

**RVS COLLEGE OF ARTS AND SCIENCE**

Autonomous and Affiliated to Bharathiar University, Approved by AICTE

Reaccredited with 'A+' Grade by NAAC

Sulur, Coimbatore – 641 402, Tamil Nadu, India.

Web: [www.rvscas.ac.in](http://www.rvscas.ac.in)

0422-2687421/603



Estd 1986

**RVS CAS**

Building Intellectual Capital

**SCHOOL OF BUSINESS MANAGEMENT**  
**BACHELOR OF BUSINESS ADMINISTRATION (LOGISTICS)**  
**SCHEME OF EXAMINATION AND SYLLABUS**

**2023-2026**

## **VISION**

Quality Education for Digital Era.

## **MISSION**

To impart a need – based quality education through comprehensive curriculum by adopting apt technologies and progressive teaching, learning and research processes.

## **SCHOOL OF BUSINESS MANAGEMENT**

Since its establishment in 2020, BBA Logistics has played a pivotal role in nurturing the next generation of supply chain leaders. the department equips graduates with the skills and knowledge to excel in a dynamic and globalized logistics industry. It continually updates its curriculum to incorporate emerging SCM trends, disruptive technologies, and innovative practices. By preparing students to navigate the ever-changing landscape of global logistics, the department ensures that they are well-positioned to lead the way in optimizing supply chain efficiency and creating a sustainable future.

**EXECUTIVE MEMBERS**

**CHAIRMAN**

Dr. K.V. Kupusamy

**MANAGING TRUSTEE**

Dr. K. Senthil Ganesh

**CORRESPONDENT**

Mrs. S. Srividyalakshmi Senthil Ganesh

**SECRETARY**

Prof. Saramma Samuel

**PRINCIPAL**

Dr. T. Sivakumar

**VICE PRINCIPAL**

Dr. M.P. Ayyappadas

**CONTROLLER OF EXAMINATIONS**

Ms. G. Jeyalakshmi

**HEAD OF THE DEPARTMENT**

Dr. R. N.Vivekanandar

### PROGRAMME OUTCOMES (POs)

PO1	Domain Knowledge
PO2	Communicative Competence
PO3	Digital Strategic Knowledge
PO4	Multi-Cultural Competence
PO5	Critical Thinking and Problem Solving
PO6	Research and Analytical Skills
PO7	Moral, Ethical and Professional Responsibilities
PO8	Leadership and Lifelong Learning

### PROGRAMME SPECIFIC OUTCOMES (PSOs)

Upon completion of **Bachelor of Business Administration (Logistics)** , students are able to achieve the following outcomes.

PSO1	Ability to grasp Business Consultant / Management Analyst, Marketing, and Materials /stores Assistants, Logistics Operations Manager, Supply Chain Manager, Customer Service Manager. Distribution Center Officer, Financial Assistant, Human Resource Assistant, Freight Coordinator, Cargo Operations Executive.
PSO2	Ability to understand how materials management Information System and other functions fits into logistics and help students to analyze situations, set objectives, strategy and planning to achieve the goal in logistics supply chain domain.
PSO3	Ability to understand the concepts, procedure of logistics and how logistics, supply chain management, FOREX, channels of Distribution fit in to business via., manufacturing, Service and Project.
PSO4	Knowledge of the functional areas of organizations and how they relate to each other, To identify the various challenges and scope in logistic sector.

**RVS COLLEGE OF ARTS AND SCIENCE (Autonomous)**  
**Sulur, Coimbatore – 641 402**

**SCHEME OF EXAMINATIONS**

**BBA LOGISTICS 2024 – 2027 BATCH**

Semester	Course Opted	Course Name	D	L	T	P	CIA	ESE	Marks	Credits
I	MIL – I	Tamil-I/Hindi-I / Malayalam – I/ French-I	3	4	-	-	25	75	100	3
	ELN – I	English-I	3	4	-	-	25	75	100	3
	DSC – I	Business Organization	3	5	1	-	25	75	100	6
	DSC – II	Micro Economics	3	5	1	-	25	75	100	6
	NMS – I	Soft Skills - I	3	2	-	-	Grade			
	NCC - I	IKS – Comparative study of western and Indian Business Models	3	2	-	-	Grade			
	NCC - II	NCC/NSS/ Sports/Culturals	-	1	-	-	-	-	-	-
	LIB	Library	-	1	-	-	-	-	-	-
<b>Total</b>					<b>26</b>				<b>400</b>	<b>18</b>
II	MIL-II	Tamil-II/Hindi-II/Malayalam – II/French-II	3	4	-	-	25	75	100	3
	ELN – II	English-II	3	4	-	-	25	75	100	3
	DSC – III	Business Statistics	3	5	1	-	25	75	100	6
	DSC – IV	Financial Accounting	3	5	1	-	25	75	100	6
	NMS – II	Soft Skills - II	3	2	-	-	Grade			
	AECC – I	Environmental Studies	3	1	-	-	100	-	100	1
	NCC - II	NCC/NSS/ Sports/Culturals	-	1	-	-	-	-	-	-
	LIB	Library	-	1	-	-	-	-	-	-
<b>Total</b>					<b>25</b>				<b>500</b>	<b>19</b>

Semester	Course Opted	Course Name	D	L	T	P	CIA	ESE	Marks	Credits
III	MIL-III	Tamil-III/Hindi-III/ Malayalam – III/ French-III	3	4	-	-	25	75	100	3
	ELN – III	English-III	3	4	-	-	25	75	100	3
	DSC – V	Macro Economics	3	5	1	-	25	75	100	6
	DSC – VI	Principles of Logistics Management	3	5	1	-	25	75	100	6
	DSE – I	Elective- I	3	5	1	-	25	75	100	6
	NMS – III	Soft Skills - III	3	2	-	-	Grade			
	NCC - II	NCC/NSS/ Sports/Culturals	-	1	-	-	-	-	-	-
	<b>Total</b>						<b>29</b>		<b>500</b>	<b>24</b>
IV	MIL-IV	Tamil-IV/Hindi- V/Malayalam – IV/French-IV	3	4	-	-	25	75	100	3
	ELN – IV	English-IV	3	4	-	-	25	75	100	3
	DSC – VII	Financial Management	3	5	1	-	25	75	100	6
	DSC- VIII	Human Resource Management	3	5	1	-	25	75	100	6
	DSE – II	Elective – II	3	5	1	-	25	75	100	6
	NMS-IV	Soft Skills - IV	3	2	-	-	Grade			
	AECC – II	Aptitude	3	3			100	-	100	3
	NCC - II	NCC/NSS/ Sports/Culturals	-	1	-	-	Good/ Satisfactory			
	<b>Total</b>						<b>32</b>		<b>600</b>	<b>27</b>

Semester	Course Opted	Course Name	D	L	T	P	CIA	ESE	Marks	Credits	
V	DSC – IX	Marketing Management	3	5	1	-	25	75	100	6	
	DSC – X	Production and Materials Management	3	5	1	-	25	75	100	6	
	DSE-III	Elective-III	3	5	1	-	25	75	100	6	
	DSE – IV	Elective - IV (EDC)	3	5	1	-	25	75	100	6	
	*Industrial Training Report and Viva Voce		-	-	-	-	Completed			<b>Grade*</b>	
	<b>Any ONE Group</b>										
	<b>Group A</b>										
	SEC – G - A –1	Placement - College to Corporate I	3	2	-	-	50	-	50	2	
	SEC – G-A –2	Placement - College to Corporate II		2	-	-	50	-	50	2	
	<b>Group B</b>										
SEC – G – B	Green Logistics	3	4	-	-	100	-	100	4		
<b>Total</b>					<b>28</b>		<b>500</b>			<b>28</b>	
VI	DSC – XI	Research methodology	3	5	1	-	25	75	100	6	
	DSC – XII	Cost and Management Accounting	3	4	-	4	25	75	100	6	
			3				25	75			
	DSE- V	Elective-V	3	5	1	-	25	75	100	6	
	DSE – VI	Elective - VI	3	-	-	6	25	75	100	6	
<b>TOTAL</b>					<b>26</b>		<b>400</b>			<b>24</b>	
I – VI	ALCTA *( e-Learning in MOOC Platform)				Extra Credits				<b>4*</b>		
<b>TOTAL</b>									<b>2900</b>	<b>140 + 4*</b>	

## **ABBREVIATIONS**

MIL	- Multi Indian/ International Language	NMS	-Naan Muthalvan Scheme
ELN	-English	AECC	-Ability Enhancement Compulsory Courses
DSC	-Discipline Specific Courses	SEC	-Skill Enhancement Courses (Group A&B)
DSE	-Discipline Specific Elective Courses	NCC	-Non-Credit Course
EDC	-Extra Disciplinary Course	ALCTA	- Advanced Learner Course in Thrust Area
IKS	- Indian knowledge System		

### **DSE I - Discipline Specific Elective Courses I: (III Semester)**

1. Supply Chain Management
2. International Business Management

### **DSE II - Discipline Specific Elective Courses II: (IV Semester)**

1. Warehouse Management
2. Marine Insurance

### **DSE III - Discipline Specific Elective Courses III: (V Semester)**

1. Foreign Exchange Management (FOREX)
2. Logistics Information System

### **DSE IV- Discipline Specific Elective Courses IV: (V Semester)EDC – Extra Disciplinary course - LIST ENCLOSED**

### **DSE V- Discipline Specific Elective Courses V: (VI Semester)**

1. International Trade Procedures
2. Shipping and Port Management

### **DSE VI- Discipline Specific Elective Courses VI: (VI Semester) ( Compulsory)**

1. Project Report and Viva Voce

### **Extra Credit Course : (V Semester)**

**\* Industrial Training Report and Viva Voce**

**\* Certification program on Government and Governance (PIPP) includes the following course module :**

**I Year** – Introduction to Government

**II Year** – Bureaucrat Musings

**III Year** - Leadership and Decision Making



**Annexure 1**

**RVS COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**

<b>DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) IV: (V- SEMESTER)</b>								
<b>DSE – IV - EXTRA DISCIPLINARY COURSE :(EDC)</b>								
<b>Course</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>	<b>Credits</b>
<b>One Course – From the Group</b>								
B.A. English	Photojournalism	5	1	-	25	75	100	6
BBA	Entrepreneurship	5	1	-	25	75	100	6
BBA (CA)	Project Management	5	1	-	25	75	100	6
B.COM	Insurance and Risk Management	5	1	-	25	75	100	6
B.COM (CA)	Social Media Marketing	5	1	-	25	75	100	6
B.COM (IT)	E-Commerce	5	1	-	25	75	100	6
B.COM (PA)	Indian Tax System	5	1	-	25	75	100	6
B.COM (BA)	Digital marketing	5	1	-	25	75	100	6
BCA	Responsive Web Design	5	1	-	25	75	100	6
B.Sc., (CS)	Data Analysis Using Excel	5	1	-	25	75	100	6
B.Sc., (IT)	Big Data Engineering	5	1	-	25	75	100	6
B.Sc., CSHM	Hospitality Management	5	1	-	25	75	100	6
B.Sc., ECS	Fundamentals of Digital Computers	5	1	-	25	75	100	6
B.Sc.MATHS	Computational Mathematics	5	1	-	25	75	100	6
B.Sc., BC	Health Management	5	1	-	25	75	100	6
B.Sc., BT	Forensic Science	5	1	-	25	75	100	6
B.Sc., MB	Microbes – Health & Disease	5	1	-	25	75	100	6
B.Sc., N&D	Health & Life Style Disorders	5	1	-	25	75	100	6
BBA Logistics	General awareness for competitive Examinations	5	1	-	25	75	100	6
B.Sc Psychology	Stress and Conflict Management	5	1	-	25	75	100	6
B.Sc. Data Science	Introduction to Data Analytics	5	1	-	25	75	100	6
B.Sc. Internet of Things	Fundamentals of IOT and its Applications	5	1	-	25	75	100	6
B.Com. Accounting and Finance	Business Finance	5	1	-	25	75	100	6
<b>Total</b>							<b>100</b>	<b>6</b>



