credit

B. Com (General) with Digital Commerce and Entrepreneurship Minimum Credits to be earned: 132										
SEMESTER 4										
Category	Code	Course	Hours/Week					Maximum		
			L	T	P	SL	C	CIA	SEE	Total
PCC		Corporate Accounting-II	4	0	0	4	4	40	60	100
PCC		Digital Business Management	4	0	0	4	4	40	60	100
PEC		GST Act and Practice	3	0	0	3	3	40	60	100
MDC		Business Statistics	3	0	0	3	3	40	60	100
SEC		Entrepreneurial Development	2	0	0	2	2	40	60	100
SEC		Fundamental of Artificial Intelligence	2	0	0	2	2	40	60	100
SEC		Professional Development – II	2	0	0	2	2	40	60	100
SEC		In-plant Training/ Industrial Tour / Summer Term	-	-	-	-	-	-	-	-
VAC		Yoga Education / National Service Scheme/Disaster Management	0	0	4	2	2	-	100	100
			20	-	4	22	22	-	-	-

CIA - Continuous Internal Assessment,

SEE - Semester End Examination,

L – Lecture, T- Tutorial, P- Practical,

SL- Self Learning

C- Credit

B. Com (General) with Digital Commerce and Entrepreneurship Minimum Credits to be earned: 132										
SEMESTER 5										
Category	Code	Course	Hours/Week					Maximum		
			Marks					CIA	SEE	Total
PCC		Cost Accounting	4	0	0	4	4	40	60	100
PCC		Income tax law and practice-I	4	0	0	4	4	40	60	100
PCC		Practical Auditing	4	0	0	4	4	40	60	100
PEC		Financial Services	3	0	0	3	3	40	60	100
MDC		Cyber Security	3	0	0	3	3	40	60	100
SEC		Professional Development – III	2	0	0	2	2	40	60	100
VAC		Automation Software Solutions	1	0	2	1	2	40	60	100
SI 2		Internship II	0	0	2	1	1	-	100	100
SEC		Skill Enhancement Training / Student Club Activities/ Institution Innovation Council (IIC) Activities	-	-	-	-	-	-	-	-
			21	-	4	22	23	-	-	-

CIA - Continuous Internal Assessment,

SEE - Semester End Examination,

L – Lecture, T- Tutorial, P- Practical,

SL- Self Learning C- Credit

B. Com (General) with Digital Commerce and Entrepreneurship Minimum Credits to be earned: 132										
SEMESTER 6										
	Hours/Week					Maximum Marks				
Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
PCC		Management Accounting	4	0	0	4	4	40	60	100
PCC		Income tax law and practice – II	4	0	0	4	4	40	60	100
PCC		Financial Management	4	0	0	4	4	40	60	100
PCC		Entrepreneurial Venture in Digital Marketing	4	0	0	4	4	40	60	100
PEC		Digital & Social Media Marketing	3	0	0	3	3	40	60	100
PRD		Project Research and Dissertation	0	0	4	2	2	-	100	100
SEC		On Job Training / Apprenticeship / Startup	0	0	2	2	1	-	100	100
			19	-	6	23	22	-	-	-

CIA - Continuous Internal Assessment, SEE - Semester End Examination,
L – Lecture, T- Tutorial, P- Practical, SL- Self Learning C- Credit

PROGRAM CORE COURSES

Category	Code	Course	L	T	P	SL	C
PCC	26CDCE11	Financial Accounting-I	4	0	0	4	4
PCC	26CDCE12	Principles of Management	4	0	0	4	4
PCC	26CDCE21	Financial Accounting-II	4	0	0	4	4
PCC	26CDCE22	Business Law	4	0	0	4	4
PCC		Corporate Accounting –I	4	0	0	4	4
PCC		Company Law	4	0	0	4	4
PCC		Corporate Accounting –II	4	0	0	4	4
PCC		Digital Business Management	4	0	0	4	4
PCC		Cost Accounting	4	0	0	4	4
PCC		Income tax law and practice-I	4	0	0	4	4
PCC		Practical Auditing	4	0	0	4	4
PCC		Management Accounting	4	0	0	4	4
PCC		Income tax law and practice- II	4	0	0	4	4
PCC		Financial Management	4	0	0	4	4
PCC		Entrepreneurial Venture in Digital Marketing	4	0	0	4	4

PROFESSIONAL ELECTIVE COURSES

Category	Code	Courses	L	T	P	SL	C
PEC	26EDCE11	Digital Banking	3	0	0	3	3
PEC	26EDCE21	Business Correspondence and Office Management	3	0	0	3	3
PEC		Business Ethics	3	0	0	3	3
PEC		GST Act and Practice	3	0	0	3	3
PEC		Financial Services	3	0	0	3	3
PEC		Digital & Social Media Marketing	3	0	0	3	3

ABILITY ENHANCEMENT COURSES

Category	Code	Course	L	T	P	SL	C
AEC	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	26ABGL11	Communication Skills	0	0	4	2	2
AEC	26LTAM21/ 26LHIN21/ 26LFRE21/ 26LISB21	Tamil-II / Hindi-II / French-II Indian Sign Language (Advanced)	3	0	0	3	3
AEC	26LENG21	English-II	2	0	0	2	2

MULTIDISCIPLINARY CORE COURSES

Category	Code	Courses	L	T	P	SL	C
MDC	26MDCE11	Managerial Economics	3	0	0	3	3
MDC	26MDCE21	Indian Economy	3	0	0	3	3
MDC		Business Statistics	3	0	0	3	3
MDC		Cyber Security	3	0	0	3	3

VALUE ADDED COURSE

Category	Code	Courses	L	T	P	SL	C
VAC	26DVAC21	Universal Human Values	1	0	0	1	1
VAC		Environmental Studies	3	0	0	3	3
VAC		Indian Knowledge System	2	0	0	2	2
VAC		Industry Oriented Employability Skills	2	0	0	2	2
VAC		Yoga Education / National Service Scheme / Disaster Management	0	0	4	2	2
VAC		Automation Software Solutions	1	0	2	1	2

SKILL ENHANCEMENT COURSES

Category	Code	Course	L	T	P	SL	C
SEC		Orientation Programme / Industrial Visit	2	0	0	2	2
SEC		Professional Development - I	2	0	0	2	2
SEC		Global Certification (IBM / NASSCOM / Coursera / Udemy)	0	0	0	0	1
SEC		Entrepreneurial Development	2	0	0	2	2
SEC		Fundamentals of Artificial Intelligence	2	0	0	2	2
SEC		Professional Development – II	2	0	0	2	2
SEC		In-plant Training / Industrial Tour / Summer Term	-	-	-	-	-
SEC		Professional Development – III	2	0	0	2	2
SEC		Skill Enhancement Training / Industrial Tour / Summer Term	-	-	-	-	-
SEC		On Job Training / Apprenticeship / Startup	0	0	2	1	1

