

VELS

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERIYAPALAYAM, THIRUVANMIYUR - CHENNAI



UNDERGRADUATE DEGREE PROGRAMME

Bachelor of Business Administration

Three Years

Bachelor of Business Administration (Hons)

Four Years

CURRICULUM & SYLLABUS

REGULATIONS 2026

Effective from the Academic Year

2026 -2027

Department of Business Administration
SCHOOL OF MANAGEMENT STUDIES







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.

Website link : https://vistas.ac.in/vision-mission/



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.

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.







ACADEMIC REGULATIONS 2026

(For All Undergraduate Arts and Science Programmes)

(Applicable to candidates admitted from the Academic Year 2026–2027 onwards)

UG REGULATION 2024

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)

UNDER GRADUATE PROGRAMMES- ACADEMIC REGULATIONS 2026

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VISION AND MISSION OF THE INSTITUTION

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

- Effectively imparting knowledge and inculcating innovative thinking..
- Facilitating skill enhancement through add on courses and hands on training.
- Doing original, socially relevant, high quality research.
- Instilling the spirit of integrity, equity, professional ethics and social harmony.

UNDER GRADUATE PROGRAMMES (UGC & AICTE)

Background / Preamble

These regulations are applicable to students admitted from the Academic Year 2026–2027 onwards. In line with the evolving global educational landscape, the curriculum framework emphasizes a learner-centric approach that promotes flexibility, multidisciplinary learning, skill development, and holistic education.The University Grants Commission (UGC) recommended Choice Based Credit System (CBCS) enables students to pursue core, elective, and interdisciplinary courses for enhanced academic and professional growth. Further, the Learning Outcome-based Curriculum Framework (LOCF) ensures outcome-oriented education with clearly defined Programme Outcomes, employability skills, research orientation, and opportunities for higher education.

In alignment with the National Education Policy (NEP) 2020, the National Credit Framework (NCrF) has also been incorporated to facilitate academic flexibility, multiple entry and exit options, credit transfer, skill integration, experiential learning, and lifelong learning opportunities.Accordingly, Vels Institute of Science, Technology and Advanced Studies has adopted CBCS, LOCF, and NCrF frameworks for all programmes with effect from the Academic Year 2020–2021 onwards.

Preliminary Definitions and Nomenclature

In this regulations

"Degree" means that academic award conferred upon a student on successful completion of a three-year programme designed to achieve the defined attributes. It is referred as Under-Graduate (UG) Degree, that is, for example, "Bachelor of Science" also known as "B.Sc. Degree / B.Sc. Degree with Hons".

"Programme" means cohesive arrangement of courses, co-curricular and extracurricular activities to accomplish predetermined objectives leading to the awarding of a degree.

"Discipline" refers to the specialization or branch of Bachelor's Degree programme like B.C.A. (Hons.) Data Science , B.Com. (Hons.) Accounts and Finance, B.A. (Hons.) English etc.

"Course" refers to theory or laboratory subjects like Engineering Physics, Computer Programming etc.

"Registrar" refers to the authority of the Institution who is responsible for all academic activities of the Departments for implementation of relevant rules and regulations.

"Controller of Examinations" refers to the authority of the Institution who is responsible for all activities related to examinations.

"Institution" means Vels Institute of Science, Technology & Advanced Studies.

1. ADMISSION

1.1. Duration of the Programme

B.A. (Hons.) / B.Com. (Hons.) / B.Sc. (Hons.) Programme/ B.B.A. (Hons.) Undergraduate degree programs of 4-year duration, with 3rd year exit option and reentry options within this period, with appropriate certifications such as:

A bachelor's degree with 3-year (6 semesters) Programme of study,

A bachelor's degree with honours after a 4-year (eight semesters) programme of study or a bachelor's degree with research after a 4-year (eight semesters) programme of study if the student completes a rigorous research project in their major area(s) of study.

1.2 Eligibility for Admission

The minimum qualification for admission to Undergraduate degree Programme shall be: A pass in the 10+2 (Higher Secondary) examination of any authority, recognized by VISTAS.Notwithstanding the above, the actual admissions will be based on the rules and regulations of the UGC/Competent authorities.

1.3 Admission Authority

In the matter of admission to the Undergraduate Programme the decision of the Admission Committee is final.

2. PROGRAMME OFFERED

A candidate may be offered a programme in any one of the branches of study approved by the Institution.

3. STRUCTURE OF PROGRAMMES

3.1 CURRICULUM & SYLLABI

Every department has a prescribed Programme structure which, in general terms, is known as the Curriculum. It prescribes all the courses / laboratories / other requirements for the degree and sets out a typical sequence of study semester-wise. The curriculum is structured as a 6-semester (8 semester for Hons) study, in such a manner a student who completes the Programme successfully would have a holistic knowledge encompassing Science, Humanities, Technology. It follows the Outcome Based Education (OBE) with well defined:

COURSE CATEGORY	DESCRIPTION
Basic Science Course (BSC)	Mathematics, Physics, Chemistry, Biology, etc.
Professional Core Course (PCC)	Core courses relevant to the chos specialization/branch.
Professional Elective Cours (PEC)	Courses of secondary interest (e.g., Cyber Securiy Management, or even Performing Arts).
Multi-disciplinary Core Course (MDC)	Courses on sciences, humanities, or social sciences.
Multi-disciplinary Elective Course (MDE)	Courses from other branches which a student c choose from the list specified in the curriculum of t students B. Tech. Programmes.
Skill Enhancement Course (SEC)	Courses on hands-on technical skills, employability skills, soft skills, and life skills.
Ability Enhancement Cours (AEC)	Courses on language proficiency and communicate skills.
Value-Added Courses (VAC)	Courses on Indian Knowledge Systems (IK environmental education, and constitutional values.
Summer Internship (SI)	Mandatory practical exposure in industry
Project Report and Dissertation (PRD)	Courses on Mini project, Project Phase I and II

3.2 COURSE COMPONENTS

Each course includes one or more of the following components,

- **Lecture:** Structured classroom teaching focused on theoretical concepts and subject knowledge delivery.
- **Tutorial:** Interactive learning session intended for discussion, problem-solving, clarification, and guided practice.
- **Practical:** Hands-on learning activity designed to apply theoretical knowledge through experiments, demonstrations, or fieldwork.
- **Self-Learning:** Independent learning undertaken by students through reading, online resources, assignments, projects, and self-paced study activities.

3.3 PERSONALITY AND CHARACTER DEVELOPMENT

All students will undergo structured professional development courses designed to enhance communication, aptitude, soft skills, leadership, and professional competencies of students from the 3rd to 6th semester, with one course offered in each semester. The courses shall focus on improving confidence, interpersonal skills, teamwork, problem-solving ability, and career readiness.

All students shall enroll, on admission, in any one of the personality and character development programmes (NCC/NSS/NSO/YRC) and undergo training for about 80 hours and attend a camp of about seven days. The training shall include classes on hygiene and health awareness and also training in first-aid.

National Service Scheme (NSS) will have social service activities in and around the Institution.

National Sports Organization (NSO) will have sports, Games, Drills and Physical exercises.

While the training activities will normally be during weekends, the camp will normally be during vacation period.