## SEMESTER - I

Course Title : <b>TAMIL I ( T )</b>	Course Code : 11T
Semester : <b>I</b>	Course Group : <b>MIL-I</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 3
Map Code: <b>A ( Language- Concepts)</b>	Total Contact Hours: <b>60</b>
CIA: <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>ALL I UG PROGRAMMES</b> Semester End Exam	

No.	Course Outcomes (Cos): After completion of this course, the students will be able to	POs	CL. Ses	CL
CO1	பாரதியார் காலந்தொட்டு தற்கால புதுக்கவிதைகள் வரை கவிதை இலக்கியம் அறிமுகப்படுத்தப்படுவதால் படைப்பாற்றல்திறன் பெறுதல்.	PO4	14	U
CO2	உரைநடை இலக்கியத்தை அறிமுகப்படுத்தி தமிழ் மொழி, பண்பாடு, கலை ஆகியவற்றின் தொன்மை, சிறப்பு, கல்வியின் இன்றியமையாமை, பெண்ணியம் மற்றும் பாலின சமத்துவம் போன்றவற்றை அறியச்செய்தல்	PO7	15	U
CO3	சுற்றிலக்கியம் மற்றும் நாட்டுப்புற இலக்கியங்களை அறிமுகப்படுத்தி இடைக்கால மக்களின் வாழ்வியலையும், இயற்கை வளம், பண்டைத்தமிழரின் போர் அறம் போன்றவற்றை அறியச்செய்தல்.	PO8	12	U
CO4	இலக்கணத்தை அறிமுகப்படுத்தி மாணவர்கள் மொழியறிவை வளர்த்துக்கொள்ளவும், படைப்பாற்றலுக்கும் பயன்படும் விதமாக தொடரமைத்து எழுதவும் ஊக்குவித்தல்	PO2	9	AP
CO5	இலக்கிய வரலாற்றை கற்பதன் மூலம் போட்டித்தேர்வுகளை எதிர்கொள்ளுதல்.	PO1	10	AP

### அலகு – 1 கவிதைகள்

### பாடவேளைகள் – 14

கண்ணன் என் தோழன் - பாரதியார் - (ஆசிரியர் குறிப்பு - உபாயம் உரைத்தலும் - கண்ணன் புகழும் - உற்ற மருந்தாவதும் - உள்ளன்பு கொள்ளலும் - மழைக்குக் குடையாதலும் - பசி நேரத்தில் உணவாதலும்).

தமிழ்ப்பேறு - பாரதிதாசன் - (ஆசிரியர் குறிப்பு - வானம்ஓடை தாமரை பூக்கள் - ஓவியம் தீட்டுதல் பெண்கள் அன்பு செய்தல் - தமிழ்நாட்டு மக்கள் நிலை - இன்பத்தமிழ் கற்றல்).

எல்லாம்நானே - கண்ணதாசன் - (ஆசிரியர் குறிப்பு - நயம்பட வாழ்தல் - கற்றது குறைவு - மனிதரை வையகம் போற்றும் - வாழ்க்கை ஏற்றம் - இறக்கம்-- ஆணவத்திற்கு அழிவே இல்லை)

நியுட்டனின் மூன்றாம் விதி - நா. முத்துக்குமார் - (ஆசிரியர் குறிப்பு - கேயாஸ் தியரி - நீர்த்த அமிலங்கள் - கடவுள் பார்வை - செய்தித் தாள்களின் தற்கொலை - நியுட்டனின் மூன்றாம் விதி).

கோடுகள் - அப்துல்ரகுமான் - (ஆசிரியர் குறிப்பு - கோடுகள் கிழித்தல் - விளையாடுதல் -

பாம்புகளாகி கடித்தல் - சங்கீதம் இல்லை - மனிதம் விளைச்சல் இல்லை - கோடுகளில் காயங்கள்).

ஹைக்கூ கவிதைகள் - அறிவுமதி - (ஆசிரியர் குறிப்பு - வாழ்த்து அட்டைபடம் - தூண்டில்காரன் வாழ்க்கை - வண்ணத்துப்பூச்சி - இலவச மனைப்பட்டா -- நசங்கியது புல்லாங்குழல் -- கல்லூரி மணிக் கூண்டு).

அம்மா - சுகிர்தராணி - (ஆசிரியர் குறிப்பு - உன்னை அழைக்கிறேன் - பறவையாகி பறக்கிறேன் - குரல் ஒலிக்கிறது).

**அலகு - II- உரைநடை**

**பாடவேளைகள் - 15**

தமிழ் இலக்கியங்களில் கல்வியியல் சிந்தனைகள் - (ஆசிரியர் குறிப்பு - இளமையில் கல்வி கல்வியினால் வரும் பெருமைகல்லாமை ஒரு குற்றம் - கற்பித்தலும் கற்றலும் - தலை மாணாக்கர் - இடை மாணாக்கர் - கடை மாணாக்கர் - இலக்கியங்களில் காணப்படும் கல்வி குறித்த சிந்தனைப் பதிவுகள்).

கீழடி - தமிழ்நாடு அரசு தொல்லியல்துறை வெளியீடு - (தொல்லியலும் அதன் ஆய்வும் : தமிழகத் தொல்லியல் துறையும் அறிஞர்களும் - கீழடியின் காலத்தொன்மை - கட்டுமானப் பொருட்களின் பகுப்பாய்வு).

பெண்ணாக்கல் - (ஆசிரியர் குறிப்பு - விளையாட்டுப்பொருட்கள் - புழங்கு பொருட்கள் - நல்ல பெண்ணுக்கான குணநலன்கள் - வரையறைகள்).

தமிழக நாட்டுப்புறக் கலைகள் - (நாட்டுப்புறக் கலைகளின் வகைகளநாட்டுப்புற ஆட்டங்கள் - தமிழகத்தில் கூத்துகளின் பிற பிரிவுகள் - இசைக் கருவிகள் - ஆடல் முறைகள் - பாடல்கள் இடம்பெறல் நாட்டுப்புறக் கலைகளின் நலிவு).

அறிவும் படிப்பும் - (எல்லோருக்குமே சம உரிமை - கல்வியின் பொறுப்பு - கல்வியுடன் மதத்தை கலத்தல் - அறிவுவேறு - மதம்வேறு).

**அலகு - III சிற்றிலக்கியங்கள் - நாட்டுப்புறப்பாடல்கள் பாடவேளைகள் - 12**

கலிங்கத்துப் பரணி - ஜெயங்கொண்டார் - (யானையும் கப்பலும் குதிரையும் குதிரைத் தறியும் - வீரர் முகமலர்ந்து கிடந்தமை - வீரர்களும் கருமிகளும் - வீரர் முகமலர்ந்து கிடந்தமை வீரர்களும் கருமிகளும்).

குற்றாலக் குறவஞ்சி - திரிகூடராசப்பக்கவிராயர் - (குறத்தி மலைவளம் கூறுதல்குரங்குகளின் விளையாட்டு- குறத்தி மலைவளம் கூறுதலபல மலைகளின் வளமுரைத்தல் - குறத்தி மலைவளம் கூறுதல்குரங்குகளின் விளையாட்டு).

மதுரை மீனாட்சியம்மை பிள்ளைத்தமிழ் - குமர குருபரர் - (சப்பாணிப்பருவம் - அம்மையின் அருட்காட்சி - வருகைப்பருவம் - அன்னையை; வருக வருக என அழைத்தல்:)

நாட்டுப்பறப்பாடல்கள் - தாலாட்டுப்பாட்டு - (குழந்தை தாலாட்டு - நித்திரை போதல் - கண்ணைப்பாடுதல் - குழந்தை அழுதல் - தொழிற்பாட்டு - தினை விதைத்தல் - தினைப்பிரை காத்தல் - தினைப்பிரைக் கொய்தல் - தியை அடித்தல்)

**அலகு - IV - இலக்கணம்**

**பாடவேளைகள் - 9**

பெயரெச்சம் - வினையெச்சம் - (தெரிநிலைப் பெயரெச்சம் - குறிப்புப் பெயரெச்சம் - தெரிநிலை வினையெச்சம் - குறிப்பு வினையெச்சம்);

பண்புத்தொகை - (குணம் - நிறம் - எண்ணம் - பண்பு - வினைத்தொகை - காலத்தை உணர்த்தும்).

வல்லினம் மிகும் இடங்கள் - (ஈறுகெட்ட எதிர்மறைப் பெயரெச்சம் - சால - தவ முதலான உரிச்சொற்கள் - உம்மைத்தொகை - இரட்டைக்கிளவி - அடுக்குத்தொடர் - வினா எழுத்துகள்).

புதுக்கவிதை - (மேனாட்டில் புதுக்கவிதை இயக்கச்சூழல் - தமிழகத்தில் புதுக்கவிதை; சூழல் - மணிக்கொடிக் காலம் : எழுத்துக் காலம்- வானம்பாடிக்காலம் - 'ழ'காலம்).

உரைநடை - (தொடக்க கால உரைநடை - உரைநடையின் வளர்ச்சி - கடின உரைநடை - செறிவான உரைநடை - இலக்கியத் திறனாய்வு நூல்கள் - பயண நூல்கள் - கடித இலக்கியம் - வாழ்க்கை வரலாறு - இலக்கியத் திறனாய்வு நூல்கள் - கடித இலக்கியம்).

பார்வை நூல்கள் :

1. தமிழிலக்கிய வரலாறு - மு. வரதராசன்
2. கலிங்கத்துப் பரணி - ஜெயங்கொண்டார் - கழக வெளியீடு
3. குற்றாலக் குறவஞ்சி - திரிபுகூடராசப்பக்கவிராயர் - கழக வெளியீடு
4. மதுரை மீனாட்சியம்மை பிள்ளைத்தமிழ் - குமர குருபரர் - கழக வெளியீடு
5. கொங்கு நாட்டுப்புற பாடல்கள் - கிருஷ்ணசாமி - நாம் தமிழர் பதிப்பகம்
6. நல்ல தமிழ் எழுதவேண்டுமா? - அ.கி. பரந்தாமன் - பாரி நிலையம்

## SEMESTER-I

Course Title : <b>HINDI – I (T)</b>	Course Code : 11H
Semester : <b>I</b>	Course Group : <b>MIL - I</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 3
Map Code: <b>A ( Language- Concepts)</b>	Total Contact Hours: <b>60</b>
CIA: <b>25 Marks</b>	SEE # : <b>75</b>
Programme: <b>I YEARALL UG PROGRAMMES</b> <span style="float: right;"><b>Semester</b></span>	

No	Course Outcome (Cos): After completion of this course, the students will be able to achieve the following outcomes	POs	CS	C L
CO1	Recognize the ancient valuable thoughts which insist in NEP-2020 through IKS system.	PO 7	15	U
CO2	Distinguish the importance and values of friendship which is very much needed of the hour.	PO7	12	AP
CO3	Practice the three important things in life which is very important in life	PO7	12	AP
CO4	Analyze the issues that cruel behavior with the animals is happen in the society can be eradicated.	PO4	12	AN
CO5	Criticize that the major family issues which is common is families and in the society.	PO8	9	E

### UNIT : I – GADHYA AUR KAHANIYAN

**LECTURE HOURS: 15**

**Jeevan ki teen pradhanbaate : written by vinobhabave,** (what is the three important things in life. Why udhyog s importance. If udhyog is not there what will be the condition of the family. Through charka atleast one can get relief from the financial condition of the family. Bhakti is the second thing which is more important for the human being. Third thing in the life is what we learn in our live just teach the same to the others.)

**haar ki jeet :**(Author’s introduction. Proud on his horse named sultaan since it is very attractive and run fast like anything. Dacoit who wanted to get that horse anyway. One fine day he visited bharathi’s place and check out the horse for riding. Bharathi also innocently accepted for riding because people

know about the horse which is pride for him. But the dacoit took away the horse from him. Bharathi felt very bad & he cried for the horse. One fine night he wake up from the sleep and went to shed where he find the horse. Conclusion.)