SUMMER INTERNSHIP

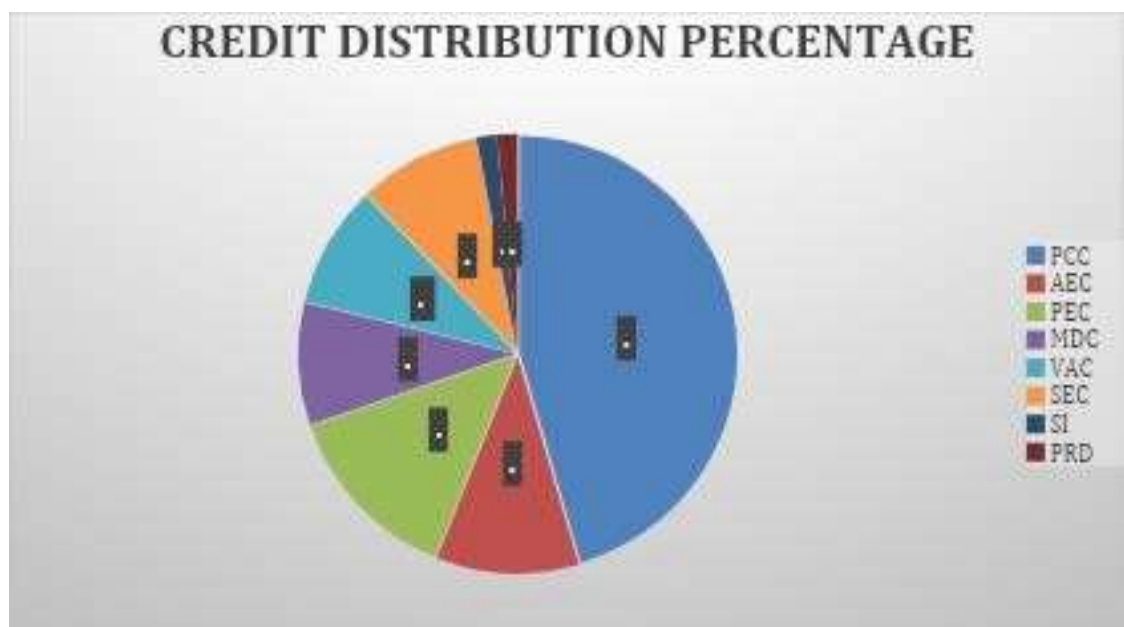
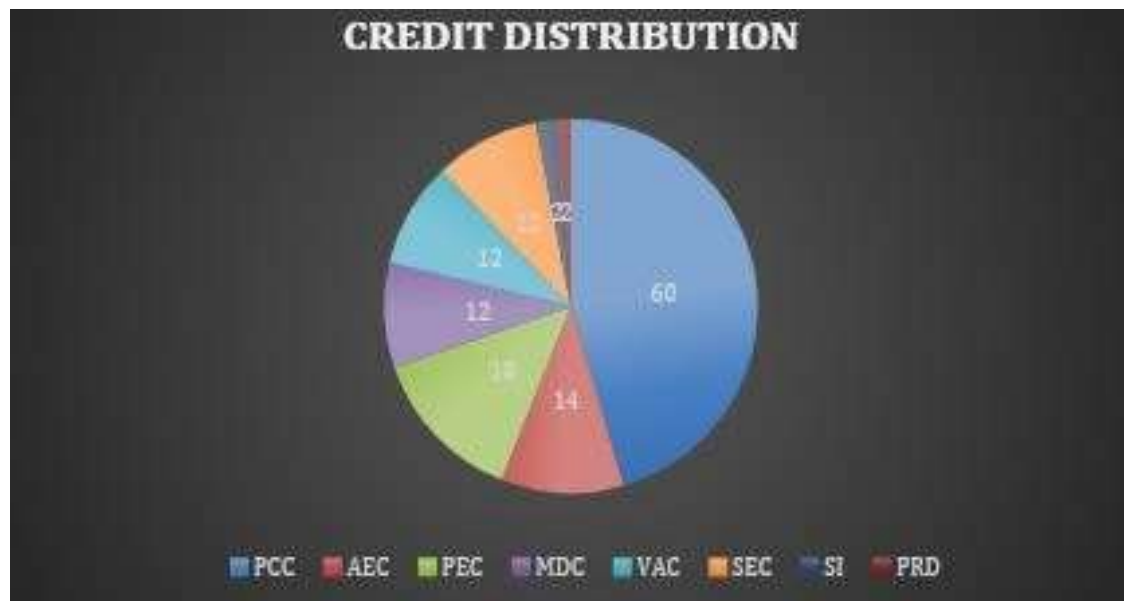
Category	Code	Course	L	T	P	SL	C
SI 1		Internship I	0	0	2	1	1
SI 2		Internship II	0	0	2	1	1

RESEARCH PROJECT

Category	Code	Course	L	T	P	SL	C
PRD		Project Research and Dissertation	0	0	4	0	2

CREDIT DISTRIBUTION**B. Com (General) with Digital Commerce and Entrepreneurship****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	8	8	8	12	16	60
AEC	8	6	-	-	-	-	14
PEC	3	3	3	3	3	3	18
MDC	3	3	-	3	3	-	12
VAC	-	1	7	2	2	-	12
SEC	-	-	3	6	2	1	12
SI	-	-	1	-	1	-	2
PRD	-	-	-	-	-	2	2
Total Credits	22	21	22	22	23	22	132



SEMESTER I

26LTAM11	தமிழ் மொழிப்பாடம் 1	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 மற்றும் 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 இறைத்த நீர்), - 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/>

கற்றல் அடைவுகள்

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	தமிழ் மொழியின் வரலாறு, மொழிக்குடும்பம், திராவிட மொழிகளின் வகைகள் மற்றும் தமிழ்மொழியின் சிறப்புகளை அறிந்து கொள்ள முடியும்.	K2
CO2	புறநானூறு, குறுந்தொகை, நெடுநல்வாடை ஆகிய சங்க இலக்கியப் பாடல்களில் காணப்படும் பண்பாடு மற்றும் சமூக முக்கியத்துவத்தைப் புரிந்து கொள்ள 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, அறிவியல் கலைச்சொற்கள் மற்றும் அலுவலகக் கடிதம் எழுதுதல் போன்ற மொழித்திறன்களை நடைமுறையில் பயன்படுத்த முடியும்.	K4

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	2	-	-	-	-
CO2	-	-	-	-	-	-	2	-	-	-	-
CO3	-	-	-	-	-	-	2	-	-	-	-
CO4	-	-	-	-	-	-	2	-	-	-	-
CO5	-	-	-	-	-	-	2	3	-	-	-
AVG	-	-	-	-	-	-	2	3	-	-	-

26LHIN11	HINDI- I	L	T	P	SL	C
		3	0	0	3	3
COURSE OBJECTIVES - To improve student's 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 student's 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	
हिन्दी साहित्य का इतिहास - काल विभाजन - गद्य विकास - सामान्य परिचय, कहानी - लॉटेरी (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	
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	
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	
राष्ट्र भक्तिकहानी - 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	
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 Hrs

Self-Learning: 45 Hrs**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. <https://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

COs / POs- PSOs	PO1	PO2	PO3	P O4	PO5	PO6	PO7	PO 8	PSO1	PSO2
CO1	-	-				-	2	2	-	-
CO2	-	-				-	2	3	-	-
CO3	-	-				-	2	2	-	-
CO4	-	-				-	2	3	-	-
CO5	-	-				-	2	3	-	-
AVG	-	-				-	2	2.6	-	-

26LFRE11	FRENCH– I	L	T	P	SL	C
		3	0	0	3	3
COURSE OBJECTIVES • 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						
UNIT I	Salut					6 Hours
les nombres, Les jours de la semaine et du mois, La nationalité						
UNIT II	Enchanté					8 Hours
Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense.						
UNIT III	J’Adore					8 Hours
La negation, l'adjectif possessif, le futur proche						
UNIT IV	Tu veux bien					10 Hours
Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé composé						
UNIT V	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.						
UNIT VI	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: 45 Hours**Self Learning: 45 Hours****TEXT BOOK:**

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

REFERENCE BOOK:

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

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	The students would be able to greet, to excuse and to introduce himself	K2
CO2	The students would be able to introduce someone	K2
CO3	The students would be able to express his ideas, opinions and weekend projects	K3
CO4	The students would be able to ask someone to do something, polite manner	K4
CO5	The students would be able to accept, refuse enquire and indicate the time and date	K5
CO6	The students would be able to express himself in positive and negative manner	K5