3.4 CREDIT DISTRIBUTION

Each course is assigned certain number of credits based on the following:

Learning Component	Credit Calculation Basis
Lecture (L)	1 hour of teaching per week = **1 Credit**
Tutorial (T)	1 hour of Interactive learning session per week = **1 Credit**
Practical/Lab (P)	2 hours of lab work per week = **1 Credit**

3.5 INDUSTRIAL TRAINING / INTERNSHIP

The students may undergo Industrial training for a period as specified in the Curriculum during summer / winter vacation. In this case the training has to be undergone continuously for the entire period.The students may undergo Internship at Research organization / University (after due approval from the Department) for the period prescribed in the curriculum during summer / winter vacation, in lieu of Industrial training.

3.6 INDUSTRIAL VISIT

Every student is required to go for at least one Industrial Visit every year starting from the second year of the programme. The Heads of Departments shall ensure that necessary arrangements are made in this regard.

3.7 MEDIUM OF INSTRUCTION medium of instruction is English for all courses, examinations, seminar presentations and project / thesis / dissertation reports.

3.8 MASSIVE OPEN ONLINE COURSES (MOOCS)

Students opting for an online course shall be required to register for the MOOCs through SWAYAM-NPTEL with the guidance of SPOC/Mentors.

- Credit transfer policy will be applicable to –
  - All UG and PG programmes offered by the Institution.
  - All PCC/PEC/BSC/MDC/MDE/VAC courses offered by the corresponding program.
- Students should have successfully completed the course and received the Marksheet from SWAYAM to opt for credit transfer. They shall apply to the office of the COE in their ERP.
- VISTAS shall award the credit of the equivalent core and elective course in the curriculum as credit for the courses completed via SWAYAM/ NPTEL platforms.
- VISTAS shall give the equivalent grade to the students for the credits earned through online learning courses through SWAYAM platform.
- Credits earned through MOOCs will be incorporated in the mark sheet /final mark sheet issued to the student by the Controller of Examination
- Students who have qualified in the examination conducted by the SWAYAM and opting for Credit Transfer shall be exempted from appearing in Continuous and Semester End examinations for the equivalent course.

- VISTAS also permit students to undergo the same courses and appear for Continuous and Semester End Examinations at VISTAS if they desire to do so for a better performance.

SWAYAM Range of Marks	SWAYAM NPTEL Types of Certificate	Proposed Equivalent Grade Points (VISTAS)	Proposed Letter Grade (VISTAS)	Proposed Description (VISTAS)
90-100	Elite + Gold	10	O	**Outstanding**
75-89	Elite + Silver	9	A+	**Excellent**
60-74	Elite	8	A	**Very Good**
40-59	**Successfully Completed**	**7**	**B+**	**Good**

3.9 HONORS & MINOR DEGREE

- **Honors:** An additional specialization within the same department earned by completing 18–20 extra credits in an emerging, multidisciplinary, or region-specific area.
- **Minor:** An additional specialization from another department earned by completing 18–20 extra credits alongside the primary degree programme.
- Students fulfilling the prescribed eligibility criteria may choose to pursue either an Honors Programme or a Minor Degree
- The Department shall offer Honors or Minor programmes irrespective of the number of students enrolled.
- If a student discontinues Honours:
  - The completed additional courses may be considered in place of Professional Electives.
  - Courses with higher grades will be considered for CGPA calculation.
  - The other completed courses will appear in the grade sheet but will not be accounted for CGPA calculation.

- Failed courses or courses with shortage of attendance will not appear in the grade sheet or CGPA calculation.

- If a student discontinues Minor:
  - The completed additional courses may be considered in place of Open Electives.
  - Courses with higher grades will be considered for CGPA calculation.

- The other completed courses will appear in the grade sheet but will not be accounted for CGPA calculation.
- Failed courses or courses with shortage of attendance will not appear in the grade sheet or CGPA calculation.

- Students must register for honors or minor degrees separately for these additional courses and pay the prescribed tuition and examination fees.

3.10 SEMESTER ABROAD AND TWINNING PROGRAMMES

Students may undergo a Semester Abroad / Twinning Programme at approved foreign universities or Institutions having academic collaboration with the Institution. The maximum duration permitted for a Semester Abroad Programme shall be six months, while the maximum duration permitted for a Twinning Programme shall be one year. A maximum of 30% of the total credits prescribed for the degree programme may be earned through the Semester Abroad / Twinning Programme.

Courses and credits completed at the host institution shall be approved by the Department and may be transferred to the parent programme as per the norms of the Institution. Students shall comply with the academic and disciplinary regulations of both the parent institution and the host institution during the programme period.

3.11 DUAL DEGREE

The programme shall be offered only through institutions having a valid academic collaboration or Memorandum of Understanding (MoU) with the parent institution.

Students opting for a Dual Degree Programme shall fulfill the eligibility criteria and

academic requirements prescribed by both participating institutions. The duration, course structure, credit transfer, and degree requirements shall be governed by the regulations approved by the respective institutions. Students shall comply with the academic, disciplinary, and administrative rules of both institutions throughout the period of study. Students should earn at least 30% of the total credits prescribed for the degree programme from the Indian Institution.

The award of the dual degree shall be subject to the successful completion of all prescribed credits, project requirements, and assessment criteria of both programmes.

3.12 JOINT DEGREE

The Institution may offer Joint Degree Programmes in collaboration with recognized national or international institutions having a valid academic collaboration agreement or Memorandum of Understanding (MoU).The curriculum, duration of study, credit requirements, and evaluation pattern for the Joint Degree Programme shall be jointly approved by the participating institutions in accordance with the applicable regulatory norms. Students admitted to the Joint

3.13 SEMESTER ABROAD AND TWINNING PROGRAMMES

Students may undergo a Semester Abroad / Twinning Programme at approved foreign universities or Institutions having academic collaboration with the Institution. The maximum duration permitted for a Semester Abroad Programme shall be six months, while the maximum duration permitted for a Twinning Programme shall be one year. A maximum of 30% of the total credits prescribed for the degree programme may be earned through the Semester Abroad / Twinning Programme.

Courses and credits completed at the host institution shall be approved by the Department and may be transferred to the parent programme as per the norms of the Institution. Students shall comply with the academic and disciplinary regulations of both the parent institution and the host institution during the programme period.

3.14 TWO ACADEMIC PROGRAMMES

A student may be permitted to pursue two academic programmes simultaneously, subject to the regulations and approval of the Institution where one of the two programmes may be pursued in online, open and distance learning, or hybrid mode, as permitted by the applicable regulatory norms.

The student shall satisfy the eligibility, attendance, academic, and examination requirements prescribed for both programmes independently. Credits earned in one programme shall not be transferred to the other programme unless specifically approved by the Institution.

The award of degrees shall be based on the successful completion of all requirements prescribed for the respective programmes.

3.15 TRANSFER OF CREDITS FROM OTHER INSTITUTION

Students may be permitted to transfer credits earned from recognized Indian or Foreign Higher Educational Institutions, subject to the norms, conditions, and credit limits prescribed by the UGC.