## **UNIT : II - GADHYA AUR KAHANIYAN**

**LECTURE HOURS: 12**

**Prayashit:** (premanand, author's introduction. Subhodh Chandra and madarilaal is school mates, always grudge with subodh since he is a bright student in the school. Every teacher liked him. This was added fire in the thoughts of madari who is working in tax office. Subhodh is promoted as a secretary and join the duty where madari is working. He planned to bring him down so he took away the rs.5000/- and the subodh did not have the condition to collect the money. He hanged himself he died. Madari really feel very after his demise. He took care of whole family of subodh and he atoned on his deeds).

**Gaura gai :**(mahadevivarma's introduction. She was touching her memory lane through gaura gai. She brought the cow from her sister shyama. Cow become very pet to mahadevi. Gaura become a mother of lalmani and it was pouring milk many liters. Sufficient milk given to other pets and neighboury children. still enormous milk was there. But the problem is for milking. Permanent solution is not there to milking because no man is ready. But author's old milk man is ready to do that work. Days are passed. One fine day gaura become very sad and the milk also reduced. Vetnary doctor examined the cow and they told that there isa needle in the stomach, if it reached to heart gaura will die. Mahadevi enquired about this and the matter was the gwala only did this because his income in the house by selling the milk. One fine day early morning gaura had its last breath. Mahadevi feels it very bad upon the tragic death of gaura. Aim and conclusion of the story).

## **UNIT : IIIGADHYA AUR KAHANIYAN**

**LECTURE HOURS:12**

**Chaiwala:** (writer's introduction. One fellow return to India to see the country how it developed. He stayed in five star hotels and he rounds daily to the neighboring place. One day while he returning back he wants to drink a tea on roadside normal tea shop. There was no change for a big note. This fellow says no problem. Don't give the change just keep this as a tips. But theshopkeeper though he is a poor, he doesn't want to have the money which is not right to have that. Conclusion).

**Kadamb kephool:** (fightbetween daughter in law andmother inlaw. The reason is neighbor bring some kadamb flowers to bhabi. Sas maa thought that there was a sweet brought for her and she alone eats all. This misunderstanding crossed the border abd they both started fight. Gangaprasad came in the evening and he laughed after seeing the flowers).

**Shivaji ka sacchaswarup:** (The emperor who ruled the country was real Ramarajya, because Emperor Shivaji ruled the country in great manner which the history never fails to mention his name. one fine evening his peshwa returned to the kingdom after defeting the Ahmed's kingdom. As a gift

they brought ahmed's daughter in law to Shivaji. Peshwa's this work irritated to the king. King is ready to return the gift in a full honor. And he asked sorry to her on behalf of his peshwas. This could be a small incident but through this we can come to know about his respect towards ladies. Conclusion)

**UNIT : IV Grammar**

**(LECTURE HOURS:12)**

**Sangya, sarvanaam, karak, visheshan:** (Shabdhvichar: basic grammar knowledge will help the students to improve the language skills with sangya, sarvanaam, kriya, karak, visheshan, with sub topics).

**UNIT : V TRANSLATION.**

**LECTURE HOURS: 9**

**Hindi to English Translation.** (Teaching about the importance and art of translation)

**Text Books:**

1. PUSHP KUNJ COMPILED BY BOS HINDI.

**REFERENCE:**

1. MANAK HINDI VYAKARAN. VANI PRAKHASHAN, N.DELHI.
2. <http://premchand.co.in/story/prayashchit>.
3. <https://www.youtube.com/watch?v=sh68KY1X2RA>



## SEMESTER-I

Course Title : <b>MALAYALAM – I (T)</b>	Course Code : 11M
Semester : <b>I</b>	Course Group : <b>MIL-I</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3 Credits</b>
Map Code: <b>A (Language Concept)</b>	Total Contact Hour : 60
CIA : <b>25 Marks</b>	SEE : <b>75 Marks</b>
Programme: I Yr ALL UG PROGRAMMES	# - <b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Report the deleterious effects of modern agriculture	PO4	12	U
CO2	Interpret that an entire landscape can be altered by the use of a single pesticide with lot of side effects	PO3	12	U
CO3	Organize situations which involve rehabilitation of people who has suffer for generation because of the deadly toxin-endosulfan	PO5	12	AN
CO4	Categorize literature with clear and scientific insights on such environmentally committed novels	PO4	12	AN
CO5	Adapt ethical and social values especially the way to handle vulnerable groups in our society	PO7	12	AP

### UNIT : I NOVEL – AMBIKA SUDHAN MAANGHAD

LECTURE HOURS: 12 ENMAKAJE

( Ambika Sudhan was born in kasaragode. Professor in Nehru College, Mangad. Winner of lot of prestigious awards. A very touching novel and contemporary too. The novel describes the deleterious effects of use of a pesticide named ‘endosulfan’. Devayani and Neelakandan lives together in a deep forest avoiding the contacts of rest of world. One fine morning Devayani found an

unusual baby in the deep forest and brings to Neelakandan but he rejected the due to its unusual morphology. But Devayani decided to nurse the child inspite of his objection.The situations are progressing in an unpredictable way.)

## **UNIT : II NOVEL**

**LECTURE HOURS: 12**

### **ENMAKAJE – AMBIKA SUDHAN MAANGHAD**

(The sad part is that both of them strongly believe that the disease of the child is a result of curse from God. The mind set of both the characters is changed in the mid of the novel and they decided to come out of the forest of giving medical aid to the child.From the doctor they came to know that this disease is due to exposure of an endosulfan and it affects the animals around also.The ill effects of the pesticide are also scientifically challenged by the author in many crucial situations. From the doctor they came to know that this disease is due to exposure of an endosulfan and it affects the animals around also. The medical team was unable to save the child. The issue attracted the media attention. Jayarajan , social worker who took the matter and fought with the Government for the total ban of endosulfan. Due to interference of some rich farmers bureaucracy has tried its maximum to avoid the total ban of this hazardous chemical. At the end of the novel that good news is mentioned because Govt. of Kerala has decided for a total ban of this destructive pesticide.)

## **UNIT III KHANDAKAVYAM**

**LECTURE HOURS: 12**

### **SHISHYANUM MAKANUM – VALLATTHOLE NARAYANAMENON**

(Vallathole – an iconic modern poet.The relationship between guru and disciple is elucidated.The narration is done on a poetic way. The introduction of Ganapathy and Parasuraman is narrated.The issues between them is correlated with the contemporary problems in the present world.Their arguments and confrontations are well illustrated.)

## **UNIT:IV KHANDAKAVYAM**

**LECTURE HOURS: 12**

### **SHISHYANUM MAKANUM – VALLATTHOLE NARAYANAMENON**

(One of the best things about Vallathol. In this poem, the affection of a son and the affection of a disciple come together. In this poem, we see Lord Shiva, who swells with love for his son and disciple, and Parvati, who loves her son as life.)

## **UNIT :V GRAMMAR**

**LECTURE HOURS: 12**

### **TRANSLATION**

(The provided contents – two paragraphs to be translated with appropriate words. Their grammatical conversions shall be highlighted).

**TEXT BOOKS:**

T1. Enmakaje - Ambikaasuthan Mangad

T2. Shishyanum Makanum - Vallathole Narayana menon

**REFERENCE TEXTS:**

R1. Malayalanoval Sahithyacharithram – KM Tharakan N B S Kottayam - 2000

R2. Malayala kavithasahithyacharithram | Edition: 2 | D C Books | LeelavathiM-2001

R3.Saahithyacharithra Prasthaananghaliloode – Dr. KM George, D C Books, Kottayam – 2004.

**SEMESTER – I**  
**I YR ALL UG - FRENCH-I**

Course Title : <b>FRENCH-I (T)</b>	Course Code : <b>11 F</b>
Semester : <b>I</b>	Course Group : <b>MIL-I</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3</b>
Map Code : <b>A (Language Concept)</b>	Total Contact Hours : <b>60</b>
CIA : <b>25 Marks</b>	SEE# : <b>75 Marks</b>
Programme : <b>ALL I YR UG PROGRAMMES (Except CS&amp;HM) # - Semester End Exam</b>	

No.	Course Outcome(Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Decouverte du francais, Premiers contacts, La langue de la classe. Demander de se presenter & se presenter, Demander/Donner des informations personnelles.	PO2	20	R
CO2	Demander/Dire le lieu d'habitation, Exprimer ses goûts, Parler de sa famille.	PO2	10	U
CO3	Faire des courses alimentaires, Donner une appreciation, Commander au restaurant.	PO4	10	AP
CO4	Presenter une ville/un quartier, Se deplacer en transports en commun, Demander/Indiquer le chemin.	PO4	10	AN
CO5	S'habiller, Donner une appreciation, Parler de la meteo, Decrire un objet.	PO7	10	C

**UNIT – 1: Bienvenue & Je suis... - (Lecture Hours: 20 Hrs)**

**Les Informations initiales** - (Alphabets, Phonetics, Salutations, Numbers, Days, Months, Seasons, Accents, Articles, Verbs, Conjugation, Adjectives, Time, General Questions.)

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**UNIT – 2: Pres de moi - (Lecture Hours: 10 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**UNIT – 3: Qu'est-ce qu'on mange ? - (Lecture Hours: 10 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**UNIT – 4: C'est ou ? - (Lecture Hours: 10 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**UNIT – 5: C'est tendance ! - (Lecture Hours: 10 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**Text Books:**

EDITO – NIVEAU A1- Methode de francais | Edition: 2 | Les Editions Didier | Caroline Sperandio | Lucie Mensdorff-Pouilly | Serguie Opatski | Violette Petitmengin | Sylvie Pons | Hamza Djimli (DELF) | Julie Veldeman-Abry (Phonetique) | (January, 2022)

**Reference Books:**

**R1.** Larousse – Dictionnaire bilingue | Edition: 2 | Hachette | MARIANNE DURAND (2006)

**R2.** Collins dico | Edition: 8 | MAURY-IMPRIMEUR SA MALESHERBES, FRANCE.

Harper co | MARIANNE DURAND (2006)

**Website Links:**

i) [wordreference.com](http://wordreference.com) ii) [verb2verbe.com](http://verb2verbe.com) iii) [tolearnfrench.com](http://tolearnfrench.com)

## SEMESTER I

Course Title : English I (T)	Course Code :
Semester : I	Course Group : ELN I
Teaching scheme in Hrs. (L: T:P): 4:0:0	Credits : 3
Map Code : A (Language concept)	Total Contact Hours: 60
CIA : <b>25 Marks</b>	SEE : <b>75 Marks</b>
Programme : <b>All I UG Courses</b>	<b>#-Semester End Exam</b>

No.	Course Outcomes (Cos): After completion of this course, the students will be able to	PSOs	CL. Ses	CL
CO1	Develops Communicative Skills	PSO1	12	<b>AP</b>
CO2	Understand the basics of Grammatical Structures	PSO1	12	<b>U</b>
CO3	Classify and apply the verbs and tenses	PSO1	12	<b>AN</b>
CO4	Recall the units of language and the kinds of sentences	PSO1	12	<b>R</b>
CO5	Identify the different parts of speech	PSO1	12	<b>R</b>

### UNIT I

### LECTURE HOURS:12

**The Lotus – Toru Dutt:** About the poet - Toru Dutt is one of the most famous Indo-Anglican poets - Most of her poetic works have an Indian theme and an Indian background - For an extended time, Lily and Rose had been fighting for the title 'Queen of flowers' - Finally Love and Flora have decided to create a new flower that The Indian Lotus is the most beautiful and Queen of all flowers.

**Monday Morning – Mark Twain (Adapted from Adventures of Tom Sawyer):** It's an Adapted from "The Adventures of Tom Sawyer" by Mark Twain - Monday morning arises, and Tom is not so happy, because as usual, he has to go to school - He tries to find some reason to not go, like some ailment.

**Parts of Speech:** Definition of Noun, Pronoun, adjective- noun is a word used as the name of a person, place, thing etc, Definition of Verb and Adverbs - A verb is a word that denotes an action. Definition of preposition, conjunction and interjection - A preposition is a word that is used with a suffix.