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	2	2	-	-	-
CO2	-	-	-	-	-	-	2	3	-	-	-
CO3	-	-	-	-	-	-	2	2	-	-	-
CO4	-	-	-	-	-	-	2	3	-	-	-
CO5	-	-	-	-	-	-	2	3	-	-	-
CO6	-	-	-	-	-	-	2	3	-	-	-
AVG	-	-	-	-	-	-	2	2.7	-	-	-

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, colours, 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 BOOK

1. Indian Sign Language Dictionary – Ramakrishna Mission Vidyalaya, IHRDC, Coimbatore
2. Reference Books 1. 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	Students will be able to use finger-spelling for the alphabet and communicate numbers, days of the week, and months effectively.	K2
CO2	Students will be able to sign common words related to food items, family members, clothing, and household objects.	K3
CO3	Students will be able to identify and sign names of animals, birds, fruits, vegetables, and natural elements such as earth and sky.	K3
CO4	Students will be able to sign names of states and cities, and use commonly used terminology related to education and school environments.	K3
CO5	Alphabets (finger-spelling), numbers, days of the week, colors, and expressions for greetings and wishes.	K3

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	3	-	3	-	-
CO2	-	-	-	-	-	-	3	-	3	-	-
CO3	-	-	-	-	-	-	3	-	3	-	-
CO4	-	-	-	-	-	-	3	-	3	-	-
CO5	-	-	-	-	-	-	3	-	3	-	-
AVG	-	-	-	-	-	-	3	-	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					9Hours
- 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 PALY	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

TEXT BOOKS

1. Naik, M. K., ed Indian Prose in English: An Anthology. Oxford University Press, 2001. Greenblatt, Stephen, ed. The Norton Anthology of English Literature. 9th ed., W. W. Norton & Company, 2012.
2. Henry, O. Selected Short Stories of O. Henry. Penguin Classics, 2001.
3. Narayan, R. K. Malgudi Days. Indian Thought Publications, 1982.
4. Wren, P. C., and H. Martin. High School English Grammar and Composition. Revised ed., S. Chand & Company,
5. 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.BBCLearningEnglish.BBC,<https://www.bbc.co.uk/learningenglish>.

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Interpret and analyze prose, poetry, and short stories	K2

CO2	Demonstrate improved reading, writing, and comprehension skills.	K3
CO3	Apply grammar accurately in communication.	K3
CO4	Use vocabulary effectively in academic and real-life contexts.	K3
CO5	Utilize AI tools to enhance language, speaking, and presentation skills.	K3

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	2	-	-	-	-
CO2	-	-	-	-	-	-	2	-	-	-	-
CO3	-	-	-	-	-	-	3	-	-	-	-
CO4	-	-	-	-	-	-	2	3	-	-	-
CO5	-	-	-	-	-	-	2	3	-	-	-
AVG	-	-	-	-	-	-	2	3	-	-	-

26CDCE11	FINANCIAL ACCOUNTING- I	L	T	P	SL	C
		4	0	0	4	4
COURSE OBJECTIVES This course introduces students to the fundamentals of accounting, including concepts, conventions, and practical recording of financial transactions. It equips students with the skills to prepare final accounts, bank reconciliation statements, and understand relevant accounting standards. Students will develop the ability to apply accounting knowledge for accurate financial analysis and reporting.						
UNIT I	INTRODUCTION TO ACCOUNTING					12Hours
Meaning and definition of accounting- functions of accounting – accounting concepts and conventions - Journal, Ledger, subsidiary books including cash book –Preparation of trial balance.						
UNIT II	PREPARATION OF FINAL ACCOUNTS					12Hours
Meaning and purpose of final accounts - Preparation of Trading Account, Profit & Loss Account, and Balance Sheet – Treatment of common adjustments in final accounts: Adjustments for treatment of Closing stock, outstanding/prepaid expenses, accrued/unearned income, depreciation, bad debts, provision for doubtful debts, interest on capital/drawings- Treatment of abnormal items – Goods distributed as free samples, goods destroyed by fire/theft						
UNIT III	ACCOUNTING STANDARDS					12Hours
Accounting standards relating to Valuation of Inventories (AS 2), Cash flow statement (AS 3), Depreciation accounting (AS 6), Fixed Assets (AS - 10), Amalgamations (AS - 14), Earnings per share (AS 20), Interim Financial Reporting (AS 25), Intangible Assets (AS 26).						
UNIT IV	BANK RECONCILIATION STATEMENT					12Hours
Meaning and need for Bank Reconciliation Statement- Difference between Cash Book and Pass Book/Bank Statement- Reasons for disagreement between cash book and pass book balance- Preparation when balance as per Cash Book is given-Preparation when balance as per Pass Book is given- Preparation with overdraft balance.						
UNIT V	DEPRECIATION					12Hours
Meaning, causes and need for depreciation – Journal entries and ledger accounts for depreciation- Methods of depreciation –straight line method – diminishing balance method- Treatment of depreciation when asset is sold or discarded						

Total: 60 Hours**Self Learning: 60 Hours****TEXT BOOKS:**

1. T1: T.S.Reddy & A.Murthy, “Financial Accounting”, Margham Publications, Sixth Revision Edition, 2011.
2. T2: P.C. Tulsian, “Financial Accounting”, Tata MC Graw Hill Ltd, 2003.:

REFERENCES

3. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India, 2022.
4. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand & Company Ltd., 2002, Reprint – 2008.
5. Tulsian, P.C. & Tulsian, Bharat. Financial Accounting for B.Com. (Hons.). 2nd ed. New Delhi: S. Chand, 2023.
6. Bhattacharyya, Asish K. Essentials of Financial Accounting for Business Managers. 6th Edition New Delhi: Prentice of Hall of India, 2022.

WEB LINKS:

1. <https://drive.google.com/file/d/1-ERPZCOaRlywRnts-I2mwL1QMalzJWH1/view>
2. <https://www.youtube.com/watch?v=Hs-U3jAvqo4>
3. <https://www.icaai.org/post/accounting-standards-as?utm>
4. <https://www.accountingcoach.com/accounting-basics/explanation?utm>
5. <https://byjus.com/commerce/final-accounts/?utm>
6. <https://www.toppr.com/guides/accountancy/bank-reconciliation-statement/?utm>
7. <https://www.investopedia.com/terms/d/depreciation.asp?utm>

NPTEL LINKS

1. <https://nptel.ac.in/courses/110104118?utm>
 2. <https://nptel.ac.in/courses/110104118?utm>
 3. <https://nptel.ac.in/courses/110105146?utm>
-

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Demonstrate understanding of accounting principles and systematically record business transactions	K2
CO2	Prepare and organize trial balances and complete financial statements incorporating standard adjustments	K3
CO3	Utilize accounting standards to manage valuation of inventories, cash flows, assets, and corporate reporting requirements	K3
CO4	Analyze and resolve discrepancies between cash book and bank records to ensure reconciled accounts	K4
CO5	Critically assess financial data for accuracy, reliability, and informed managerial decision-making	K5

COURSE ARTICULATION MATRIX

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	-	2	-	2	-		-	2
CO2	-	-	3	2	3	-	-	-	2	2	2
CO3	3	3	-	-	-	-	-	-	3	-	2
CO4	2	-	-	-	3	-	3	-	2	-	2
CO5	3	3	2	-	-	-	-	-	3	-	2
Average	2.6	3.0	2.5	2.0	2.6	-	2.5	-	2.4	-	2.0

26CDCE12	PRINCIPLES OF MANAGEMENT	L	T	P	SL	C
		4	0	0	4	4

COURSE OBJECTIVES

- To understand the basic concepts, nature, scope, functions, levels, roles and skills of management.
- To comprehend the evolution of management thought, including classical, behavioural, systems and contingency approaches and to enable them to analyze and understand the environment of the organization.
- To apply planning and decision-making concepts such as types of plans, forecasting, decision-making techniques and MBO in business situations
- To analyse the process of organizing and staffing, including organization structure, delegation, decentralization, recruitment, selection, training and performance appraisal.