- Twinning Programme: Credits earned from the Foreign Higher Educational Institution shall not exceed 30% of the total credits of the programme.
- Joint Degree Programme: Students must earn at least 30% of the total credits from each of the Indian and Foreign Higher Educational Institutions.
- Dual Degree Programme: Students must earn at least 30% of the total credits from the Indian institution.

3.16 ADVANCED AND DIFFERENTIAL LEARNERS

Students securing a CGPA above 8.0 shall be identified as Advanced Learners and may be permitted to register for a maximum of three additional courses per semester along with flexible attendance provisions from the second year onwards.

Students requiring additional academic support shall be identified as Differential Learners and may be provided with bridge courses, remedial classes, mentoring, and

other academic assistance measures

4. DURATION OF THE PROGRAMME

4.1 A student is expected to complete the B.Tech. Programme in 8 semesters (four academic years) but in any case, not more than 14 Semesters.

4.2 To support lifelong learning, the curriculum follows multiple entry multiple exit pathways as described below,

Pathway/Stage	**Qualification Awarded**	**Additional requirement Re-Entry & Val idity**	
Exit after Year 1	**Undergraduate (UG) Certificate**	Completion of a minimum of 40 credits followed by an additional **4-credit skill-based exit module** during the summer.	Credits earned are stored in the **Academic Bank of Credits (ABC)** and are typically valid for **7 years**.
Exit after Year 2	**Undergraduate (UG) Diploma**	Completion of a minimum of 80 credits followed by an additional **4-credit skill-based exit module**.	Students can return to the ecosystem to progress to the next level within the valid period.
Exit after Year 3	**B.Voc. degree**	Completion of a minimum of 120 credits followed by an additional **4-credit skill-based exit module**.	Students can return to the ecosystem to progress to the next level within the valid period.
Re-entry	**N/A (Vertical Mobility)**	Redemption of accumulated credits stored against the student's **APAAR ID** in the ABC.	Re-entry after the 7-year validity period requires **re-validation** of prior learning outcomes through fresh assessment.

ach semester shall normally consist of 90 wo

4.3 Each semester shall normally consist of 90 working days or 450 periods.The Head of the Department shall ensure that every teacher imparts instruction as per the number of periods / hours specified in the syllabus and that the teacher teaches the full content of the specified syllabus for the course being taught.

4.4 The total period for completion of the programme reckoned from the commencement of the first semester to which the candidate was admitted shall not exceed the maximum period specified in clause 5.1 irrespective of the period of break of study (vide clause 19.3) in order that he/she may be eligible for the award of the degree (vide clause 16)

5. ATTENDANCE REQUIREMENTS

5.1 Students are expected to attend all classes regularly and maintain a minimum attendance of 75% in each course.

5.2 It is the responsibility of every student to monitor their attendance percentage in each course and ensure compliance with the attendance regulations prescribed by VISTAS. Any discrepancy in attendance records should be immediately brought to the notice of the concerned faculty member for necessary correction.

5.3 Attendance relaxation up to 10% may be considered for valid reasons such as medical emergencies, on-duty assignments, extracurricular or extramural activities, permitted academic assignments, job interviews, inter-university sports meets, competitions, and other unforeseen emergencies.

5.4 Students who do not maintain the minimum attendance requirement of 75% in any course will not be permitted to appear for the End Semester Examination for that course.

5.5 The registration for such course(s) will be treated as cancelled, and the student will be awarded an 'I' Grade ('I' indicates Incomplete / Registration cancelled due to shortage of attendance). This grade will remain in the grade sheet until the course is successfully completed.

5.6 Students who fail to maintain the minimum attendance requirement of 75% in one or two courses may be permitted to attend additional classes on payment of the prescribed fee, and shall be allowed to appear for the End Semester Examination upon securing full attendance and satisfactory performance in such classes, as recommended by the course instructor and approved by the Institution.

5.7 A candidate who secures overall attendance between 65% and 74% in that current semester due to medical reasons (prolonged hospitalization / accident / specific illness / Participation in Sports events) may be permitted to appear for the current semester examinations subject to the condition that the candidate shall submit the medical certificate attested by the Dean of the School.

5.8 Candidates who secure less than 65% of overall attendance shall not be permitted to write the examination at the end of the semester and permitted to move to the next semester. They are required to repeat the incomplete semester in the next academic year, as per the norms prescribed.

5.9 Students from the second year onwards securing a CGPA of 8.0 and above may be granted flexible attendance, subject to the approval of the Institution, to pursue approved academic, research, internship, innovation, or entrepreneurial activities.

6. CLASS ADVISER AND MENTORS

To help the students in planning their courses of study and for general advice on the academic programme, the Head of the Department of the students will attach a certain number of students to a teacher of the Department who shall function as Class Adviser for those students throughout their period of study. Such Class Advisers shall advise the students and monitor the courses undergone by the students, check the attendance and progress of the students attached to him/her and counsel them periodically. If necessary, the Class adviser may also discuss with or inform the parents about the progress of the students.

Every student will also be allotted a mentor from the faculty of the department to guide him/her personally. The mentors will work in close association with the Class advisor to understand the progress of the students and provide the needed guidance.

7. COURSE COMMITTEE

Each common theory course offered to more than one discipline or class of students shall have a "Course Committee" comprising all the teachers teaching the common course with one of them nominated as Course Coordinator.

The nomination of the course coordinator shall be made by the Head of the Department / Dean depending upon whether all the teachers teaching the common course belong to a single department or to several departments.

The 'Course committee' shall meet in order to arrive at a common scheme of evaluation for the assessments and shall ensure a uniform evaluation.

8. CLASS COMMITTEE

8.1 A Class Committee (CCM) shall be constituted for every class/semester consisting of the HoD, Chairperson, faculty members, and student representatives.

8.2 Each department shall nominate a faculty member as the Class Committee Coordinator to monitor and organize the meetings.

8.3 The Chairperson shall be nominated by the HoD and CCM Coordinator on a rotational basis.

8.4 Student representatives shall be selected based on academic performance, discipline, attendance, and participation in co-curricular/extracurricular activities, ensuring fair representation of all student categories.

8.5 Class Committee Meetings shall be conducted periodically, preferably before every assessment examination, as per the academic schedule.

8.6 The committee shall review syllabus coverage, teaching–learning processes, assessment methods, student performance, attendance, and discipline.

8.7 Student feedback regarding courses, faculty, infrastructure, placement training, and other academic/non-academic matters shall be discussed for continuous improvement.

8.8 Remedial actions, corrective measures, and follow-up plans for academic and student-related issues shall be identified and implemented.

8.9 Minutes of the meeting, including discussions, decisions, and action taken reports, shall be properly documented and maintained in both soft and hard copies.

8.10 The Class Committee shall function as a quality enhancement mechanism to improve academic performance, student support, and the overall teaching–learning environment.

9. SYSTEM OF EXAMINATION

9.1 Performance in each course of study shall be evaluated based on (i) continuous assessment throughout the semester and (ii) End Semester Examinations at the end of the semester.

9.2 Each course, both theory and practical (including project work & Viva voce Examinations) shall be evaluated for a maximum of 100 marks.

9.3 For all theory and practical courses including project work, the continuous assessment will carry 40 marks while the End Semester examination will carry 60 marks. 10.4 Project work may be allotted to a single student or to a group of studbents not exceeding 4 per group.