**Hints Development:** Read all the hints thoroughly - Try to understand the tone of the passage.

Make sure to use all the hints; do not leave any point - Arrange the points sequentially, one leading to the other - Make two or three paragraphs, as required - Look for the tense in the hints, follow the same in the story.

## **UNIT - II**

**LECTURE HOURS:12**

**Goodbye Party to Miss. Pushpa T.S - Nizzim Ezekiel:** Nissim Ezekiel in this poem narrates an incident when a woman (Miss Pushpa) is supposed to leave India - her colleagues have masterminded a “Goodbye Party” for her - The narrator is likely a man uses Babu English which is quite interesting as he uses the Hindustani dialect and manners in it.

**A Day’s Wait – Ernest Hemingway:** It refers to the boy's day spent waiting to die, as he believes he will - The father narrates the story - doesn't realise that boy believes he is approaching imminent death - simply ascribes his son's strange behaviour to the illness.

**Tense:** Definition of Tenses – 12 basic English tenses - Types of tenses – Rules for Tenses

with Examples. Sentence Pattern: Definition and Examples – Five Essential Elements of

the sentence – Subject – Verb – Types of Verbs – Object – Complement – Adjunct – Examples.

Gerunds and Infinitives: Introduction about Gerunds and Infinitives - Basic Rules for

Gerunds and Infinitives.

## **UNIT - III**

**LECTURE HOURS:12**

**Incident of the French Camp – Robert Browning:** The poem describes an act of chivalry, gallantry, patriotism and sacrifice on the part of a young French soldier - It narrates an actual event in the war between France and Austria led by Napoleon in 1809 - Napoleon was standing on a little mound, eagerly looking towards Ratisbon.

**I Have a Dream – Martin Luther King:** It’s a speech – given by Martin Luther King – In his speech minister and civil rights activist Martin Luther King Jr. outlines the long history of racial injustice in America and encourages his audience to hold their country accountable to its own founding promises of freedom, justice, and equality.

**Concord:** Introduction about Concord – Rules and Types of Concord – Exercises and examples.

**Comparison of Adjectives:** Introduction to the Degree of Comparison - Types of Degree of Comparison - Positive, Comparative and Superlative - Importance, Usage, Examples.

## **UNIT - IV**

**LECTURE HOURS:12**

**Daffodils – William Wordsworth:** The poem was composed in the year 1802 - The title of the poem informs about the loneliness of the poet which he faces after the death of his brother - the endless view of the golden Daffodils in a field across the lake filled him with joy - This view was the greatest gift of nature to him.

**The Unexpected – Robert Lynd:** The essay “Unexpected” is the one which lets everyone to appreciate nature for the beauty which it shows us beyond our expectations - Lynd is trying to take us towards the natural beauty by taking the example of the wild birds and their singing ability which takes you to the imaginary world.

**Conditional Clauses:** Conditional clause definition - four main kinds of conditionals - The Zero Conditional (if + present simple, ... present simple) - The First Conditional (if + present simple, ... will + infinitive) - The Second Conditional (if + past simple, ... would + infinitive) - The Third Conditional (if + past perfect, ... would + have + past participle).

**Re-Arranging Jumbled Sentences:** Finding the opening sentence – Finding the closing sentence – Finding the connection between them – Finding the central theme of the sentence.

## UNIT - V

## LECTURE HOURS:12

**Stopping by Woods on a Snowy Evening – Robert Frost:** The story of a writer passing by some woods - The writer of the poem is traveling in the dark through the snow - pauses with his horse near the woods by a neighbour’s house to observe the snow falling around him.

**My Lord, The Baby – Rabindranath Tagore:** It begins with a twelve-year-old boy named Raicharan - He leaves his village and enters the home and service of a man who shares the same caste as Raicharan – He becomes the private servant - From birth up until the day that the boy leaves for college - he is Anukul’s personal attendant.

**Reported Speech:** Introduction to the Direct Speech and Indirect Speech - Changing Time

Expressions - the difference between Direct and Reported Speech - Direct and Indirect

Speech Rules with Examples.

### Text Books:

T1. Natarajan K. *Enlightening English Prose*. New Century Book House, 2011.

T2. Rathnasabapathi K. *Developing Language Skills through Literature -I*. Sunitha Printers, 2016.

T3. Robb, Cuthbert W. *Representative Anthology: English Essays*. Blacky Books, 2011.

### Reference Books:

R1. Mohan, Krishna and Banerjee, Meena. *Developing Communication Skills*. Macmillan India, 1990.



**SEMESTER 1**

**DISCIPLINE SPECIFIC COURSE – I (DSC –I)**

**BUSINESS ORGANIZATION**

Course Title : <b>BUSINESS ORGANIZATION</b>	Course Code : <b>13A</b>
Semester : <b>I</b>	Course Group : <b>DSC - I</b>
Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>	Credits : <b>6</b>
Map Code: <b>C (THEORY CONCEPTS)</b>	Total Contact Hours : <b>90</b>
CIA : <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>BBA, BBA CA, BBA Logistics</b>	# - <b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl.Ses/ hrs	CL
<b>CO1</b>	Draw the different approaches to management, including scientific management, administrative management, and the human relations approach	<b>PSO3</b>	<b>18</b>	<b>Understand</b>
<b>CO2</b>	Apply the various types of planning and describe organizing, decision making, coordination and controlling	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
<b>CO3</b>	Demonstrate the ability to recognize and address attitude, manage emotions in oneself and describe personality model and theories of motivation	<b>PSO3</b>	<b>18</b>	<b>Understand</b>
<b>CO4</b>	Assess the techniques in group decision making and identify effective communication in building positive work place relationships in supportive organizational culture	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
<b>CO5</b>	Practice effective organizational Power, Politics, Culture and Change	<b>PSO3</b>	<b>18</b>	<b>Apply</b>

**UNIT 1 : ( LECTURE HOURS - 18 )**

**INTRODUCTION TO MANAGEMENT** : Importance of Management (Definition, Nature & Purpose, Functions of management) Management Vs Administration (Administration as different from management) Management Roles (Interpersonal, Informational, Decisional) Management Skills, Levels of Management (Top Management, Middle Management, Supervisory management) **DEVELOPMENT OF MANAGEMENT THOUGHT, MANAGING ETHICS** : Scientific Management (Functional foremanship , Standardization and simplification of work , Work study , Differential piece wage system) Administrative Management, Human Relations Approach Types of Ethics Formal committee (Managerial qualities and

Training, General principles of management Human behaviour approach is the outcome of the thoughts developed by behavioural Scientists Personal Ethics Accounting Ethics Business Ethics Implementation through formal committee, Functions of Formal Committee.)

TUTORIAL HOUR : Application of 14 Principles in an organization (Prepare a report on the application of 14 principles of management in any organization of your own (real-time application to be given))

## **UNIT 2 : ( LECTURE HOURS - 18 )**

MANAGEMENT FUNCTIONS: PLANNING, ORGANIZING : Types of Planning (Corporate and functional , Strategic and operational planning ,Long-term and short-term planning , Proactive and reactive planning , Formal and Informal planning) Steps in Planning (Perception of opportunities, Establishing objectives , Planning Premises etc..) Organizational Structure, Forms of Organizational Structure. (Formal and informal organizations& characteristics , Features of good organizational structure Functional , Divisional , Matrix , Team based , Committee ,Task force , Free-Form) DECISIONMAKING, COORDINATION& CONTROL : Guidelines for Making Effective Decision (Action oriented , Goal oriented , Efficiency in implementation & ( 5 guidelines for making decision)) Techniques of effective Coordination, Controlling techniques (Essentials , Principles Control techniques at operational level) Types of Decisions Decision – Making Process Effective decision (Concept, Features and Types Specific objectives , Problem identification , Search for alternatives., etc.)

TUTORIAL HOUR : Decision-making (Case studies relating to decision- making)

## **UNIT 3 : ( LECTURE HOURS - 18 )**

ORGANIZATIONAL BEHAVIOR, ATTITUDE, EMOTIONS. : Concept of OB (Definition. A field of study not a discipline, Interdisciplinary approach) contributing disciplines towards OB (Psychology, Sociology, Socio Psychology,Anthropology, Political Science.) Components of Attitude, Major of Job Attitudes. (Meaning, Cognitive Components, Affective components, Behavioral components. Job satisfaction, Job involvement, Organizational commitment.) Sources of Emotions (Personality, Time of the day, Day of the week, weather, Stress, etc..) PERCEPTION, PERSONALITY & MOTIVATION: Common Short cuts in Judging others Big Five Personality Model (Selective perception, halo effect, contrast effects, stereotyping. Extraversion, Agreeableness, Conscientiousness, Emotional stability, Openness to experience.) Maslow's Need Hierarchy Herzberg's Motivation- Hygiene Theory (Physiological, safety, social, Esteem, self actualization, Two-factor theory also called Motivation)

TUTORIAL HOUR : Assessing Personality (Assess your friends/ classmate behaviour in various situation. Prepare a report on it.)

## **UNIT 4 : ( LECTURE HOURS - 18 )**

GROUP BEHAVIOR: Types of groups, why do people for group? (Formal and Informal group, in-group favoritism) Stages of Group Development (Forming, storming, norming, performing, adjourning) Group Think and Group Shift (Group think, Group shift or Group polarization) Group Decision Making Techniques (Group Vs Individual Decision Making, Group Think to Group Shift, Brain Storming, Nominal Group Technique, Interactive Technique, Electronic method) COMMUNICATION : Process of Communication, Direction of Communication (Sender, encoding, message, channel, decoding, receiver, noise and feedback. Downward communication, Upward communication, Lateral communication) Barriers to effective Communication. (Filtering, selective perception, information overloaded, emotions, language, silence, lying)

TUTORIAL HOUR : Communication (Explain the technique of group decision- making adoptable for an IT industry Write down the influence of grapevine communication on group activities in an organization.)

## **UNIT 5 : ( LECTURE HOURS - 18 )**

ORGANIZATIONAL POWER: Bases of Power (Meaning, Formal power, Personal power.) Power Tactics (Legitimacy, Rational persuasion, Inspirational appeals, Consultation, Exchange, Personal appeals.) ORGANIZATIONAL POLITICS, ORGANIZATIONAL CULTURE&ORGANIZATIONAL CHANGE. : Political Behavior Factors Contributing to Political Behavior (Definition, political behavior. Individual factors, Organizational factors.) Creating and Sustaining Culture (How a culture Begins Keeping a culture alive) Forces for Change (Nature of the workforce, Technology, Economic shocks, Competition, Social trends, World politics.) Resistance to change Sources of Resistance to Change. (Tactics, Overcoming to change: Education and communication, Participation, Facilitation and support, Negotiation, Manipulation and Cooperation, Coercion. Individual sources Organizational sources)  
TUTORIAL HOUR: Resistance to change (Case studies relating to resistance to changes in organization.)

### **WEBSITES**

Edx Online Course – Organizational Behaviour. <https://www.edx.org/course/organizational-behaviour-ubcx-busobhr1x>

SWAYAM : Management Concept and Organizational Behaviour <https://swayam.gov.in/courses/274-management-concept-and-organizational-behavior>

### **TEXTBOOKS**

T1.L.M. Prasad, Tenth Edition (2020), Principles and Practice of Management, Sultan Chand & Sons Ltd., New Delhi

T2. Organizational Behavior, 18th edition (2022), Stephen P. Robbins, Pearson India Education Services Privatelimited, New Delhi.

### **REFERENCE BOOKS**

R1. Harold Koontz, Heinz Weihrich, A Ramachandra Aryasri, Eiteenth Edition (2019), Principles of Management, Tata Mcgraw-Hill's.

R2.T.Ramasamy,(2010) Principles of Management, Himalaya Publishing house.

R3. Organizational Behavior, 2019 edition, Prasad. L.M, Sultan Chand & Sons, New Delhi.