To evaluate the importance of directing, leadership, motivation, communication, controlling, coordination, ethics, CSR and sustainability in modern management practices

UNIT I	INTRODUCTION AND EVOLUTION OF MANAGEMENT THOUGHT	12Hours
Management – Meaning – Definition – Importance – Nature and Scope – Process –Functions of Management – Role of Manager – Levels of Management – Development of Scientific Management – Contribution of Henry Fayol and F.W. Taylor.		
UNIT II	PLANNING AND DECISION MAKING	12Hours
Planning – Nature - Importance – Forms – Types – Steps in Planning – Objectives –Policies – Procedures, methods of Decision Making – Process of decision making – Types of Decisions.		
UNIT III	ORGANISATION STRUCTURE	12Hours
Organizing Process – Meaning and Definition, Characteristics, Process, Need and Importance, Principles, Span of Management. Organizational Structure – Line Organization, Line and Staff, Functional, Project, Matrix and Virtual. Informal Organization – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization.		
UNIT IV	AUTHORITY AND RESPONSIBILITY AND RECRUITMENT PROCESS AND TRAINING	12Hours
Authority – Delegation – Decentralization – Responsibility – Recruitment - Sources – Selection – Stages in Selection – Training - Benefits of Training – Methods of Training.		

UNIT V	CO - ORDINATION AND CONTROL	12Hours
Co- ordination – Need - Principles of Co-ordination – types of Co-ordination – Controlling – Importance – Steps in Controlling		

Total: 60 Hours**Self Learning: 60 Hours****TEXT BOOKS:**

T1: P.C. Tirpathi And P.N. Reddy, “Principles Of Management”, Tata Mcgrawhil New Delhi, 1991.

T2: J.Jayashankar, “Business Management”, 1st Edition Margham Publication, Chennai, 2004.

REFERENCES:

R1: N.Premavathi, “Principles of Management”, 2nd Edition Sri Vishnu Publication, Chennai, 2003.

R2: Weirich And Koontz, “Management – A Global Perspective”, 10th Edition, 1993.

WEB LINK:

W1: <https://drive.google.com/file/d/1kbl0up9Ke5lupsA6sGUQXNplJ8hPowP4/view>

W2: <https://drive.google.com/file/d/1o4hs3ddfEVzysol9qZermjgDPe475-RV/view>

NPTEL LINK:

1. https://onlinecourses.nptel.ac.in/noc26_mg72/preview?utm_
2. https://archive.nptel.ac.in/noc/courses/noc22/SEM1/noc22-mg42/?utm_
3. https://nptel.ac.in/courses/110105146?utm_

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Understand management techniques, theories and policies	K2
CO2	Study different organization structures and their significance.	K2
CO3	Comprehend the functions of management in organizational contexts.	K3
CO4	Examine leadership styles and motivational theories	K4
CO5	Analyse planning, decision making and control system.	K4

COURSE ARTICULATION MATRIX

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PSO1	PSO2	PSO3
CO1	3	-	2	-	-	-	2	-	3	2	3
CO2	2	-	-	2	3	-	-	-	3	2	3
CO3	-	2	2	-	3	-	-	-	3	2	3
CO4	2	-	-	-	3	-	-	3	3	2	3
CO5	-	3	-	-	3	2	-	-	3	2	3
AVG	2.3	2.5	2	2	3	2	2	3	3	2	3

26MDCE11	MANAGERIAL ECONOMICS	L	T	P	SL	C
		3	0	0	3	3
COURSE OBJECTIVES						
This course introduces students to the principles of managerial economics, focusing on demand, cost, production, and market analysis. It equips students with analytical tools for decision-making in pricing, capital budgeting, and production planning. Students will develop the ability to apply economic concepts for effective managerial decision-making in real-world business scenarios.						
UNIT I	INTRODUCTION TO MANAGERIAL ECONOMICS					9 Hours
Definition – Fundamental concepts of Managerial Economics – Demand - Elasticity of demand - Types of elasticity of demand - Law of supply - Demand forecasting						
UNIT II	COST AND PROFIT ANALYSIS					9 Hours
Cost classification –Different cost classification – Cost output relationship in short run and long run –Break even Analysis – Case Study.						
UNIT III	PRODUCTION ANALYSIS					9 Hours
Production function- Law of variable proportion- Law of returns of scale – Law of diminishing returns –Economic of scale						
UNIT IV	CAPITAL BUDGETING					9 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.						
UNIT V	MARKET STRUCTURE AND PRICING					9 Hours
Price and output determination under perfect competition – Monopoly competition – Monopolistic competition – Oligopoly Competition - Pricing – Objectives and methods.						

Total: 45 Hours**Self Learning: 45 Hours****TEXTBOOKS:**

1. Paul
A.SamuelsonandWilliamD.Nordhaus,Economics,19thedition,TataMcGrawHill,2006.
2. William F. Samuelson, Stephen G. Marks, “Managerial Economics”, Wiley, 2014.
3. S.Chandrachud“Chud’sSeriesofManagerialEconomics”WISElabPublications,thirdedit
ion, 2022
4. P.L.Mehta“ManagerialEconomics–Analysis,ProblemsandCases”,SultanChand&Sons.
NewDelhi.12th Edition2006.

REFERENCEBOOKS:

1. N. Gregory Mankiw, Principles of Economics, 6th edition, Thomson learning, New Delhi, 2011
2. Richard Lipsey and A. Lee Charys, Economics, 12th edition, Oxford University Press, New Delhi, 2011.

WEBLINKS:

1. https://onlinecourses.swayam2.ac.in/imb24_mg67/preview
2. www.mooc-list.com/tags/managerialeconomics
3. www.edx.org/learn/managerial-economics
4. www.classcentral.com/course/swayam-introduction-to-managerial-economics-14155

NPTEL LINK:

1. https://onlinecourses.nptel.ac.in/noc26_mg08/preview
2. <https://nptel.ac.in/courses/110107041>
3. <https://archive.nptel.ac.in/courses/110/107/110107115/>

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Explain the core principles of managerial economics, including demand, supply, elasticity, and forecasting methods	K2
CO2	Apply cost and profitability analysis techniques, including break-even calculations, to support managerial decisions	K3
CO3	Examine production processes, laws of returns, and economies of scale to optimize resource allocation	K4
CO4	Evaluate investment decisions using capital budgeting methods such as Payback, NPV, IRR, and Cost–Benefit Analysis	K5
CO5	Analyze different market structures and formulate appropriate pricing and output strategies	K5

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	2	3	-	2	-	2	2	2
CO2	-	-	-	2	3	-	2	-	2	3	2
CO3	-	-	-	2	3	-	2	-	2	3	2
CO4	-	-	-	2	3	-	3	-	2	3	2
CO5	-	-	-	2	3	-	3	-	2	3	2
AVG	-	-	-	2	3	-	2.4	-	2	2.8	2