9.5 For theory cum practical courses, the practical component will be evaluated during the continuous assessments. End Semester examination will be similar to theory courses for 60 marks

9.6 The end semester examination (theory and practical) of 3 hours duration shall ordinarily be conducted between November and December during the odd semesters and between April and May during the even semesters.

9.7 The end semester examination for project work shall consist of evaluation of the final report submitted by the student or students of the project group (of not exceeding 4 students) by an external examiner followed by a viva-voce examination conducted separately for each student by a committee consisting of the external examiner, the guide of the project group and an internal examiner.

9.8 For the end semester examination in both theory and practical courses including project work the internal and external examiners shall be appointed by the Controller of Examinations.

10. PROCEDURE FOR AWARDING MARKS FOR INTERNAL ASSESSMENT

10.1 ***Theory Courses***

The distribution of **internal** assessment marks for theory courses shall be as follows:

1	**Two Continuous Internal Assessment (CIA)** **Class Tests**	**(2 x 5)**	**20***
2	**Model Examination**	**(1 x 5)**	**15**
3	**Assignments / Class Seminar**	**(1 x5)**	**05**
Total			**40**

10.2 Practical Courses

Every practical exercise / experiment shall be evaluated based on the exercise / experiment prescribed as per the syllabi and the records of work done maintained. There shall be at least one test during the semester. The criteria for arriving at the continuous assessment marks (40 marks) shall be decided based on the recommendation of the department advisory committee and shall be announced at the beginning of every semester by the Head of the Department.

10.3 Project Work:

10.3.1 The allotment of guides for eligible UG students must be done before the semester starts. All students are required to do Projects in Reputed Industry / Laboratory to promote academic industrial interaction and to provide professional expertise in selected fields of interest. Under this program, projects are formulated and implemented jointly by specialists from the industries and faculty members of the institute.

10.3.2 The Dean shall constitute a review committee for each branch of study. There shall be three reviews (each 100 Marks) during the semester by the review committee. The student shall make a presentation on the progress made by him / her before the committee. The criteria for scoring shall be decided based on the rubrics approved by the department advisory committee.

10.3.3 If a candidate fails to submit the project report on or before the specified deadline, he / she is deemed to have failed in the Project Work and shall re-register for the same in a subsequent semester.

10.3.4 Students who are entrepreneurs with registered startups may be permitted to undertake startup-

based innovation activities in lieu of the final year project, subject to approval by the Institution.

10.4 Noncredit Courses/ Seminars/Internships/Industrial Training

10.4.1 The seminar is to be considered as purely INTERNAL (with 100% internal marks only). Every student is expected to present a minimum of 2 seminars per semester before the evaluation committee and for each seminar, marks can be equally apportioned. The three member committee appointed by Head of the Institution will evaluate the seminar and at the end of the semester the marks can be consolidated and taken as the final mark. The evaluation shall be based on the seminar paper (40%), presentation (40%) and response to the questions asked during presentation (20%).

10.4.2 The Industrial / Practical Training, Summer Project, Internship, shall carry 100 marks and shall be evaluated through internal assessment only. At the end of Industrial / Practical training / internship / Summer Project, the candidate shall submit a certificate from the organization where he / she has undergone training and a brief report. The evaluation will be made based on this report and a Viva- Voce Examination, conducted internally by a three-member Departmental Committee constituted by the Head of the Institution.

11. REQUIREMENTS FOR APPEARING FOR END SEMESTER EXAMINATIONS

A candidate shall be permitted to appear for the End Semester Examinations of any semester commencing from I semester if he/she has satisfied the semester completion requirements (subject to Clause 6) and has registered for examination in all courses of the semester. Registration is mandatory for semester examinations as well as arrear examinations, failing which the candidate will not be permitted to move to the higher semester. A candidate who has already appeared for any subject in a semester and passed the examination is not entitled to reappear in the same subject for improvement of grades / marks.

12. PASSING REQUIREMENTS

12.1 A candidate who secures not less than 40% of total marks prescribed for the end semester Examination in both theory and practical courses (including Project work), shall be declared to have passed the Examination.

12.2 If a candidate fails to secure a pass in a particular course, it is mandatory that he/she shall register and reappear for the examination in that course during the subsequent semester when examination is conducted in that course; he/she should continue to register and reappear for the examinations in the failed subjects till he / she secures a pass.

12.3 The continuous assessment marks obtained by the candidate in the first appearance shall be

retained and considered valid for all subsequent attempts till the candidate secure a pass.

13. AWARD OF LETTER GRADES

13.1 Grade Conversion Table

The performance of students in each course shall be indicated by Letter Grades and Grade Points based on the range of marks secured, as prescribed in the Grade Conversion Table approved by the Institution.

Range of Marks	Grade Points	Letter Points	Description
90 – 100	10	O	Outstanding
82 – 89	9	A+	Excellent
75 – 81	8	A	Very Good
67 – 74	7	B+	Good
60 – 66	6	B	Above Average
50 – 59	5	C	Average
40 – 49	4	D	Minimum for Pass
00 – 39	0	RA	Reappear
		AA	Absent

13.2 Calculation of GPA and CGPA

The Grade Point Average (GPA) for the semester GRADE POINT AVERAGE [GPA] is

Calculated as follows, $A = \sum(C \times GP) \ / \sum(C)$

The Cumulative Grade Point Average (CGPA) is calculated as follows,

$$CGPA = \frac{\sum_{i=1}^{n}\left(C_i \times GP_i\right)}{\sum_{i=1}^{n} C_i}$$

where, n - Number of subjects.
C - Credit for the academic courses successfully completed.
GP - Grade point for the academic courses successfully completed.

14. REVALUATION / PHOTOCOPY / REVIEW

14.1 A candidate can apply for revaluation of his/her semester examination answer paper in a theory course, within 2 weeks from the declaration of results, on payment of a prescribed fee through proper application to the Controller of Examinations through the Dean of the School. A candidate can apply for revaluation of answer scripts for not exceeding 5 subjects at a time. The Controller of Examination will arrange for the revaluation and the results will be intimated to the candidate concerned through the Dean of the School. Revaluation is not permitted for practical courses, seminars, practical training and for project work.

14.2 A candidate can apply for photocopy of his/her semester examination answer paper in a theory course, within 2 weeks from the declaration of results, on payment of a prescribed fee through proper application to the Controller of Examinations through the Head of Department. The answer script is to be valued and justified by a faculty member, who handled the subject and recommend for revaluation with breakup of marks for each question. Based on the recommendation, the candidate can register for the revaluation through proper application to the Controller of Examinations. The Controller of Examinations will arrange for the revaluation and the results will be intimated to the candidate concerned through the Head of the Department. Revaluation is not permitted for practical courses and for project work.

14.3 A candidate can apply for revaluation of answer scripts for not exceeding 5 subjects at a time.

14.4 Candidates not satisfied with Revaluation can apply for Review of his/ her examination answer paper in a theory course, within the prescribed date on payment of a prescribed fee through proper application to Controller of Examination through the Head of the Department. Candidates applying for Revaluation only are eligible to apply for Review.