--- End of Statement ---

## SEMESTER – I

### Discipline Specific Course (DSC – II)

#### MICRO ECONOMICS

Course Title: <b>MICRO ECONOMICS</b>	Course Code : <b>13B</b>
Semester : <b>I</b>	Course Group : <b>DSC-II</b>
Teaching Scheme in Hrs (L:T:P) : <b>5:1:0</b>	Credits : <b>6</b>
Map Code: C (THEORY CONCEPTS)	Total Contact Hours : <b>90</b>
CIA : <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>BBA, BBA CA, BBA Logistics</b>	# - <b>Semester End Exam</b>

S.No	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl. Ses/ Hrs	CL
CO1	Define the Basic economic problems and interpret the influences on the mobility of factors of production.	PSO4	18	UNDERSTAND
CO2	Discuss the decision makers involved in micro economics and macroeconomics and sketch price mechanism provides answers to key allocation decisions.	PSO4	18	UNDERSTAND
CO3	Interpret the price determination and the price elasticity of demand and supply for decision making.	PSO4	18	UNDERSTAND
CO4	Summarize the functions of money, banking and households also sketch the importance of government and trade unions.	PSO4	18	UNDERSTAND
CO5	Explain the basic concepts of firms and the reasons for the existence of small firms.	PSO4	18	UNDRSTAND

#### **UNIT 1 : ( LECTURE HOURS - 18 )**

THE BASIC ECONOMIC PROBLEM : The Nature of Economic Problem (Finite Resources and Unlimited Wants, The Economic problem, Scarcity Economic goods and Free Goods) Factors of Production (Land, Labour, Capital, Enterprise) Mobility of the factors of production (The mobility of land, The mobility of labour, The mobility of capital, The mobility of Enterprise) Quantity and Quality of factors of production (Quantity and Quality of Land, Labour, Capital, Enterprise and Payments for factors of production) Opportunity Cost: Influence of Opportunity Cost on Decision Making. (Opportunity Cost and consumers, Opportunity Cost and workers, Opportunity Cost and producers, Opportunity Cost and the government) Production Possibility Curves (Concept of Production possibility curve, Production Points,

Movements along a PPC, Shifts in a PPC)

TUTORIAL HOUR : Presentation (List Three Current Wants of Each Students with reasons for those wants) Group Activity (In your group, discuss and decide whether the following will cause a shift of a country's PPC to the left or the right a) Advances in technology b) a rise in the retirement age c) improved education d) widespread floods e) worn out capital goods not being replaced) Individual activity (Identify two forms of land that are used by a paper mill.)

## **UNIT 2 : ( LECTURE HOURS - 18 )**

THE ALLOCATION OF RESOURCES : Difference between Micro and Macroeconomics (Micro economics Macroeconomics, The connection between macroeconomics and microeconomics) Decision Makers in Microeconomics and Macroeconomics (The aims of decision makers) Role of Markets in Allocating Resources (The Three key Allocation Decisions, Different Economic System, The Role of Price Mechanism) Demand (Definition of Demand, Individual and Market Demand, The effects of a change in price on demand, Conditions of Demand) Causes of changes in demand (Changes in income Changes in the price of related products, Advertising campaigns, Changes in population, changes in taste and fashion other factors) Supply (Definition of Supply, Supply and Price, Individual & Market Supply, Conditions of Supply, Changes in cost of production, improvements in technology, Taxes, Subsidies, Prices of other products)

TUTORIAL HOUR : Presentation (A shop changes the price of a can of soft drink from Rs.3 to Rs.2, and as a result, demand changes from 40 cans a day to 50 cans a) Illustrate this change on a demand curve) Identify whether demand has extended or contracted) Group Activity (Discuss in each following case which product would be likely to have the higher price and why: a) Gold and rice b) The services of a dentist and the services of a cleaner c) The price of a ticket at the football World Cup and a ticket at a local non-league game) Individual activity (Decide which of the following would raise labour productivity a. improved education and training b. better equipment c. worse working conditions)

## **UNIT 3 : ( LECTURE HOURS - 18 )**

THE ALLOCATION OF RESOURCES : Price Determination (Determination of Prices, Market Equilibrium, Moving from Market Disequilibrium to Market Equilibrium) Price Changes (The Effect of Changes in Demand, The Effect of Changes in Supply, Changes in Demand and Supply) Price Elasticity of Demand (PED (Definition of Price Elasticity of Demand, Calculating PED, Interpretation of PED, Elastic and Inelastic Demand Changes in PED) Price Elasticity of Supply (PES) (Definition of Price Elasticity of Supply, Calculating PES, Interpretation of PES, Elastic and Inelastic Supply, Determinants of PES, Changes in PES, Implications of PES for Decision Making) Market Economic System (Allocative efficiency Productive efficiency) Market Failure (Information failure, Merit goods, Demerit goods, Public and Private goods, Abuse of monopoly power, Immobility of resources, Short – termism, Government measures to address market failure)

TUTORIAL HOUR : Presentation (Market economic system: a) What is produced? b) How is output produced? c) Who gets the products produced?) Group Activity (In recent years, UK companies have become more health conscious. This has led to a fall in demand for chips. A number of chips producers have gone out of business. a) What effect is a fall in demand likely to have on price? b) What evidence is there above of the UK chips market working efficiently?) Individual Activity (In January 2016, people in Buenos Aires and other major cities in Argentina demonstrated against the building of a new, large chemical factory.. The demonstrators claimed that the factories would pollute the local river- harming local tourism, farming and fishing. a. Identify two private costs of building a factory b. Explain why pollution is an external cost.)

#### **UNIT 4 : ( LECTURE HOURS - 18 )**

**MICRO ECONOMIC DECISION MAKERS :** Money (Forms of Money, Function and Characteristics of Money) Banking (Roles of Commercial Bank and Central Banks) Household (spending, savings and borrowing) Workers (Factors that Influence an Individual's Choice of Occupation, Wage determination and the reasons for differences in earnings, Specializations and Division of Labour) Trade Unions (Types of Trade Unions, The Role of Trade Unions) Factors affecting the strength of trade union (A high level of economic activity, A high number of members, A high level of skill Favorable government legislation, Industrial action ,Trade unions and government)

**TUTORIAL HOUR :** Presentation (Identify one way in which a central bank differs from a commercial bank. It is based in Mumbai and has nineteen regional offices across India. One of its functions is to implement and monitor monetary policy. Another is to ensure that the country's commercial banks follow sound policies, including sensible lending policies. a) Identify one way in which a central bank differs from a commercial bank. b) What is the key feature of a sensible lending policy? c) Explain one other function of a central bank.) Group Activity (Discuss how the spending of the poor is likely to differ from that of the rich) Individual Activity (Discuss how many characteristics of money each of the following item Possesses: a) Leaves b) Sea shells c) Gold)

#### **UNIT 5 : ( LECTURE HOURS - 18 )**

**MICRO ECONOMIC DECISION MAKERS :** Firms (Classification of Firms, Causes of the Growth of Firms) Mergers (Horizontal merger, Vertical merger) Economies and Dis economies of Scale (Internal and external economies and dis economies of scale) Firms and Production (Demand for factors of production ,Labour-intensive or Capital-intensive Production, Production and productivity) Firms, costs, revenue and objectives (Introduction, Calculating the costs of production and Revenue, Objectives of firms) Market Structure (Competitive Markets, Monopoly Markets)

**TUTORIAL HOUR :** Presentation (Draw a cost curve diagram to show: a) Internal and External Economies of Scale b) Internal and External Dis economies of Scale) Group Activity (In each case, consider what type of barriers to entry and exist may exist in the following markets; a) Airlines b) steel production c) film production d). window cleaning.) Individual Activity (Decide whether the following industries are usually capital-intensive or labour-intensive. a. air travel b. fruit picking c. hotels d. oil production e. telecommunication)

#### **TEXTBOOKS**

1. Essentials of Economics - Bradley R. Schiller, McGraw-Hill, October 2013 Edition Principles of Microeconomics –5th Edition by Salvatore Dominick, Oxford University Press

#### **REFERENCE BOOKS**

1. Microeconomics- Robert S. Pindyck, Daniel L. Rubinfeld, Prem L. Mehta- 7th Edition

--- End of Statement ---

## SEMESTER I

### NON- CREDIT COURSE

#### IKS - COMPARATIVE STUDY OF WESTERN AND INDIAN BUSINESS MODELS

Course Title : <b>IKS - COMPARATIVE STUDY OF WESTERN AND INDIAN BUSINESS MODELS</b>	Course Code : -
Semester : <b>V</b>	Course Group : <b>NCCG1</b>
Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>	Credits : 0
Map Code: <b>C (THEORY CONCEPTS)</b>	Total Contact Hours : <b>30</b>
CIA : 25 Marks	SEE # : <b>75 Marks</b>
Programme: <b>BBA, BBA CA, BBA LOGISTICS</b>	# - <b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl.Ses/ hrs	CL
CO1	Understand the fundamental principles and characteristics of Western and Indian business models.	PSO4	6	Understand
CO2	Discuss the historical, cultural, and economic factors influencing the development of business models in both regions	PSO4	6	Understand
CO3	Classify the organizational structures, management styles, and strategic approaches of Western and Indian businesses	PSO4	6	Understand
CO4	Estimate the strengths, weaknesses, opportunities, and threats of different business models within the context of global markets	PSO4	6	Understand
CO5	Describe and assess the applicability and adaptability of Western and Indian business models in various industries and contexts	PSO4	6	Understand

#### **UNIT 1 : ( LECTURE HOURS - 6 )**

**INTRODUCTION TO WESTERN AND INDIAN BUSINESS MODELS** : Definition and scope of Western and Indian Business Models ((Definition, scope, and key characteristics of Western and Indian Business Models) Historical overview (Historical overview and evolution of business models)

#### **UNIT 2 : ( LECTURE HOURS - 6 )**

**CULTURAL AND SOCIO-ECONOMIC INFLUENCES** : Cultural values and norms (Examination of cultural values, norms, and business etiquette) Socio-economic factors (Analysis of socio-economic factors driving business practices))

#### **UNIT 3 : ( LECTURE HOURS - 6 )**

**ORGANIZATIONAL STRUCTURES AND MANAGEMENT STYLES** : Hierarchical vs. flat structures

(Comparison of hierarchical and flat organizational structures, Leadership styles and decision-making processes) Strategic Approaches (Market orientation and Innovation and technology adoption)

#### **UNIT 4 : ( LECTURE HOURS - 6 )**

CASE STUDIES AND COMPARATIVE ANALYSIS : Case studies of prominent Western and Indian businesses (Discussion and breakdown of selected case studies from major Western and Indian companies) Comparative Analysis of Business Strategies (Comparative analysis focusing on different sectors and strategic implementations))

#### **UNIT 5 : ( LECTURE HOURS - 6 )**

GLOBALIZATION AND BUSINESS MODEL ADAPTATION : Internationalization strategies and Cross-cultural management challenges (Strategies for internationalization and global market entry, Challenges of cross-cultural management and adaptation) Emerging Trends and Industry Disruptions (Discussion on emerging trends affecting global business models, Impact of digital transformation and sustainability on Western and Indian businesses)

#### **WEBSITES**

<https://poonawallafincorp.com/blogs/types-of-business-models.php#>

<https://www.econstor.eu/bitstream/10419/155803/1/vol03-no02-a1.pdf>

#### **TEXTBOOKS**

"Business in Emerging Latin America" by Fernando Robles and Robert T. Moran

"Comparative Management: A Regional View" by Garry D. Bruton, David O. Ahlstrom, and Robert E. Hoskisson

"India's Unending Journey: Finding Balance in a Time of Change" by Mark Tully and Jeremy Williams

#### **REFERENCE BOOKS**

"Business Across Cultures" by Fons Trompenaars and Charles Hampden-Turner

"Comparative International Management" by Carlos J. Sanchez-Runde, Luciara Nardon, and Richard M. Steers

"Indian Business: Strategies for Global Competitiveness" by N. Chandrasekaran and Rajiv Krishnan  
Kozhikode



## SEMESTER –II

Course Title : <b>TAMIL - II (T)</b>	Course Code : 21T
Semester : <b>II</b>	Course Group : <b>MIL- II</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 3
Map Code: <b>A ( Language- Concepts)</b>	Total Contact Hours: <b>60</b>
CIA: <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>ALL I YEAR UG PROGRAMMES</b> <span style="float: right;"><b>Semester End</b></span>	