26EDCE11	DIGITAL BANKING	L	T	P	SL	C
		3	0	0	3	3
COURSE OBJECTIVES						
This course introduces students to the principles and evolution of digital banking, including products, services, and platforms. It equips students with knowledge of payment systems, cards, ATMs, online banking, and emerging fintech trends. Students will develop the ability to analyze digital banking operations and evaluate security and technological solutions in the financial sector.						
UNIT I	INTRODUCTION TO DIGITAL BANKING					9 Hours
Meaning and Definition of Digital Banking - Origin of Digital Banking - Significance- Comparison of traditional banking vs. digital banking- Channels of Digital Banking- Digital Banking Platforms and services - Products and Services - Benefits of Digital Banking - Challenges of Digital Banking - Types of Digital Banking and Services - Digital Banking vs Online Banking - Digital Banking in India.						
UNIT II	CARDS AND ATMs IN DIGITAL BANKING					9 Hours
Overview of Cards - Various Types of Cards - Benefits of Cards - EMV Technology - Back End Operations and Technology - Overview of Automated Teller Machine (ATM) - Profitability of ATMs - Instant Money Transfer Systems - ATM Network Planning (Onsite & Offsite). Artificial Intelligence in Banking: Applications of AI in Banking – Need of AI in Banking- Importance of AI in banking – AI in customer service						
UNIT III	FINANCIAL TECHNOLOGIES IN PAYMENT SYSTEM					9 Hours
Overview of Electronic payment system in Global level and Domestic level - Risk of Electronic payment system - Rupay & Rupay Secure, IMPS - Protocol virtual payment system - Advantages and Disadvantages of digital payment - Types of digital payment in India. Emerging trends and challenges in cyber security – Importance of cyber security in banking – Cyber security threats faced by banks.						
UNIT IV	CASH DEPOSIT MACHINE & ONLINE BANKING					9 Hours
Overview of Cash Deposit Machine and Cash Re-cycles - CDM Network planning (onsite & offsite) - benefits of CDMs - Risk Management and fraud - Back end operations and technology. Online Banking: Meaning, Services- Benefits- Disadvantages- Mobile banking Apps – Digital Wallets- Personal Financial Management Tools						
UNIT V	EMERGING TRENDS IN DIGITAL BANKING AND SECURITY IN ELECTRONIC BANKING					9 Hours

New Development in Digital Banking - . Fin techs- Business ecosystems- Block chain - Crypto Currencies- Peer Financing – Cloud Banking – Artificial Intelligence – Machine Learning- Internet of things (IoT)- Current Trends in It Banks Global Networks - Overview of Computer Viruses - Detection and Prevention of Computer Viruses - Computer System Security Concerns.

Total: 45 Hours

Self Learning: 45 Hours

TEXT BOOKS:

1. Surelia, V. et al., Digital Banking, Indian Institute of Banking & Finance, Taxmann,
2. ISBN: 978-93-5071-898-8, edition 2016.
3. Henderson, J., Retail and Digital Banking: Principles and Practice, Kogan Page
4. Publishers , ISBN: 978 0 7494 8271 8, E-ISBN: 978 0 7494 8272 5, Year 2018

REFERENCES:

1. Digital Banking IIBF, ISBN No.9789350718988, 2016 edition, Taxmann Publication.
2. Modern Banking Technology, Firdos Shroff, 2008 edition, Northern Book centre, Delhi.
3. Indian Institute of Banking and Finance, Digital Banking Taxmann

WEB LINK:

1. https://onlinecourses.nptel.ac.in/noc23_mg47/preview
2. https://onlinecourses.nptel.ac.in/noc23_mg55/preview

NPTEL LINK

1. <https://nptel.ac.in/courses/110105144>
 2. https://onlinecourses.nptel.ac.in/noc26_mg18/preview
 3. <https://nptel.ac.in/courses/106105079>
-

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Analyze the evolution, significance, and services of digital banking in the modern financial system.	K4
CO2	Evaluate the role of cards, ATMs, and AI technologies in enhancing banking operations and customer service.	K5
CO3	Examine digital payment systems, associated risks, and cyber security challenges in banking.	K4
CO4	Assess the applications and benefits of online banking, CDMs, mobile banking, and digital financial tools.	K5
CO5	Interpret emerging technologies and security practices shaping the future of digital banking.	K2

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	2	2	-	-	-	-	3	-
CO2	-	-	-	2	3	2	-	-	-	3	-
CO3	-	-	-	2	2	3	-	-	-	3	-
CO4	-	-	-	3	2	-	2	-	-	3	-
CO5	-	-	-	3	2	2	-	-	-	3	-
AVG	-	-	-	2.4	2.2	2.3	1.0	-	-	3	-

26PSSK11	PRACTICAL-COMMUNICATION SKILLS	L	T	P	SL	C
		0	0	4	2	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					9 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						
UNIT II	LISTENING & SPEAKING STRATEGIES IN CONTEXT					9 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					9 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					9 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	9 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

TEXT BOOKS:

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

REFERENCES:

- 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.
- Mitra, Barun K. *Personality Development and Soft Skills*. 2nd ed., Oxford University Press, 2016.
- Sasikumar, V., P. Kiranmai Dutt, and Geetha Rajeevan. *A Course in Listening and Speaking I*. Cambridge University Press, 2005.
- Murphy, Raymond. *English Grammar in Use*. 5th ed., Cambridge University Press, 2019.
- Lewis, Norman. *Word Power Made Easy*. Revised ed., Goyal Publishers & Distributors, 2014.

WEBSITES:

- <https://owl.purdue.edu/>.
- <https://www.ted.com/talks>.
- <https://learnenglish.britishcouncil.org/>

NPTEL LINK:

1. <https://nptel.ac.in/courses/109104031>
2. <https://nptel.ac.in/courses/109107121>
3. https://onlinecourses.nptel.ac.in/noc26_hs84/preview

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Demonstrate effective listening and comprehension skills.	K2
CO2	Communicate confidently in speaking situations, such as presentations and discussions.	K4
CO3	Apply appropriate reading strategies for academic and professional texts.	K5
CO4	Produce clear and structured written communication (letters, emails, reports, resumes).	K6
CO5	Exhibit employability skills in interviews, group discussions, and workplace communication.	K5

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	3	3	-	-	-
CO2	-	-	-	-	-	-	3	3	-	-	-
CO3	-	-	-	-	-	-	3	3	-	-	-
CO4	-	-	-	-	-	-	3	3	-	-	-
CO5	-	-	-	-	-	-	3	3	-	-	-
AVG	-	-	-	-	-	-	3	3	-	-	-

SEMESTER II

26LTAM21	தமிழ் மொழிப் பாடம் 2	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, தமிழ் 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		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 பாடல்கள் உடம்பார் 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 எண் 1, 6, 7, 8, 9, 10) பாரதிதாசன் - இசையமுது- "தூய்மை சேரடா தம்பி" என்று தொடங்கும் பாடல். கவிக்கோ அப்துல்ரகுமான் - ஆலாபனை- போட்டி எனும் தலைப்பில் அமைந்த கவிதை நா.முத்துக்குமார் - பட்டாம்பூச்சி விற்பவன்- தூர் எனும் தலைப்பில் அமைந்த கவிதை இளம்பிறை - நீ எழுத மறுக்கும் எனதழகு - அம்மா எனும் தலைப்பில் அமைந்த கவிதை .		
அலகு V	ஊடகத் தமிழ் – கணினித் தமிழ் அறிமுகம்	9 மணி நேரம்
ஊடகத் தமிழ்: இதழியல் - ஊடக வகைகள் - அச்ச 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: <http://www.tamilvu.org/courses/nielit/Chapters/Chapter1/11.pdf>

கற்றல் அடைவுகள்

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

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	திருமூலர் – திருமந்திரம், தேம்பாவணி, சீறாப்புராணம் போன்ற பக்தி 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

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	2	3	-	3	-	3	-	2
CO2	-	-	-	2	3	-	3	-	3	-	2
CO3	-	-	-	2	3	-	3	-	3	-	2
CO4	-	-	-	2	3	-	3	-	3	-	2
CO5	-	-	-	2	3	-	3	-	3	-	2
AVG	-	-	-	2	3	-	3	-	3	-	2

26LHIN21	HINDI-II	L	T	P	SL	C
		3	0	0	3	3
<u>COURSE OBJECTIVES:</u> ● 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						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						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						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						9 hours

आधुनिक युग - पुष्प की अभिलाषा (माखनलाल चतुर्वेदी), कौशल विकास - अनुवाद : अर्थ, परिभाषा, प्रकार एवं अभ्यास Modern Era - Pushpa ki Abhilasha (Makhanlal Chaturvedi), Skill Development - Translation: Meaning, Definition & Exercise		
UNIT V		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.	K1

COURSE ARTICULATION MATRIX

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

26LFRE21	FRENCH-II	L	T	P	SL	C
		3	0	0	3	3
COURSE OBJECTIVES						
- To express his / her whereabouts and to ask for 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						
UNIT I	C'est où					6 Hours
L'impératif, Les articles contractés au, à la..., Le passé composé et l'accord du participe passé avec être. 10 hours						
UNIT II	N'oubliez pas					10 Hours
Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur...)						
UNIT III	Belle vue sur la mer –					6Hours
Les adjectifs démonstratifs, Y- pronom complément.						
UNIT IV	Quel beau voyage!					8 Hours
Les verbes pronominaux, En- pronom complément						
UNIT V	Oh ! joli					10 Hours
L'imparfait, L'imparfait ou le passé composé						
UNIT VI	Et après ?					5 Hours
Le futur simple, Le subjonctif présent.						