15. ELIGIBILITY FOR THE AWARD OF THE DEGREE

A student shall be declared to be eligible for the award of the Degree if he/she has,

- Successfully gained the required number of total credits as specified in the Curriculum corresponding to his/her Programme within the stipulated time.
- No disciplinary action is pending against him/her.
- Successfully completed the field visit / industrial training, if any, as prescribed in the curriculum.
- The award of the degree must be approved by the Executive Council.

16. CLASSIFICATION OF THE DEGREE AWARDED`

16.1 A candidate who qualifies for the award of the degree having passed the examination in all the courses in his / her first appearance within the specified minimum number of semesters securing a CGPA of not less than 7.5 shall be declared to have passed the examination in First class with Distinction. For the purpose the withdrawal from examination will not be construed as an appearance. Further, the authorized break of study will not be counted for the purpose of classification.

16.2 A candidate who qualifies for the award of the degree having passed the examination in all the courses in his / her first appearance within the specified minimum number of semesters plus one year (two semesters), securing a CGPA of not less than 6.50 shall be declared to have passed the examination in First class. Further, the authorized break of study will not be counted for the purpose of classification.

16.3 All other candidates who qualify for the award of the degree shall be declared to have passed the examination in Second Class.

17. PROVISION FOR WITHDRAWAL FROM END-SEMESTER EXAMINATION

17.1 A candidate who qualifies for the award of the degree having passed the examination in all the courses in his / her first appearance within the specified minimum number of semesters securing a CGPA of not less than 7.5 shall be declared to have passed the examination in First class with Distinction. For the purpose the withdrawal from examination will not be construed as an appearance. Further, the authorized break of study will not be counted for the purpose of classification.

17.2 A candidate who qualifies for the award of the degree having passed the examination in all the courses in his / her first appearance within the specified minimum number of semesters plus one year (two semesters), securing a CGPA of not less than 6.50 shall be declared to have passed the examination in First class. Further, the authorized break of study will not be counted for the purpose of classification.

17.3 All other candidates who qualify for the award of the degree shall be declared to have passed the examination in Second Class.

17.4 Students who have been admitted from other Universities under Inter University Transfer are not eligible for Classification.

18. PROVISION FOR AUTHORISED BREAK OF STUDY

18.1 Break of Study shall be granted only once for valid reasons for a maximum of one year during the entire period of study of the degree programme. However, in extraordinary situation the candidate may apply for additional break of study not exceeding another one year by paying prescribed fee for break of study. If a candidate intends to temporarily discontinue the programme in the middle of the semester for valid reasons, and to rejoin the programme in a subsequent year, permission may be granted based on the merits of the case provided he / she applies to the Registrar in advance, but not later than the last date for registering for the end semester examination of the semester in question, through the Dean of the School stating the reasons therefor and the probable date of rejoining the programme.

18.2 The candidate permitted to rejoin the Programme after the break shall be governed by the Curriculum and Regulations in force at the time of rejoining. If the Regulations is changed, then, those candidates may have to do additional courses as prescribed by the Dean, School of Engineering.

18.3 The authorized break of study (for a maximum of one year) will not be counted for the duration specified for passing all the courses for the purpose of classification. (Vide Clause 14). However, additional break of study granted will be counted for the purpose of classification.

18.4 The total period for completion of the Programme reckoned from, the commencement of the first semester to which the candidate was admitted shall not exceed the maximum period specified in clause 5.1 irrespective of the period of break of study (vide clause 19.3) in order that he/she may be eligible for the award of the degree.

18.5 If any student is detained for want of required attendance, the period spent in that semester shall not be considered as permitted 'Break of Study' (Clause 19.3) is not applicable for this case.

19. DISCIPLINE

Every student is required to observe disciplined and decorous behavior both inside and outside the Institution and not to indulge in any inappropriate or unethical activity. The Registrar shall constitute a disciplinary committee consisting of Dean, Two Heads of Department of which one should be from the faculty of the student, to enquire into acts of indiscipline and notify the Institution about the disciplinary action recommended for approval. In case of any serious disciplinary action which leads to suspension or dismissal, then a committee shall be constituted by the Institution. In this regard, the member will be nominated by Institution on getting information from the Head of School.

If a student indulges in malpractice in any of the end semester / internal examination he / she shall be liable for punitive action as prescribed by the Institution from time to time.

20. REVISION OF REGULATION AND CURRICULUM

The Institution may from time-to-time revise, amend or change the Regulations, Curriculum, Syllabus and scheme of examinations through the Academic Council with the approval of the Board of Studies.

ABBREVIATIONS

PCC	Programme Core Course
AEC	Ability Enhancement Course
PEC	Professional Elective Courses
IDC	Interdisciplinary / Minor Course
MDE	Multidisciplinary Elective
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 (Hons) Four Years

	Bachelor of Business Administration (Hons) Minimum Credits to be earned :176 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	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
PCC	26CBBA13	Business Statistics and Logic	4	0	0	4	4	40	60	100
VAC	26DAEC11	Indian Knowledge System	2	0	0	2	2	40	60	100
AEC	26AECS11	Communication Skills	0	0	4	0	2	40	60	100
VAC	26DAEC12	Environmental Studies and Sustainability	0	0	4	2	2	40	60	100
Total			22	-	4	22	24	-	-	-

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	Tamil II / Hindi II / French II/ Indian Sign Language (Advance)	3	0	0	3	3	40	60	100
AEC	26ENG21	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	26MBBA21	Indian System of Health and Wellness	3	0	0	3	3	40	60	100
VAC	26DAEC21	Universal Human Values	1	0	0	1	1	40	60	100
Total			**22**	**-**	**-**	**22**	**22**	**-**	**-**	**-**

- 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	26CBBA31	Cost and Management Accounting	3	1	0	4	4	40	60	100
PCC	26CBBA32	Legal and Ethical Issues in Business	4	0	0	4	4	40	60	100
PCC	26CBBA33	Human Resource Management	4	0	0	4	4	40	60	100
MDE	26MBBA31	Media Literacy and Critical Thinking	2	0	0	2	2	40	60	100
PEC	26DBBA11	Investment Analysis and Portfolio Management	4	0	0	4	4	40	60	100
	26DBBA12	Financial Analytics	4	0	0	4	4	40	60	100
VAC	26DAEC31	Yoga/ Sports/ NCC/NSS/ Disaster Management	0	0	4		2	-	100	100
SEC	26SBBA31	Professional Development I	2	0	0	2	2	40	60	100
Total			**19**	**1**	**4**	**20**	**22**	**-**	**-**	**-**

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	26CBBA41	Financial Management	4	0	0	4	4	40	60	100
PCC	26CBBA42	Business Environment and Public Policy	4	0	0	4	4	40	60	100
PEC	26DBBA12	Social Media Marketing	4	0	0	4	4	40	60	100
	26DBBA12	Retail Marketing						40	60	100
SEC	26SBBA41	Design Thinking and Innovation	2	0	0	2	2	40	60	100
SEC	26SBBA42	Entrepreneurship Startup Eco System	2	0	0	2	2	40	60	100
SEC	26SBBA43	Professional Development II	2	0	0	2	2	40	60	100
Total			**18**	**-**	**-**	**18**	**18**	**-**	**-**	**-**