No.	Course Outcomes (Cos): <b>After completion of this course, the students will be able to</b>	POs	CL Ses	CL
CO1	அற இலக்கியங்களின் வழி, வாழ்வியல் விழுமியங்கள் மற்றும் நட்பு, விருந்தோம்பல் பண்பு, பெரியோர்களை துணையாகக் கொள்ளும் மாண்பு, போன்றவற்றை மாணவர்களுக்கு அறியச்செய்தல்.	PO7,	13	U
CO2	பக்தி இலக்கியங்கள் வாயிலாக மாணவர்களிடையே இறையணர்வையும், பல்சமய இலக்கியங்கள் வாயிலாக சகோதர உணவையும் அறியச் செய்தல்.	PO7	12	U
CO3	சிறுகதைகள் வாயிலாக வாழ்வியல் நிகழ்வுகளையும் கதைப் பாத்திரங்களின் வழி மனித மனங்களை எடுத்துரைத்தல் மற்றும் கதைக்கரு, உள்ளடக்கம், சிறுகதை உத்தி ஆகியவற்றை அறியச்செய்து மாணவர்களின் படைப்பாற்றலை வளர்த்தல்	PO3	15	<b>R</b>
CO4	கடிதப்பயிற்சி வாயிலாக அரசு மற்றும் தனியார் நிறுவனங்களுக்கு கடிதம் எழுதும் முறைகளை அறியச்செய்தல்	PO2	9	U
CO5	மொழியறிவோடு இலக்கிய வரலாற்றை கற்பதன் மூலம் போட்டித்தேர்வுகளை எதிர்கொள்ளுதல் மற்றும் வேலை வாய்ப்பினைப் பெறுதல்	PO1	9	U

அலகு –I– அற இலக்கியங்கள்

பாடவேளைகள் – 13

திருக்குறள் – (வாள்சிறப்பு - மழையின் பெருமை - மழை உணவாதல் - மழை இல்லாவிட்டால் பசித்துன்பம் மிகும் - கெடுப்பதும் கொடுப்பதும் மழை - மழை இன்றி கடலும் வற்றும் - தானமும் தவமும் மழையின்றிக் கெடும் - நீரின் அவசியம்)

திருக்குறள் – (இறைமாட்சி - அரசனது புகழ் - படை - குடி - பொருள் - அமைச்சர் - நட்பு - இயற்றல் - ஈட்டல் - காத்தல் இறைமாட்சி - காட்சிக்கு எளியவன் - அன்பாக பேசுதல்; - மன்னவனை இறைவனாகப்; போற்றுதல்; - செங்;கொல்.)

நாலடியார் - (நாலடியார் பாடல்கள் - சிறப்புகள் - அறக்கருத்துகள் உணர்த்துதல் - இளமை நிலையில்லாதது - காம மயக்கத்தால் உடல் குன்றுதல் - இளமை நீங்கி முதுமை அடைதல் - கல்வியின்

சிறப்பு - கற்பவர் நாள் சில - கல்விக்கு கரையில - பலரோடு சேர்த்து உண்ண வேண்டும் - செல்வம் யாரிடமும் தங்காது - எந்நிலத்து வித்திடினும் எட்டி மரத்தின் காய் தென்னை ஆகாது - அறத்தின் வழியே சொர்க்கம் செல்லமுடியும்.)

சிறுபஞ்சமூலம் - (சிறுபஞ்சமூலம் அறிமுகம் - சிறுபஞ்சமூலம் பாடல்கள்சிறப்புகள் - அறக்கருத்துகள் உணர்த்துதல் - பிழை பொறுத்தல் - சிறுமை தீங்கெண்ணி இருத்தல் - நகைகெட வாழ்வதும் நன்று - பூக்காது காய்க்கும் மரம் உள - விதையாமை நாறுவநீர் அறம் நன்று - பார் அறம் நன்று - சாலை நட்டல் நன்று.)

பழமொழி நானூறு - (கள்ளி - அகிலும் கருங்காக்ககையும் எள்ள வேண்டாம் - அறிவு அன்று - அழகு அன்று - சிறியர் எனப்படுவர் - கண்ணுள் மணியே போல் காதலராக நட்டவர் - உண்பவரைக் காப்பது கூற்று - மாரி வளம் குன்றியது - பாண்மகள் நிலைப்பாடு - மாமுன்றில் நிலை)

### அலகு II-பக்தி இலக்கியங்கள்

பாடவேளைகள் - 12

1. திருவாசகம் - பக்தி இலக்கியம் - (பன்னிரு திருமுறைகள் - எட்டாம் திருமுறை - திருச்சதகம் பதிகச்சிறப்பு - அடியார் நிலை - திருவடிச்சிறப்பு - வேறு தெய்வங்களை நினையாதிருத்தல் - பலசொற்களை பேசவும் அடியார் பேசுதல் - மலர்களால் அர்ச்சித்தல் - செல்வத்தை பெறவில்லை - அடியார்களின் துயர் களைதல் - திருவடி இன்பம் சூட்டுதல் - மெய்யுணர்தல்)
2. பொய்கையாழ்வார் பாசுரம் - நாலாயிர திவ்ய பிரபந்தம் - (முதலாழ்வார்கள் - முதல் திருவந்தாதி - உலகப்பொதுமை வேண்டல் - திரவடி மாலை சூட்டல் - உலகை உமிழ்ந்தவன் - ஐந்து பொறிவாசல் நின்றவன் - காட்சிக்கு எளியவன் - அன்பாக பேசுதல்; - மன்னவனை இறைவனாகப்; போற்றுதல்;.)
3. மெய்ப்பொருள் நாயனார் புராணம் (மலாடர் கோமான் - அன்பர் கருத்து அறிந்து ஏவல் செய்பவர்; - அன்பர் வேடமே சிந்தை செய்பவர் - கோயில்களில் இடைவிடாது வழிபாடு செய்பவர்- செல்வங்களை திருக்கோயில்களுக்கு வாரி வழங்கியவர் - நாயனாரை வெல்ல மாற்று அரசன் வருதல் - அடியார் தோற்றமே அரண் என நம்பியவர் - முத்த நாதன் பொய்யான வேடத்தில் வருதல் - தத்தன் தடுத்து நிறுத்தல் - அரண்மனையில் புகதல - முத்தநாதன் வஞ்சக மொழி உரைத்தல் - அரசியை தனியிடம் போக செய்தல் - முத்தநாதனின் வஞ்சக எண்ணம் பழித்தல்நாயனாரை வாளினால் வீழ்த்தல் - முத்தநாதனிடம் தத்தா நமர் எனல் - முத்தநாதனை காட்டில் விடச்செய்தல் - திருநீற்று அன்பு பாதுகாத்தல் - இறைவன் திருவடி நிழல் அடைதல்)
4. பிறசமயங்கள் - பராபரக்கண்ணி - (திருக்கூத்தினை கண்டு மகிழ்தல் - வேத மறைப்பொருளை உணர்தல் நாதாந்தப் பொருளை அறிதல் - பராபரத்தை வேண்டுகல்)
- 5.. இயேசுநாதர் சரிதை - (மணிவயிற்று உதித்த வள்ளல் - அகமும் புறமும் நிறைந்தவன் - கருணையின் அன்னையிடம் அன்னை மரியாளின் அன்பு - ஆண்டவன் கரு வளர்தல் - அகந்தை வீற்றல்)

### அலகு III-சிறுகதைகள்

பாடவேளைகள் - 15

1. நீர் விளையாட்டு- பெருமாள் முருகன் - (கிணறு தோற்றம்- கிணற்றில் குதித்தல்- கிணற்றை ழந்தையாக பார்த்தல் சிறுமியின் செயல்- நீர் விளையாட மறுத்தல்- அச்சத்தை விடுவித்தல்- கிணற்றின் ஆழத்திற்கு செ;லலல்- கைகள் நீந்திக் கொண்டிருந்தன - தவளையாய் நீந்தினான.;)

2. காடர் குடி -வே. பிரசாந்த் - (பழங்குடிமக்கள் - குடில்கள் அமைத்தல் - காடர்குடி செட்டில்மெண்ட்மழையால் குடியிருப்பு பாதிப்பு - ரேஞ்சரின் கோபம் - ஒன்றிய அரசின் திட்டம்மூப்பனும் ரவியும் காடு வாழ்விடம் எனல் - மீண்டும் திரும்புதல்);
3. வீடு - காஞ்சனா தாமோதரன் - (முற்றத்தில் பல்வகையான நிகழ்வுகள் - திண்ணைகள் தொட்டிக்கட்டு - பழமையான வீடு - வீட்டின் அறைகள் - பேச்சியின் பிதற்றல் - கூட்டுக்குடும்ப வாழ்க்கை - கிணற்றுப்பக்கம் - புளியமரம் - குருவிகள் நிலை - பாட்டிபெரியம்மா - வீட்டின் பழமை.)
- 4.(இருவர் கண்ட ஓரே கனவு - கு. அழகிரிசாமி- வெள்ளையம்மாள் குடும்பம் - குழந்தைகள் நிலை - பசியின் கொடுமை - வேலப்பனின் கருணையுள்ளம் - வெள்ளையம்மாள் மரணம் - வேலப்பன் அரவணைத்தல் - குழந்தைகளின் கனவு - வெள்ளையம்மாள் மரணம் - வேலப்பன் அரவணைத்தல் - குழந்தைகளின் கனவு.)
5. நிழலும் நிஜமும் - (மதுரைப் பயணம் - ஆசிரியயப்பணி - கிறிஸ்துமஸ்க்கு துணிஎடுத்தல் - உணவு அருந்துதல்- சிக்கனமாக செலவு - பலவித சிந்தனை- தின்பண்டம் வாங்குதல் - நிஜமும் - ஹோட்டலில் உணவு அருந்துதல் - சிறுவனின் வறுமை - சிறுவனுக்குக் காசு கொடுத்தல் - சாட்டையடித்தல் நிகழ்வு - சிறுவனின் பார்வை - சிறுவனின் ஈகைப்பண்பு.)
6. இரணி;யவதம் - (சின்னக்கருப்பு வாத்தியார் - ராஜாராமன் - இரணியவதம் கூத்து பயிலுதல் - தழுக்கம் மைதானத்தில் கூத்து - நாடகம் புத்துயிர் பெறுதல் - டைம் ஆப் இந்தியா ஆக்கூர் - பக்கிரியிடம் புலி நகம் வாங்கச் செல்லல் - புலி நகம் வாங்கி வருதல் - சின்னக்கருப்புவால் பாப்பாவிருகு ஏற்படும் சிக்கல் - ராஜாராமனின் இரணிய வதம்)

#### அலகு IV- விண்ணப்பம்- கலைச்சொற்கள் பாடவேளைகள் - 09

கடிதம் எழுதுதல் கடிதப்பயிற்சி - (அலுவலகக் கடிதம் - அரசு அலுவலகங்கள் - வேலைவாய்ப்பு கடிதங்கள்; - அரசு அலுவலகங்கள் - கருத்தரங்கம் நடத்த வேண்டி விண்ணப்பித்தல்;.)

விண்ணப்பம் எழுதுதல் - (கல்விக்கடன் - முதல்பட்டதாரி - புத்தகங்கள் வேண்டி விண்ணப்பம் எழுதுதல். - கணிப்பொறியில் கலைச் சொற்கள்)

துறைதோறும் கலைச்சொற்கள்- (மருத்துவம் - வேளாண்மை - சட்டம் - பொறியியல்; - தொழில் நுட்பம் - ஆட்சிச்சொல்.)

#### அலகு V - இலக்கிய வரலாறு பாடவேளைகள் - 09

அற இலக்கியங்கள் (பதினெண் கீழ்க்கணக்கு நூல்கள்- திருக்குறள் நாலடியார் சிறப்புகள் - அற இலக்கியங்கள் - அற இலக்கியங்கின் பயன் - அக நூல்கள் - புற நூல்கள் - அகப்புற நூல்கள் - தோற்றம் வளர்ச்சி.)