Total: 45 Hours Self Learning: 45 Hours

UNIT IV	SHORT STORIES	9 Hours
Anton Chekhov – <i>The Bet</i> O. Henry – <i>After Twenty Years</i> Listening: Story narration and summarizing Speaking: Character discussion and debate Reading: Contextual vocabulary identification		
UNIT V	ONE-ACT PLAY	9 Hours
Langston Hughes - <i>Soul Gone Home</i> Lucille Fletcher-<i>Sorry, Wrong Number</i> Listening: Dramatic reading and dialogue comprehension Speaking: Role play and dramatization Reading: Character and conflict analysis Writing: Character sketch/dialogue writing		

TEXT BOOK:

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.

REFERENCES:

6. Murphy, Raymond. *English Grammar in Use*. Cambridge University Press, 2019.
7. Wren, P. C., and H. Martin. *High School English Grammar and Composition*. Revised ed., S. Chand & Company, 2009.

WEBSITES

<https://learnenglish.britishcouncil.org/>

<https://www.poetryfoundation.org/>

Text / Reference Book:

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

Reference book:

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

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	The students would be able to express his/her where about and to ask direction	K3
CO2	The students would be able to express obligation and restriction	K3
CO3	The students would be able to describe a place	K3
CO4	The students would be able to narrate and to question	K3
CO5	The students would be able to describe someone	K3

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	2	3	-	3	-	3	-	2
CO2	-	-	-	2	3	-	3	-	3	-	2
CO3	-	-	-	2	3	-	3	-	3	-	2
CO4	-	-	-	2	3	-	3	-	3	-	2
CO5	-	-	-	2	3	-	3	-	3	-	2
AVG	-	-	-	2	3	-	3	-	3	-	2

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

COURSE OBJECTIVES

The lessons are being chosen

- To develop a deeper understanding of Deaf culture and the significance of Indian Sign Language (ISL) in promoting equality and inclusivity in society.
- To enhance conversational skills for effective communication with peers using ISL in everyday situations.
- To strengthen the ability to describe daily routines, personal needs, food items, and physical attributes such as color, shape, and size.
- To encourage the practical application of ISL in educational institutions, workplaces, and public spaces to improve accessibility.
- To motivate continuous learning and active advocacy for the rights and inclusion of the hearing-impaired community.

UNIT I	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 Hours: 45 Self Learning: 45

TEXT BOOK

1. Indian Sign Language Dictionary – Ramakrishna Mission Vidyalaya, IHRDC, Coimbatore
2. Reference Books
1. Sign Language in India: A Linguistic Exploration – Dr. Sandeep Sharma
2. The Indian Sign Language – William P. Clark

REFERENCES:

- R1: Dr. M. Narayana Rao and Dr. B. G. Barki–Anu’s Current English for Communication (AnuChitra). June 2012.
- R2: General English for competitive examinations by V.Rajagopalan (Mcgraw Hill Education) -2010.

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Students will be able to use finger-spelling for the alphabet and communicate numbers, days of the week, and months effectively.	K2
CO2	Students will be able to sign common words related to food items, family members, clothing, and household objects.	K3
CO3	Students will be able to identify and sign names of animals, birds, fruits, vegetables, and natural elements such as earth and sky.	K3
CO4	Students will be able to sign names of states and cities, and use commonly used terminology related to education and school environments.	K3
CO5	Alphabets (finger-spelling), numbers, days of the week, colors, and expressions for greetings and wishes.	K3

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	2	3	-	3	-	3	-	2
CO2	-	-	-	2	3	-	3	-	3	-	2
CO3	-	-	-	2	3	-	3	-	3	-	2
CO4	-	-	-	2	3	-	3	-	3	-	2
CO5	-	-	-	2	3	-	3	-	3	-	2
AVG	-	-	-	2	3	-	3	-	3	-	2

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 – <i>Once upon a Time</i> E. V. Lucas – <i>Bores</i> 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 – <i>Stopping by Woods on a Snowy Evening</i> Maya Angelou – <i>Still I Rise</i> Listening: Listening and summarizing the poem Speaking: Explaining poetic lines orally Reading: Reading and inferring contextual meaning Writing: Paraphrase of poems						

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Analyze and interpret literary texts across genres.	K4
CO2	Demonstrate effective reading comprehension and information organization.	K3
CO3	Apply accurate language structures in communication.	K3
CO4	Produce clear and well-structured written content.	K3
CO5	Exhibit improved overall communication skills.	K3

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	2	3	-	3	-	3	-	2
CO2	-	-	-	2	3	-	3	-	3	-	2
CO3	-	-	-	2	3	-	3	-	3	-	2
CO4	-	-	-	2	3	-	3	-	3	-	2
CO5	-	-	-	2	3	-	3	-	3	-	2
AVG	-	-	-	2	3	-	3	-	3	-	2

26CDCE21	FINANCIAL ACCOUNTING-II	L	T	P	SL	C
		4	0	0	4	4

COURSE OBJECTIVES						
This course provides students with an understanding of specialized accounting practices for non-profit organizations, hire purchase transactions, and partnership management. It equips students with the ability to handle admission, retirement, and death of partners, as well as dissolution of partnership firms. Students will also gain practical exposure to accounting software, particularly Tally, to efficiently record and manage financial data. The course aims to develop analytical and decision-making skills in accounting applications for both academic and professional contexts.						
UNIT I	ACCOUNTING FOR NON-PROFIT ORGANIZATIONS					12 Hours
Significance of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet, Difference between Profit and Loss Account and Income and Expenditure Account. Preparation of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet						
UNIT II	HIRE PURCHASE ACCOUNTING					12 Hours
Hire purchase – Hire purchase trading account – Debtors System-Stock and debtor system-final accounts system – case studies						
UNIT III	ADMISSION, RETIREMENT AND DEATH OF A PARTNER					12 Hours
Partnership accounts – admission – retirement – death of a partner.						
UNIT IV	DISSOLUTION OF PARTNERSHIP					12 Hours
Dissolution of partnership firm – dissolution accounts – causes of distribution of partnership – types of dissolution – dissolution accounts						
UNIT V	ACCOUNTING SOFTWARE (BASICS OF TALLY)					12 Hours
Basics of accounting software- Features- Creation of Company- Configuration- Creation of						

groups- Ledgers- Inventory- Stock creation- Stock groups- Stock Categories-Units of measure

Total: 60 Hours Self Learning: 60 Hours

TEXT BOOKS:

T1: RL Gupta & VK Gupta, Financial Accounting, Sultan Chand & Sons, 8th Edition, 2023.
T2: P.C. Tulsian & Bharat Tulsian, Financial Accounting, S Chand Publication, 2nd Edition, 2016.

REFERENCES:

R1: M. Hanif & A. Mukherjee, Financial Accounting I, McGraw Hill Education, 4th Edition, 2018.
R2: Prasanna Chandra, Fundamentals of Financial Accounting, McGraw Hill Education, 6th Edition, 2017.
R3: T.S. Reddy & A.Murthy, Financial Accounting, Margham Publications, 2018.