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	26CBBA51	Business Research Methodology	4	0	0	4	4	40	60	100
PCC	26CBBA52	AI in Business Management	4	0	0	4	4	40	60	100
PCC	26CBBA53	Business Taxation	4	0	0	4	4	40	60	100
PEC	26DBBA51	Industrial Relations	4	0	0	4	4	40	60	100
	26DBBA52	E-HRM	4	0	0	4	4	40	60	100
MDE	26MBBA51	Cyber Security	3	0	0	3	3	40	60	100
SI	26IBBA51	Internship	0	0	2	0	1	-	100	100
SEC	26SBBA51	Professional Developmemnt III	2	0	0	2	2	40	60	100
Total			**21**	**-**	**2**	**21**	**22**	**-**	**-**	**-**

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	26CBBA61	Digital Marketing	4	0	0	4	4	40	60	100
PCC	26CBBA62	Strategic Management	4	0	0	4	4	40	60	100
PEC	26DBBA61	Inventory Management	4	0	0	4	4	40	60	100
	26DBBA62	Financial Auditing	4	0	0	4	4	40	60	100
PEC	26DBBA63	International Business	4	0	0	4	4	40	60	100
	26DBBA64	B2B Marketing	4	0	0	4	4	40	60	100
PEC	26DBBA65	International Standard Organizational Auditing	4	0	0	4	4	40	60	100
	26DBBA66	Logistics Supply Chain Management	4	0	0	4	4	40	60	100
PRD	26RBBA61	Project Work	0	0	4	0	2	-	100	100
SEC	26SBBA61	Professional Development IV	2	0	0	2	2	40	60	100
Total			**22**	**-**	**4**	**22**	**24**	-	-	-

CIA - Continuous Internal Assessment SEE - Semester End Examination

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

SEMESTER 7										
Category	**Code**	**Course**	**L**	**T**	**P**	**SL**	**C**	**CIA**	**SEE**	**Total**
PCC	26CBBA71	Entrepreneurial Leadership	4	0	0	4	4	40	60	100
PEC	26DBBA71	Advanced Research Methodology	4	0	0	4	4	40	60	100
	26DBBA72	Advanced Data Analysis Tools	4	0	0	4	4	40	60	100
PEC	26DBBA73	Marketing of Services	4	0	0	4	4	40	60	100
	26DBBA74	Sales and Distribution Management	4	0	0	4	4	40	60	100
PEC	26DBBA75	Business Communication	4	0	0	4	4	40	60	100
	26DBBA76	Negotiation Skills	4	0	0	4	4	40	60	100
PRD	26RBBA71	Research Project I	0	0	12	0	6	-	100	100
			16	**-**	**12**	16	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

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

SEMESTER 8										
Category	**Code**	**Course**	**L**	**T**	**P**	SL	**C**	**CIA**	**SEE**	**Total**
PEC	26DBBA81	Corporate Governance	4	0	0	4	4	40	60	100
	26DBBA82	Management Decision Models	4	0	0	4	4	40	60	100
PEC	26DBBA83	Event Management	4	0	0	4	4	40	60	100
	26DBBA84	Production Management	4	0	0	4	4	40	60	100
PEC	26DBBA85	Export Management	4	0	0	4	4	40	60	100
	26DBBA86	International Business	4	0	0	4	4	40	60	100
PEC	26DBBA87	Supply Chain Management	4	0	0	4	4	40	60	100
	26DBBA88	Investment Banking	4	0	0	4	4	40	60	100
PRD	26RBBA81	Research Project II	0	0	12	0	6	-	100	100
Total			**16**	**-**	**12**	16	**22**	**-**	**-**	**-**

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 1	26CBBA11	Principles and Practices of Management	4	0	0	4	4
PCC 2	26CBBA12	Financial Accounting	4	0	0	4	4
PCC 3	26CBBA13	Business Statistics and Logic	4	0	0	4	4
PCC 4	26CBBA21	Human Behavior and Organization	4	0	0	4	4
PCC 5	26CBBA22	Marketing Management	4	0	0	4	4
PCC 6	26CBBA23	Business Economics	4	0	0	4	4
PCC 7	26CBBA31	Cost and Management Accounting	3	1	0	4	4
PCC 8	26CBBA32	Legal and Ethical Issues in Business	4	0	0	4	4
PCC 9	26CBBA33	Human Resource Management	4	0	0	4	4
PCC 10	26CBBA41	Financial Management	4	0	0	4	4
PCC 11	26CBBA42	Business Environment and Public Policy	4	0	0	4	4
PCC 12	26CBBA51	Business Research Methodology	4	0	0	4	4
PCC 13	26CBBA52	AI in Business management	4	0	0	4	4
PCC 14	26CBBA53	Business Taxation	4	0	0	4	4
PCC 15	26CBBA61	Digital Marketing	4	0	0	4	4
PCC 16	26CBBA62	Strategic Management	4	0	0	4	4
PCC 17	26CBBA71	Entrepreneurial Leadership	4	0	0	4	4

PROFESSIONAL ELECTIVE COURSES

Category	Code	Course	L	T	P	SL	C
PEC 1	26DBBA11	Investment Analysis and Portfolio Management	4	0	0	4	4
	26DBBA21	Financial Analytics	4	0	0	4	4
PEC 2	26DBBA12	Social Media Marketing	4	0	0	4	4
	26DBBA12	Retail Marketing	4	0	0	4	4
PEC 3	26DBBA51	Industrial Relations	4	0	0	4	4
	26DBBA52	E-HRM	4	0	0	4	4
PEC 4	26DBBA61	Total Quality Management	4	0	0	4	4
	26DBBA62	E-Commerce	4	0	0	4	4
PEC 5	26DBBA63	Inventory Management	4	0	0	4	4
	26DBBA64	Financial Auditing	4	0	0	4	4
PEC 6	26DBBA65	International Business	4	0	0	4	4
	26DBBA66	B2B Marketing	4	0	0	4	4
PEC 7	26DBBA71	International Standard Organizational Auditing	4	0	0	4	4
	26DBBA72	Logistics Supply Chain Management	4	0	0	4	4
PEC 8	26DBBA73	Advanced Research Methodology	4	0	0	4	4
	26DBBA74	Advanced Data Analysis Tools	4	0	0	4	4
PEC 9	26DBBA75	Marketing of Services	4	0	0	4	4
	26DBBA76	Sales and Distribution Management	4	0	0	4	4
PEC 10	26DBBA81	Business Communication	4	0	0	4	4
	26DBBA82	Negotiation Skills	4	0	0	4	4
PEC 11	26DBBA83	Corporate Governance	4	0	0	4	4
	26DBBA84	Management Decision Models	4	0	0	4	4
PEC 12	26DBBA85	Event Management	4	0	0	4	4
	26DBBA86	Production Management	4	0	0	4	4
PEC 13	26DBBA87	Export Management	4	0	0	4	4
	26DBBA88	International Business	4	0	0	4	4

PEC 14	26DBBA87	Supply Chain Management	4	0	0	4	4
	26DBBA88	Investment Banking	4	0	0	4	4