பக்தி இலக்கியங்களின் தோற்றமும் வளர்ச்சியும் - (சைவம்- பன்னிரு திருமுறைகள் - தேவாரம் - திருவாசகம் - திருமந்திரம் - பெரியபுராணம் - சமயக்குரவர்களின் சிறப்பு- வைணவ இலக்கியம் - நாலாயிர திவ்விய பிரபந்தம் - ஆழ்வார்களின் சிறப்பு.)

சிறுகதையின் தோற்றமும் வளர்ச்சியும் -- (சிறுகதை விளக்கம்- சிறுகதை சூழல் - சிறுகதை அமைப்பு - சிறுகதை எழுத்தாளர்கள் - பிச்சமுர்த்தி - புதுமைப்பித்தன் - அழகிரிசாமி முதலியோர் - சிறுகதை தோற்றமும் வளர்ச்சியும்.)

## பார்வை நூல்கள் :

1. தமிழிலக்கிய வரலாறு - மு. வரதராசன்
2. திருக்குறள் – கழக வெளியீடு
3. நாலடியார் -- கழக வெளியீடு
4. திருவாசகம் - கழக வெளியீடு
5. நல்ல தமிழ் எழுதவேண்டுமா? -அ.கி. பரந்தாமன் - பாரி நிலையம்

## SEMESTER-II

Course Title : <b>HINDI – II (T)</b>	Course Code : 21H
Semester : <b>II</b>	Course Group : MIL - II
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 3
Map Code: <b>A ( Language- Concepts)</b>	Total Contact Hours: <b>60</b>
CIA: <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>ALL I YEAR UG PROGRAMMES</b>	<b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	CS	CL
CO1	Recognize the ancient valuable thoughts through which is contemporary even day today's life now also.	PO7	15	U
CO2	Distinguish the importance and values of the nature and its credibility to the environmental basis.	PO3	15	R
CO3	Implement the issues which human carried out is in the wrong perception. Adopt ourselves to the situation is important.	PO7	15	AP
CO4	Distinguish the issues handled the problems day to day life in middle class family.	PO8	8	AN
CO5	Knowing & applying more grammar in every walk of life.	PO1	7	AP

### UNIT : I – KABIR KE DOHE (LECTURE HOURS: 15)

**KABIR KE DOHE:** (samaj ke pratikabir ki vani , samaj me sadhuvonke prati kalin ki bhavana, jadalalach ki bhavana se dur rehne ki maangishwar se kartehaia, jitnimehnat hum karengeutna hi phal pavengeuskesiddhant ko yuyyaktkartehai, ninakon ko paasrahne ki salaah detehai, unki vajah se hum nirmal ho jayengebinasabuntathapanike, manushyon ki jindagi bahut kumsamaykeliey, I hai, usme hum acchekarmon se duniya ka prem jitnahai, atmaparamatmake Milan ki baatkartehai, jaisejal me kumbkumb me jalkebarabar atmaparamatmeketatvhai jo acchekarmo ki vajah se paramatka me vilin ho saktehai).

**RAHIM KE DOHE** (rahimkeanusaar prem bahut punithai, issebachakarrakhnachahiey, rahimkeanusarmadhurbaarbolicahieykhari baton se dil dukhna to dur vemitratakeliey layaknahi ban jaate, taruvarjistarike se apna phal khud nahikhatausitarah bade log sampatti ko ikkatakarkedusaronkemadadkelieydetehai to usme koi kharabinahihai, pani ka mahatva ko batatehaijise manav me manyshyarupimanavaata kijarurathai).

## **UNIT – II**

**(LECTURE HOURS: 15)**

**CHARU CHANDRA KI CHANCHAL KIRANE:** (Maithili charanguptkepanchavati kavya se liyagayapdyahai. Ismeprakrutivarnan ka adhikstaandiyagayahai. Chandi raat ka varnan, nadi ka varnan,ityadi,2. Panchavati ki chaya me parnakutirhaijiskesammukhlakshmanpahredari banker baithahuahai, kisivrat me leen yah nidra ko khote hue vipin ko apnavaasbanahuahaiyise is kutiya me kyadhanhai. Mritymalok ki papon ko mitane swami sang jo aayihavah teen lok ki lakshmi hai, uskekhathir ye lakshmanpehredaribanahuahai.)

**VAH TODTI PATHAR:**(niraladwarakrut ek diyakavitahaijismedopherkesamay me bin cchayadhup me baithkarpathartodrahihaiuskavarnanhai.)

**KYA PUJAN KYA ARCHAN RE:** (mahadevivarmadwarakrutkavita me ye deh hi devalaykebarabarhai, jiskojis par nivasishwar ka ehssaa ho to manyshyjindagi ka saakarmilega. Isi tatv ko lekarvarmacchayavaaditvatva ko darshate hue is kavita ko rachihain.

**JO BEET GAYI SO BAAT GAYI) :**(bacchan ji ne is kavitakedauran ye darshaatehai ki jo baat beet chukihaiuske bare me chintakarnese kya lab? Aage ki agrasarhonapadega. Isi taty ko is kavitadarshatihai).

## **UNIT III**

**(LECTURE HOURS: 15)**

**DAUD LAGHU UPANYAAS:** (mamtakaliadwaralikhitlaaghuupanyaas ek Madhya vargiyaparivaar ki kahani ko darshatahai. Ismepavanapne maa baap se dur naukrikeliyilahabad se ahmedabaad aa jaatahai aur puranevicharonketyajnayevicharon se phalibut ho jaatahai. Isliy maa baap aur uske beech ki duriyan bad jaatihai. Aur chotimotibaateapas me uthiretihai. Vah ek ladki ko pasandkartahaiuskomaa pasandnahikarti, magaruskiparavasahuskonahivahaagebadkarsamuhikvivahkarlewtahai. Aaj kal ki pidi maa baap se badkar paise ka mahatvdetehai. Akhir chota beta bhivideshchalejaatahai, lautkarnahiaane ki sambhavanahihai. Maa baap ka vilap bad to jaatahaimagarlautanahi)

## **UNIT IV**

**(LECTURE HOURS: 8)**

**VYAKARAN:**(vachan aur ling ka bed , striling se pulling me badaln, ek vachan se bahu vachan me baldne ka pura vivarantathaniyam ko dena)

## **UNIT IV**

**(LECTURE HOURS: 7)**

**Anuvaadabhyaas :** (Angreji se hindi me parivartankarnachoteshabdon ka anuvadkarnathathavakyon ka anuvaadsaath hi panktiyon ka anuvaadkarnaadiabhyaas ko chotron ko dena)

**Text Books:**

1. VIVIDH MAALA: COMPILED BY BOS HINDI.

**REFERENCE:**

1. MANAK HINDI VYAKARAN. VANI PRAKHASHAN, N.DELHI.
2. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj0tq7U4pyAAxUL4TgGHWsfBSgQFnoECBMQAQ&url=https%3A%2F%2Fwww.hindi-kavita.com%2FHindiPanchvatiMaithilisharanGupt.php&usg=AOvVaw33u82y1QBzUZw0cMQr-4x0&opi=89978449><https://www.youtube.com/watch?v=sh68KY1X2RA>

## SEMESTER II

Course Title : MALAYALAM – II(T)	Course Code : 12 M
Semester : II	Course Group : MIL - II
Teaching Scheme in Hrs (L:T:P) : 4:0:0	Credits : 3 Credits
Map Code: A (Language Concept)	Total Contact Hour : 60
CIA : 25 Marks	SEE : 75 Marks
Programme : I Yr ALL UG PROGRAMMES	# - Semester End Exam

No	Course Outcome (Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Understand the past scenario of ethnical people and their livelihood and thereby inculcating moral values.	PO2	12	U
CO2	Interpret the importance of environmental studies and a recalling the existence of humans in resilience with nature and its components	PO4	12	U
CO3	Adapt gender equity, need of protecting girl child and importance of Women empowerment	PO7	12	AP
CO4	Apply secularism and its challenges in the current scenario giving emphasis to live and let live	PO1	12	AP
CO5	Analyze the attractive features in Indraprastha which makes the capital of country unique	PO4	12	AN

### UNIT -I SHORT STORIES

LECTURE HOURS: 12

#### 1.UTHUPPAANTEY KINAR – KAROOR NILAKANDA PILLA



( Karur is a writer who has left his mark on Malayalam fiction with his meticulous life observations. His writings are distinguished by their sincerity, pure presentation and moderation.)

## **2. POOVANPAZHAM – VAIKKAM MUHAMMAD BASHEER**

(This carefully selected collection of Vaikom Muhammad Basheer’s short stories are characterised by a variety in theme and tone. He has enshrined in them every kind of experience from the pangs of hunger and sex to the rapture of mystic vision. Its range includes stark realistic pictures of the material world as well as the realm of fantasy haunted by ghosts and spirits. Basheer has written on love and hate, on politicians and pickpockets, on the fancies of childhood and on the disillusionments of adult life with an intense sense of the tragedy of life and at the same time an irrepressible sense of humour)

## **3. SHABDIKKUNNA KALAPPA – PONKUNNAM VARKKI**

(It is the story of a heart-to-heart relationship between a farmer named Ouseph and a plowman named Kannan. As the beginnings tightened, Ouseph had to sell Kannan. Later, Ouseph rescues Kannan from the slaughterhouse, leaving even the emergency.)

## **UNIT -II SHORT STORIES**

**LECTURE HOURS: 12**

## **4. NASHTTAPPETTA NILAAMBARI - MAADHAVIKKUTTI**

(Madhavikutty was a storyteller who traveled in a dream world mixed with reality and imagination. Through her writings, she portrayed different facets of love and new definitions of gender relations. Neelambari tells the story of Dr. Subhadra who comes to Madurai in search of the love she lost in her teens. When she left Madurai to study in Madras and later lived in Kozhikode with her husband, Madurai remained in Subhadra's mind as an unforgettable memory. In the streets smelling of jaggery, peach and marigold, in the cool interiors of the Madhura Meenakshi temple, Subhadra searched not only for the lost Nilambari, but also for her own identity.)

## **5. BIRIYANI – SANTHOSH EACHIKKANAM**

(Santhosh Aechikkanam is surely one of the most influential writers in the present-day Malayalam short story. He has, to his credit, around eighty stories anthologized in half a dozen volumes. As a keen observer of life he has phenomenal skill in capturing the subtle nuances of the sordid side of the seemingly naive lives around him. The range of themes he deals with in his stories amply demonstrates his creative genius.)