WEB LINKS:

1. [https://www.drnishikantjha.com/booksCollection/Financial%20Accounting%20II%20F YBBI% 202015-16.pdf](https://www.drnishikantjha.com/booksCollection/Financial%20Accounting%20II%20F%20YBBI%202015-16.pdf)
2. <https://nou.edu.ng/coursewarecontent/ACC204.pdf>

NPTEL LINKS:

1. <https://onlinecourses.nptel.ac.in/e>
2. https://onlinecourses.nptel.ac.in/e-learning/preview/noc25_mg121

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Understand the concepts and significance of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet of non-profit organizations.	K2
CO2	Analyze Receipt and Payment Account, Income and Expenditure Account and Balance Sheet from financial data.	K3
CO3	Apply accounting procedures relating to hire-purchase transactions under various accounting systems.	K3
CO4	Analyze partnership accounts relating to admission, retirement, death of a partner and dissolution of accounts	K4

CO5	Demonstrate practical skills in computerized accounting for company, creation ledger and inventory management.	K3
------------	--	----

COURSE ARTICULATION MATRIX

COs / POs- PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	2	2	-	-	-	2	-	3	2	2
CO2	3	3	2	-	-	-	-	2	3	2	2
CO3	2	2	3	-	-	-	-	-	3	2	2
CO4	2	3	3	-	-	-	2	-	3	2	2
CO5	-	-	-	3	2	3	-	-	3	2	2
AVG	2.3	2.5	2.5	3.0	2.0	3.0	2.0	2.0	3	2	2

26CDCE22	BUSINESS LAW	L	T	P	SL	C
		4	0	0	4	4

COURSE OBJECTIVES

This course introduces students to the foundational principles of business law, with a focus on contracts, agency, and the sale of goods. It enables students to understand the essential elements of contracts, legal obligations, and rights of parties involved. The course equips students with practical skills to analyze contract performance, discharge, breach, and remedies, along with agency relationships. Student will also explore statutory provisions under the Sale of Goods Act, enhancing their ability to apply legal knowledge in business contexts.

UNIT I	INTRODUCTION TO BUSINESS LAW AND CONTRACT	12 Hours
Business Law – Meaning and Scope – Sources of Business Law – Indian Contract Act, 1872 – Meaning and Definition of Contract – Essential Elements of a Valid Contract – Classification of Contracts – Offer and Acceptance – Legal rules relating to offer and acceptance – Consideration – Meaning, definition and essentials of valid consideration.		
UNIT II	CAPACITY AND FREE CONSENT	12 Hours
Capacity to Contract – Persons competent to contract – Minor – Nature of minor’s agreements and its effects – Persons of unsound mind – Persons disqualified by law – Free Consent – Meaning and importance – Factors affecting free consent: Coercion, Undue Influence, Fraud, Misrepresentation and Mistake – Legality of Object – Void agreements and illegal agreements.		
UNIT III	PERFORMANCE AND DISCHARGE OF CONTRACT	12 Hours
Performance of Contract – Meaning and types – Tender of performance – Quasi Contracts – Discharge of Contract – Modes of discharge: by performance, agreement, impossibility and breach – Breach ofContract – Remedies for breach of contract		
UNIT IV	CONTRACT OF AGENCY	12 Hours
Contract of Agency – Meaning and nature – Creation of Agency – Types of Agents – Duties and Rights of Agent – Duties and Rights of Principal – Liability of Principal and Agent – Termination of Agency and its effects.		

UNIT V	SALE OF GOODS ACT, 1930	12 Hours
Sale of Goods Act, 1930 – Meaning and Definition of Contract of Sale – Essentials of a contract of sale – Sale and Agreement to Sell – Formation of Contract of Sale – Conditions and Warranties – Doctrine of Caveat Emptor – Transfer of ownership – Rights of unpaid seller.		

Total: 60 Hours Self Learning: 60 Hours

TEXT BOOKS:

1. N.D.Kapoor, "Business Law" Sulthan Chand & Sons, 2018.
2. R.S.Pillai, "Business Law" S.Chand Publishers, 2011.

REFERENCES:

1. SN.Pillai and Bhagavathi, Business Law, S.Chand & Sons.
2. Shukla.MC, Mercantile Law, S.Chand & Sons
3. P.C.Thulsian, Business Law, Tata Megreher.

WEB LINK:

1. <https://drive.google.com/file/d/171HCg9NwfVZoAbHYOxaOAHcHqy7QSTnj/view>
2. <https://drive.google.com/file/d/11U4IufrSMzIHBm7RSOZkYsTpUPbostQH/view>
3. <https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Business-Law.pdf>

NPTEL LINKS:

https://onlinecourses.nptel.ac.in/e-learning/preview/noc23_mg40 COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Understand the nature, scope and essential elements of a valid contract under Indian Contract Act, 1872.	K2
CO2	Analyse the conditions of offer, acceptance, consideration and capacity to contract with case law examples	K4
CO3	Apply provisions of law relating to performance of contract, breach and remedies to solve business problems	K3
CO4	Examine the rights, duties and liabilities of unpaid seller and buyer under Sale of Goods Act, 1930	K4
CO5	Evaluate the provisions of negotiable instruments and differentiate between types of cheques, bills and promissory notes	K4

COURSE ARTICULATION MATRIX

	PO1	PO2	PO3	P O4	PO5	PO6	PO7	PO 8	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	3	-	2	-	-
CO2	-	-	-	2	2	-	2	-	-	2	2
CO3	3	-	2	-	3	-	-	3	-	2	2
CO4	-	-	3	-	-	3	2	-	-	2	2
CO5	-	3	2	-	-	3	-	-	-	2	2
AVG	3	3	2.3	2	2.5	3	2.3	3	2	2	2

26MDCE21	INDIAN ECONOMY	L	T	P	SL	C
		3	0	0	3	3
COURSE OBJECTIVES						
This course provides students with an understanding of the structure, performance, and key issues of the Indian economy. It introduces concepts of economic growth, development, national income, planning, poverty, unemployment, and sectorial trends in agriculture, industry, and services. Students will learn to analyze policies, reforms, and economic indicators to evaluate India’s developmental challenges. The course aims to develop critical thinking and analytical skills to interpret economic data and propose solutions for sustainable growth.						
UNIT I						9 Hours
Economic growth – Concepts, features and indicators - Economic development – Concepts and features -Indicators of Development: GDP, HDI, Per Capita Income - Basic issues in Economic development: poverty, inequality, environment and Growth - Difference between Growth and Development – oncepts and measures of development and underdevelopment.						
UNIT II						9 Hours
Basic features of the Indian Economy – Concepts of National Income - Composition of National Income –Elements National income - Occupational Structure – Demographic features of India – Theories of Population – Classical – Neo Classical -Modern theory.						
UNIT III						9 Hours
Indian Economic Policies – Planning in India: Five-year Plans to NITI Aayog– Economic reforms since 1991 (LPG policy) - Monetary and Fiscal Policy – Inflation in India – Measurement, Types and Causes of Inflation – Phillips Curve.						
UNIT IV						9 Hours
Poverty: Concepts and Measurement – Causes of Poverty and its Consequences - Unemployment – Types of unemployment and its causes – Measures to eradicate poverty and unemployment – okun’s law.						
UNIT V						9 Hours

Sectorial Trends and issues in Indian Economy – Agricultural Sector – Determinants of agricultural productivity – Measures for low agricultural productivity – Challenges in Agriculture Sector - Agmark – Industry and service sector – Growth of Indian industries – performance – Causes for poor performance of PSU's

Total: 45 Hours Self Learning: 45 Hours

REFERENCE

1. Mishra and Puri: Indian Economy – Himalaya Publishing House, 2017
2. IC Dhingra, Indian Economics – Sultan Chand and Sons, 2020
3. Dutt & Sundaram, Indian Economy, S.Chand & Company. 2016
4. A.N.Agarwal: Indian Economy, Problems of Development and Planning, New Age publication, 2014