ABILITY ENHANCEMENT COURSE

2

0C0ategory	Code	Course	L	T	P	SL	C
AEC/	26LTAM11/ 26LHIN11/ 26LFRE11	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	Tamil II / Hindi II / French II/ Indian Sign Language (Advance)	3	0	0	3	3
AEC	26ENG21	English II	3	0	0	3	3
AEC	26AECS11	Communication skills	2	0	0	2	2

MULTIDISCIPLINARY ELECTIVES

Category	Code	Course	L	L	T	P	SL	C
MDE1	26MBBA21	Indian System of Health and Wellness	2	3	0	0	0	3
MDE2	26MBBA31	Media Literacy and Critical Thinking		2	0	0	0	2
MDE3	26MBBA51	Cyber Security	3	3	0	0	3	3

VALUE ADDED COURSES

Category	Code	Course	L	T	P	SL	C
VAC1	26DAEC11	Indian Knowledge System	3	2	0	0	2
VAC 2	26DAEC13	Environmental Studies and Sustainability	2	0	0	3	2
VAC 3	26DAEC21	Universal Human Values	1	0	0	1	1
VAC 4	26DAEC31	Yoga / Sports/NCC / NSS/Disaster Management	0	0	4	0	2

SKILL ENHANCEMENT COURSES

Category	Code	Course	L	T	P	SL	C
SEC 1	26SBBA31	Professional Development I	**2**	**0**	**0**	**2**	2
SEC 2	6SBBA41	Design Thinking and Innovation	2	0	0	2	2
SEC 3	6SBBA41	Entrepreneurship and Startup Eco System	2	0	0	2	2
SEC 4	6SBBA41	Professional Development II	**2**	**0**	**0**	**2**	2
SEC 5	6SBBA51	Professional Development III	**2**	**0**	**0**	**2**	2
SEC 6	6SBBA61	Professional Development IV	**2**	**0**	**0**	**2**	2

SUMMER INTERNSHIP

Category	Code	Course	L	T	P	SL	C
SI	26IBBA 31	Internship	0	0	2	0	1

PROJECT REPORT AND DESSERTATION

Category	Code	Course	L	T	P	SL	C
PRD 1	26SBBA61	Project Work	0	0	4	0	2
PRD 2	26SBBA71	Research Project i	0	0	12	0	6
PRD 3	26SBBA81	Research Project ii	0	0	12	0	6

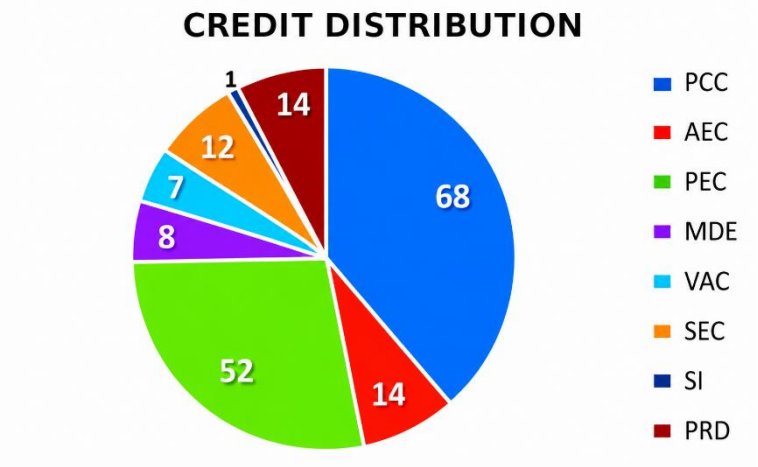
Bachelor of Business Administration (Hons)

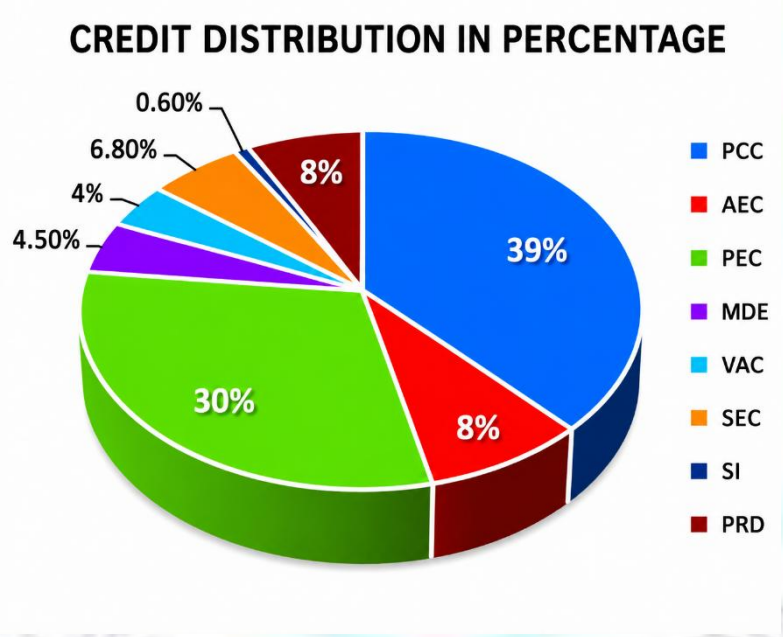
Minimum credits to be earned: 176

Bachelor of Business Administration

Minimum credits to be earned: 132

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits	VII Sem	VIII Sem	4 Yrs Total Credits
PCC	12	12	12	8	12	8	64	4	-	68
AEC	8	6	-	-	-	-	14	_	-	14
PEC	-	-	4	4	4	12	24	12	16	52
MDE	-	3	2	-	3	-	8	-	-	8
VAC	4	1	2	-	-	-	7	-	-	7
SEC	-	-	2	6	2	2	12	-	-	12
SI	-	-	-	-	1	-	1	-	-	1
PRD	-	-	-	-	-	2	2	6	6	14
Total Credits	**24**	**22**	**22**	**18**	**22**	**24**	**132**	**22**	**22**	**176**


CREDIT DISTRIBUTION
68
14
52
8
7
12
1
14
PCC
AEC
PEC
MDE
VAC
SEC
SI
PRD


CREDIT DISTRIBUTION IN PERCENTAGE
39%
8%
30%
4.50%
4%
6.80%
0.60%
8%
PCC
AEC
PEC
MDE
VAC
SEC
SI
PRD

SEMESTER I

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

பாடத்திட்ட நோக்கம்:

- ✓ மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் சங்கம் மற்றும் நீதி இலக்கியங்கள் மூலம் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு- 1: தமிழ் மொழி வரலாறு 9 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- 2: 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 - 3 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 – 4 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 5 மொழித்திறன் **9 மணி நேரம்**

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள்

அறிவியல் கலைச்சொற்கள். கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - பயிற்சி

மொத்தம் : 45 மணி நேரம்

SELF LEARNING: 45 hours

COURSE OUTCOME

At the end of this course, students will able to

Course Outcomes	Description	Knowledge Level
C01:	Recognize heritage and culture of Tamils through History of Tamil Language	K1
C02:	Interpret the cultural life style of Ancient Tamils	K2
C03:	Evaluate social and individuals moral value after studying Epics and Ethics Literature.	K4
C04:	Build the humanistic concept and moral life skills after studying divine and minor Literature	K3
C05:	Improve their own creativity and writing skills after studying history of Modern Tamil Litrature.	K4

பார்வை நூல்கள்

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 – மருத்தூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
5. சிற்பியே உன்னை செதுக்குகிறேன் – வைரமுத்து, சூர்யா லிட்டரரி சர்வீசஸ், சென்னை, 2011.
6. பாடநூல் தேடலுக்கான இணையம் – https://archive.org/

7. தமிழ் டிஜிட்டல் நூலகம் – https://tamildigitallibrary.in/Articles/

COURSE ARTICULATION MATRIX

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

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 enhance 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.