REFERENCE BOOKS:

1. Jean Dreze and Amartya Sen, Jean Dreze and Amartya Sen,. An Uncertain Glory: India and its Contradictions, Princeton University Press. 2013
2. S.L. Shetty, , —India's Savings Performance since the Advent of Planning, in K.L. Krishna and A.Vaidyanathan, editors, Institutions and Markets in India's Development, 2007

WEBLINKS:

1. <https://www.indiabudget.gov.in/economicsurvey/>
2. <https://nptel.ac.in/courses/109/104/109104184/>
3. <https://nptel.ac.in/courses/109/104/1091>

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Explain the concepts of economic growth, development, and related indicators such as GDP, HDI, and per capita income	K2
CO2	Analyze the features of the Indian economy, including national income, occupational structure, demographics, and population theories	K4
CO3	Apply knowledge of economic policies, planning frameworks, and reforms to assess macroeconomic performance	K3
CO4	Evaluate causes, consequences, and remedies for poverty and unemployment in India	K5
CO5	Examine sectoral trends in agriculture, industry, and services, and assess challenges for economic growth	K4

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	3	-	2	3	-	2	-	2	-	2
CO2	2	3	-	2	3	-	2	-	2	-	2
CO3	2	3	-	2	3	-	2	-	2	2	2
CO4	2	3	-	2	3	-	3	-	2	2	2
CO5	2	3	-	2	3	-	3	-	2	2	2
AVG	2	3	-	2	3	-	2.4	-	2	2	2

26EDCE21	BUSINESS CORRESPONDENCE AND OFFICE MANAGEMENT	L	T	P	SL	C
		3	0	0	3	3

COURSE OBJECTIVES

This course introduces students to the principles and practices of business communication, including writing, oral, and digital communication. It equips students with skills to prepare professional business letters, reports, and presentations while understanding the communication process and barriers. Students will learn to leverage digital tools and emerging technologies to enhance workplace communication. The course aims to develop practical, professional, and corporate communication competencies for employability.

UNIT I	FUNDAMENTALS OF BUSINESS COMMUNICATION	9 Hours
Meaning & concepts of Business correspondence, significance & professional relationships, e-mail correspondence, business letters - Essentials of Business Letters - Structure and Layout of Business Letters - Types of Business Letters : Enquiries and Replies, Orders and Acknowledgments ,Complaints and Adjustments , Sales Letters, Circulars and Notices		
UNIT II	BUSINESS WRITING & CORRESPONDENCE	9 Hours
Meaning and Importance of Communication - Process of Communication - Types of Communication: Verbal and Non-Verbal – Channels & levels of communication - Barriers to Communication and Overcoming Strategies - 7 C's of Effective Communication - role of technology in business communication.		
UNIT III	ORAL COMMUNICATION & PRESENTATION SKILLS	9 Hours
Importance and Characteristics of Reports – qualities of good report- Types of Reports: Formal and Informal - Structure of a Report – preparation of Reports: Progress Reports, Survey Reports, Meeting Minutes. Technical description in business report.		
UNIT IV	EMPLOYABILITY & CORPORATE COMMUNICATION SKILLS	9 Hours
Definition , importance and applications of work study – role of communication in work study – types of communication system in work study – impact of technology on		

communication – Digital communication : internet ,PSTN, intranet & extranet. – elements of communication system.

UNIT V**DIGITAL & EMERGING TRENDS IN COMMUNICATION****9 Hours**

Definition and Scope of Office Management - Principles of Office Organization - Types of Office Layouts - Role of Office Manager- duties & responsibilities of office manager - Office Automation and Technology in Modern Offices - Importance of Records in Office Management - Filing Systems: Traditional and Electronic – Digital platforms : social media & app based formats for day to day office operation – technological advancements in office management.

Total: 45 Hours Self Learning: 45 Hours

TEXTBOOK:

1. Essentials of Business Communication – RajendraPal, J.S.Koralahilli,Sultan Chand & Sons, New Delhi.
2. Business Communication – V.R. Palanivelu & N. Subburaj, Himalaya Publishing House Pvt Ltd, Mumbai.
3. BhatiaR.C.(2005)-Principles of Office Management - Lotus Press-NewDelhi

REFERENCESBOOK:

1. ASHLEY,A–AHand book of Commercial Correspondence,OxfordUniversityPress(2003)
2. GeorgeR Terry(1949)-Office Management and Control
3. Leffing well and Robinson (1975)-Textbook of Office Management –Tata McGraw-Hill

WEB LINKS:

1. [https://mis.alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/UG_B.Com_Commerce%20\(English\)_102%2043%20-%20Office%20Management.pdf](https://mis.alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/UG_B.Com_Commerce%20(English)_102%2043%20-%20Office%20Management.pdf)
2. https://www.hhrc.ac.in/ePortal/Computer%20Science%20&%20Applications/III_BCA_A18UCAN2_OFFICE_MANAGEMENT_DR_S_HARI_GANESH.pdf
3. <https://www.slideshare.net/slideshow/business-organisation-and->

fficemanagement/10678313

4. [http://www.uprtou.ac.in/other_pdf/AOCOM-01%20\(296\)%20English%20OK.pdf](http://www.uprtou.ac.in/other_pdf/AOCOM-01%20(296)%20English%20OK.pdf)

NPTEL LINKS:

1. https://onlinecourses.swayam2.ac.in/nou26_cm08/preview

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Prepare and structure professional business correspondence, including letters, emails, circulars, and notices	K1
CO2	Demonstrate effective written communication by applying principles, channels, and strategies to overcome barriers	K2
CO3	Compile and present reports using formal and informal structures, ensuring clarity and technical accuracy	K3
CO4	Apply corporate communication skills in employability contexts, incorporating digital tools and work-study principles	K5
CO5	Evaluate modern office communication technologies, digital platforms, and emerging trends for efficient office management	K5

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	2	3	-	3	-	3	-	2
CO2	-	-	-	2	3	-	3	-	3	-	2
CO3	-	-	-	2	3	-	3	-	3	-	2
CO4	-	-	-	2	3	-	3	-	3	-	2
CO5	-	-	-	2	3	-	3	-	3	-	2
AVG	-	-	-	2	3	-	3	-	3	-	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 AT MULTIPLE LEVELS					5Hours
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, selfregulation 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****TEXT BOOKS:**

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

REFERENCE BOOKS:

1. A. Nagaraj, Jeevan Vidya Prakashan, Amar Kantak. Jeevan Vidya: Ek Parichaya . (1999).
2. Rakesh Gupta. (2008). Jeevan Vidya: An Introduction (Introductory Book to Madhyasth Darshan-Coexistentialism). English Version.
3. A. N. Tripathi. (2004). Human Values. First Edition. New Age International Publishers, New Delhi

COURSE OUTCOMES

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

COURSE OUTCOMES	DESCRIPTION	KNOWLEDGE LEVEL
CO1	Develop qualities like responsibility and the ability to handle problems with s sustainable solutions.	K3
CO2	Appraise human values and the harmony at various levels.	K3
CO3	Perceive a better critical ability.	K3
CO4	Develop qualities pertaining to value-based living.	K3
CO5	Apply what they have learnt to their own self in real life settings.	K3

COURSE ARTICULATION MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO₃
CO1	-	-	-	-	3	-	2	2	-	-	3
CO2	-	-	-	-	3	-	2	2	-	-	3
CO3	-	-	-	-	2	-	2	3	-	-	3
CO4	-	-	-	-	3	-	2	3	-	-	3
CO5	-	-	-	-	3	-	2	2	-	-	3
AVG	-	-	-	-	2.8	-	2.0	2.4	-	-	3