इकाई/UNIT I : 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 9घंटे/hrs

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.

इकाई/UNIT II : एकाँकी - अखबारी विज्ञापन (चिरंजीत) - भाषा कौशल विकास - प्रयोजनमूलक हिन्दी - तकनीकी शब्द, पद एवं विभागीय नाम, प्रशासनिक वाक्यांश 9घंटे/hrs

One-Act Play – "Newspaper Advertisement" (Chiranjit) – Development of Language Skills – Functional Hindi – Technical Terms, Designations and Departmental Names, Administrative Phrases.

इकाई/UNIT III: हास्य व्यंग्य कहानी - तुम कब जाओगे, अतिथि (शरद जोशी) - प्रयोजनमूलक हिन्दी - पत्र लेखन - पत्रों के विभिन्न प्रकार - औपचारिक पत्र 9घंटे/hrs

Humorous Satirical Story – "Tum Kab Jaoge, Atithi" (Sharad Joshi) – Functional Hindi – Letter Writing – Different Types of Letters – Formal Letters.

इकाई/UNIT IV: राष्ट्र भक्ति कहानी - पुरस्कार (जयशंकर प्रसाद) - प्रयोजनमूलक हिन्दी - पत्र लेखन - पत्रों के विभिन्न प्रकार - अनौपचारिक पत्र
9 घंटे/hrs

Patriotic Story – "Puraskaar" (Jaishankar Prasad) – Functional Hindi – Letter Writing – Different Types of Letters – Informal Letters.

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
9 घंटे/hrs

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

कुल/Total : 45 घंटे/hrs (शिक्षण अवधि/Contact Hrs-45, स्वाध्याय/Self learning -45)

Course Outcome:

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

Course Outcomes	Description	Knowledge Level
C01	Develop interest in Hindi language & literature , various culture of India	K2
C02	Learn moral values in a lighter way & proficient in functional hindi	K3
C03	Know the awareness about the social limitations	K1
C04	Know the importance of patriotism	K1
C05	Journalise in Functional Hindi using modern technology	K4

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 Links:

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 ARTICULATION MATRIX

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

26LENG 11	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	Knowle Leve
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.

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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.

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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

26CBBA13	BUSINESS STATISTICS AND LOGIC	L	T	P	SL	C
		4	0	0	4	4

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	12 HOURS

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

UNIT II	MATRICES	12 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	12 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	12 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	12 HOURS

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

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
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

26MBBA31	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	-	-

26DVAC11	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.
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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	-	-

26BEVS21	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-environment relationship, 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**.

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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	-	-

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

பாடத்திட்ட நோக்கம்:

- ✓ மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் சங்கம் மற்றும் நீதி இலக்கியங்கள் மூலம் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு1: 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 2: காப்பியங்கள் 9 மணி நேரம்

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

அலகு 3: 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 4: கவிதை இலக்கியம் 9 மணி நேரம்

பாரதியார் 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 5: 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.
மொத்தம்: 45 மணி நேரம்

Course outcomes

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

Course Outcomes	Description	Knowledge Level
CO1	Measure human mind through the studying of Tamil classical literature in the aspect of moral value.	K4
CO2	Justify the contemporary social issueses through studying Tamil Epics.	K4
CO3	Build the life skills after studying of the poetry.	K3
CO4	Develop narrative skill after reading short stories.	K4
CO5	Improve their own style of writing after studying Sirpiye Unnai Sethukkukiren essays collection.	K4

பார்வை நூல்கள்

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 பதிப்பகம், 2011.
4. **தமிழ்க் கணினி இணையப் பயன்பாடுகள்**, முனைவர் துரை மணிகண்டன், மணிவாசகர் பதிப்பகம், 2013.
5. **அச்சுக்கலை வழிகாட்டி**, பாலசுப்பிரமணியன், சென்னை: தனா பதிப்பகம், 1966.

6. **பாடநூல் தேடலுக்கான இணையம்**

Tamil Virtual University Resource

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.**

इकाई/UNIT I : 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 -3	9घंटे/hrs
History of Hindi Literature – Ancient, medieval, modern era – General Introduction, Ethical Literature - Thirukkural - 5 couplets (Thiruvalluvar), Bhakti Kal - Ethical Literature - Vemana Pad - 3 (Vemana)	
इकाई/UNIT II : भक्ति काल - नैतिक साहित्य - कबीर के दोहे- 5 (कबीरदास), - भ्रमरगीत के पद-1 (सूरदास), कौशल विकास - प्रश्न निर्माण - अभ्यास	9घंटे/hrs
Bhakti Kal - Ethical Literature - Kabir ke Dohe - 5 (Kabirdas), Bhramargeet ke Pad -1 (Surdas), Skill Development - Question framing - Exercise	
इकाई/UNIT III : भक्ति काल - विनय के पद- 1 (तुलसीदास), कम्ब रामायण के पद -2 (कम्बर)	9घंटे/hrs
Bhakti Kal - Vinay ke Pad - 1(Tulsidas), Kambaramayan ke Pad - 2 (Kambar)	
इकाई/UNIT IV : आधुनिक युग - पुष्प की अभिलाषा (माखनलाल चतुर्वेदी), कौशल विकास - अनुवाद : अर्थ, परिभाषा, प्रकार एवं अभ्यास	9घंटे/hrs
Modern Era - Pushpa ki Abhilasha (Makhanlal Chaturvedi), Skill Development - Translation: Meaning, Definition & Exercise	
इकाई/UNIT V: आधुनिक युग - बीज व्यथा (ज्ञानेंद्रपति), कौशल विकास - 'विज्ञापन लेखन : अर्थ, परिभाषा, प्रकार एवं अभ्यास	9घंटे/hrs
Modern Era - Beej Vyatha (Gyanendrapathi), Skill Development - Advertisement : Meaning, Definition & Exercise	
कुल/Total : 90घंटे/hrs (शिक्षण अवधि/Contact Hrs-45, स्वाध्याय/Self learning -45)	

Course Outcome:

Course Outcome

Course outcomes

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

Course Outcomes	Description	Knowledge Level
CO1	Articulate various types of poetry in various Indian Languages, culture and moral values along with history of Hindi Literature	K2
CO2	Know the richness of Ethical and Bhakti Literature of Hindi language, culture and moral values	K2
CO3	Understand the importance of Bhakti Literature	K2
CO4	Illustrate the value of patriotism and proficiency in Hindi translation	K3
CO5	Explore about the Modern Poetry and develop skills, for competitive examinations	K4

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 ARTICULATION MATRIX

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

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**	-	-

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	Knowled 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

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**

26CBBA22	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.
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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

26MBBA21	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

24DVAC21	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**	-	-