## **6. KALLAN – MP NARAYANAPILLA**

(Narayana Pillai is considered by many as one of the finest writers of Malayalam fiction. It was reported that he started writing during his stay in Delhi where he met [Kakkanadan](#) and was influenced by the writer; the first story was *Kallan* (The Thief). *Murugan Enna Pambatti*, *George Aramante Kodathi*, *Yathrakkidayil* and *Njangal Njangal Asuranmar* are some of his most notable short stories. Most

of his short stories have been compiled in 5 anthologies viz. *Murugan Enna Pambatti*, *Sathragali*, *Anthikoottu*, *Njangal Asuranmar* and *M. P. Narayana Pilayude Kathakal*. He wrote only one novel, *Parinamam*, which was selected for the [Kerala Sahitya Akademi Award for Novel](#)

### **UNIT - III TRAVALOGUE**

**LECTURE HOURS: 12**

#### **PURUSHANTHARANGALILOODE – VAYALAR RAMAVARMMA**

(Ramavarma's first poetry anthology was *Padamudrakal*, in 1948 which reflected his affinity towards Gandhian ideals in those days. Later he changed his thought towards communism and keep close contact with the communist party of India. There are notable literature works against cast and communal systems in Kerala even though he is from an upper caste family. But he had a good affinity towards Indian culture which is reflected in the poem *Sargga Sangeetham*.<sup>1</sup> Between 1950 and 1961, he published a number of anthologies including *Konthayum Poonoolum* (1950), *Naadinte Nadam*, *Enikku Maramamilla*, *Mulankadu* (1955), *Oru Judas Janikkunnu* (1955), *Ente attolikavithakal* (1957), and *Sargasangeetham* (1961), a khandakavyam titled *Ayisha*, two short story anthologies,)

### **UNIT - IV TRAVALOGUE**

**LECTURE HOURS: 12**

#### **PURUSHANTHARANGALILOODE – VAYALAR RAMAVARMMA**

(Vayalar Ramavarma was a famous poet and lyricist belonging to Malayalam. He remained the most popular lyricist during the glorious era of Malayalam film music in the 1960s and 1970s and was a recipient of Kerala state award for best lyricist 4 times. He was also a recipient of National Film award for best lyricist for the songs of *Achanum Bappayum*, which include “*Manushyan Mathangale Srishtichu*”. He was also a famous poet, best known for his poems – *Sargasangeetham*, *Mulankaadu*, *Padamudrakal*, *Konthayum Poonoolum*, *Enikk Maranamilla*, *Aayisha* and *Oru Judas janikkunnu*, and recipient of Kerala Sahitya Academy Award for poetry in 1962 for the poetry collection – *Sargasangeetham*)

### **UNIT - V MALAYALABHASHAYUM COMPUTERSAHITHYAVUM**

**HOURS: 12**

#### **E MALAYALAM**

(A study on electronic Malayalam penned by Suneetha T V offering detailed study of the Malayalam cyber world ranging from e-mail to e-book and blog to web portals. ‘E. Malayalam’ has eight essays including Bhasha Sankethika Vidyayum Computerum, Malayalm Computing, Internetile Malayalam, E. Malayalam)

#### **TEXT BOOKS:**

T1. Uthuppaantey Kinar - Ediiton – 2, DC Books – 1990 - Karoor Niilakantappillai

T2. Poovambhazham – Edition – 3, DC Books – 2003 - Vaikkam Muhammad Basheer

- T3. Shabdikkunna Kalappa – Edition – 3, 2000, Current Books, Ponkunnam Varkki
- T4. Nashttappetta Neelambari – Edition – 40, DC Books, 2008, Maadhavikkutti
- T5. Biriyaani – Edition – 18, DC Books,2008, Santhosh Eachikkaanam
- T6. Kallan – Edition – 6, DC Books,2003, M P Pavithran
- T7. Purushaantharangaliloode –Edition – 10 Saindhava Books, 1999, Vayalaar Ramavarmma
- T8. E- Malayalam – Edition – 3, Kerala Bashainstitute 2019, Sunitha TV

#### **REFERENCES:**

- R1. Malayalacherukatha Sahithyacharithram – Edition – 6, Kerala Sahithyaacademi, 2000, Dr.M.M.Basheer
- R2. Malayalasaahithyacharithram – Edition – 6 –Kerala Bashainstitute TVM, - 2003, Kalpatta Narayanan
- R3.E- Malayalam – Edition – 3, Kerala Bashainstitute 2019, Sunitha TV

#### **WEB RESOURCES**

- [https://youtu.be/hOgGteIBC\\_M](https://youtu.be/hOgGteIBC_M)      <https://youtu.be/QDj7RApGg6k>
- <https://youtu.be/M8DNtoB0kTA>      <https://youtu.be/rJ1UEyI65qk>
- <https://youtu.be/-MqXQnpTJ3k>      <https://youtu.be/jMi-1OwSIB4>
- <https://youtu.be/GE-wyIB0OtA>      [https://youtu.be/QVId\\_t6DT\\_M](https://youtu.be/QVId_t6DT_M)
- <https://youtu.be/WNEye7uOyms>      <https://youtu.be/UCn3hfj8Apo>
- <https://youtu.be/amobVw5Bvko>      [https://youtu.be/vSTZVrSx\\_Xw](https://youtu.be/vSTZVrSx_Xw)

## SEMESTER – II

Course Title : <b>FRENCH-II (T)</b>	Course Code : <b>21 F</b>
Semester : <b>II</b>	Course Group : <b>MIL-II</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3</b>
Map Code : <b>A (Language Concept)</b>	Total Contact Hours : <b>60</b>
CIA : <b>25 Marks</b>	SEE# : <b>75 Marks</b>
Programme : <b>ALL I YR UG PROGRAMMES (Except CS&amp;HM) # - Semester End Exam</b>	

No.	Course Outcome(Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Parler de ses activités quotidiennes, Demander/Dire l'heure, Proposer/Accepter/Refuser une sortie, Décrire une personne.	PO2	12	R
CO2	S'informer sur un logement, exprimer des règles de vie commune, Expliquer un problème domestique.	PO2	12	U
CO3	Exprimer une émotion, Parler de sa santé et de sport, Exprimer son accord ou son désaccord, Exprimer une obligation, une interdiction, Donner un conseil.	PO4	12	AP
CO4	Reserver une chambre d'hôtel, Décrire une ville, un pays, Décrire un paysage, Exprimer la préférence, Ecrire une carte postale.	PO4	12	AN
CO5	Parler de ses études et de son université, Parler de ses compétences, Parler de son projet professionnel, Parler de son métier.	PO7	12	C

### UNIT – 1: Qu'est-ce qu'on fait aujourd'hui ? - (Lecture Hours: 12 Hrs)

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

### UNIT – 2: Chez moi - (Lecture Hours: 12 Hrs)

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

### **UNIT – 3: En forme - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

### **UNIT – 4: Bonnes vacances ! - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

### **UNIT – 5: Au travail ! - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

#### **Text Books:**

EDITO – NIVEAU A1- Methode de francais | Edition: 2 | Les Editions Didier | Caroline Sperandio | Lucie Mensdorff-Pouilly | Serguie Opatski | Violette Petitmengin | Sylvie Pons | Hamza Djimli (DELF) | Julie Veldeman-Abry (Phonetique) | (January, 2022)

#### **Reference Books:**

**R1.** Larousse – Dictionnaire bilingue | Edition: 2 | Hachette | MARIANNE DURAND (2006)

**R2.** Collins dico | Edition: 8 | MAURY-IMPRIMEUR SA MALESHERBES, FRANCE.

Harper co | MARIANNE DURAND (2006)

#### **Website Links:**

i) [wordreference.com](http://wordreference.com) ii) [verb2verbe.com](http://verb2verbe.com) iii) [tolearnfrench.com](http://tolearnfrench.com)

## SEMESTER – II

Course Title : <b>ENGLISH – II (T)</b>	Course Code : <b>22E</b>
Semester: <b>II</b>	Course Group : <b>ELN-II</b>
Teaching scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3</b>
Map Code : <b>A</b>	Total Contact Hours: <b>60</b>
CIA : <b>25Marks</b>	SEE : <b>75Marks</b>
Programme All UG Programmes	<b>#-SemesterEndExam</b>

COs.	Course Outcome (COs): After successful completion of this course, the students will be able to	PSOs	Cl. Ses	CL
CO1	Enrich the students with pronunciation and accuracy in the use of English Language.	PSO1 and PSO4	12	R
CO2	Aid them understand the responsibilities and societal problems and solutions along with one act plays.	PSO1 and PSO4	12	R
CO3	Teach them various opportunities and success of different noble people.	PSO1 and PSO4	12	U
CO4	Help the students to learn the variety of sentence structures.	PSO1 and PSO4	12	U
CO5	Become an employable person with effective communication	PSO1 and PSO4	12	R

### UNIT I

#### UNIT – I (ONE ACT PLAYS)

#### LECTURE HOURS- 12

1. **Chitra** - Rabindranath Tagore – Introduction – About the Author - The play adapts the story of Chitrāngadā and Arjuna from the Mahabharata. - Chitra beginning a conversation with Madana, the god of love, and Vasanta, the god of springtime and eternal youth - Chitra, the beauty of which he mentions, enters and Arjuna immediately strikes up a conversation with her - The play ends with Chitra finally admitting to Arjuna that she is the princess of which he spoke of and that she begged for beauty in order to win him over.

2. **The Sun** – John Galsworthy – Introduction – About the Author *The Sun*, a soldier returns from the WWI front to reunite with his fiancée, only to discover that she has jilted him for another man. The girl is nervous and guilty-the man is ready to fight for his woman--but the soldier cannot bring himself to

fight anymore. The sun is shining, the soldier has returned home, and he will let nothing stand in the way of his high spirits. John Galsworthy's delightful one-act bursts with sunny cheer and the joy of being alive.

3. **The Boor** – Anton Chekhov Introduction – About the Author “The Boor is a romantic farce - a widow who is mourning her husband's death - disturbed in her home by a brutish man who her late husband owed him money, through their arguments about which of the genders is more faithful in relationships they ultimately fall in love with each other.

4. **Heart in the Ground** – Douglas Introduction – About the Author - **Heart in the Ground**, is a powerful and moving story of love- reconciliation- healing and hope, as a young farming couple learn to come to terms with the loss of their baby.

## UNIT – II (BIOGRAPHY)

## LECTURE HOURS- 12

1. **Dr. APJ Abdul Kalam : Avul Pakir Jainulabdeen Abdul Kalam** 15 October 1931 – 27 July 2015) was an Indian aerospace scientist and statesman who served as the 11th President of India - He thus came to be known as the *Missile Man of India*. Kalam served as the Chief Scientific Adviser to the Prime Minister and Secretary of the Defence Research. During his term as president, he was affectionately known as the *People's President*, saying that signing the Office of Profit Bill was the toughest decision he had taken during his tenure. Kalam was criticised for his inaction in deciding the fate of 20 out of the 21 mercy petitions submitted to him during his tenure

2. **Helen Keller:** Helen Adams Keller was an American author- disability rights advocate, political activist - lecturer. Born in West Tuscumbia, Alabama -she lost her sight and her hearing after a bout of illness when she was 19 months old. Annie had been blind, but had her eyesight restored by surgery. Charlie Chaplin Sarah was a teacher for the deaf. Later, during World War II, she visited with wounded army soldiers encouraging them not to give up. Helen spent much of her life working to raise money and awareness for people with disabilities, especially the deaf and the blind.

3. **Charlie Chaplin:** Sir Charles Spencer Chaplin KBE was an English comic actor, filmmaker, and composer who rose to fame in the era of silent film. He became a worldwide icon through his screen persona, the Tramp, and is considered one of the film industry's most important figures. The Masterpiece Features – The Gold Rush (1925), The Circus won Charles Chaplin his first Academy Award. City Lights proved to be the hardest and longest undertaking of Chaplin's career. In Modern Times Chaplin set out to transform his observations and anxieties into comedy. His last picture, “A Countess from Hong Kong”. He was also a composer, having written and published many songs, among them: “Sing a Song”; “With You Dear in Bombay”;

## UNIT – III (GRAMMAR) )

## LECTURE HOURS- 12

**1. Active Voice and Passive Voice** In the active voice, the sentence's subject performs the action on the action's target. In the passive voice, the target of the action is the main focus, and the verb acts upon the subject.

Rita wrote a letter. (Subject + Verb + Object)

A letter was written by Rita. (Object) + (auxiliary verb) + (past participle) + (by subject).

She cooks food. (Subject + Verb + Object)

**2. Articles** -Definite article- **the** (before a singular or plural noun)-Indefinite article- **a** (before a singular noun beginning with a consonant sound) -**an** (before a singular noun beginning with a vowel sound) -Count nouns - refers to items that can be counted and are either singular or plural - non-count nouns - refers to items that are not counted and are always singular

**3. Question Tag** - Question tags are short questions at the end of statements. They are mainly used in speech when we want to: **confirm that something is true or not**, or - **to encourage a reply** from the person we are speaking to. Question tags are formed with the auxiliary or modal verb from the statement and the appropriate subject. A **positive** statement is followed by a **negative** question tag. Jack **is** from Spain, **isn't** he? Mary **can** speak English, **can't** she? A **negative** statement is followed by a **positive** question tag. They **aren't** funny, **are** they? He **shouldn't** say things like that, **should** he?

**4. Sentence Pattern - Subject:** A person, animal, place, thing, or concept that does an action. Determine the subject in a sentence by asking the question "Who or what?" "**I** like spaghetti. **He** reads many books. **Verb:** Expresses what the person, animal, place, thing, or concept does. Determine the verb in a sentence by asking the question "What was the action or what happened?" (The *be* verb is also sometimes referred to as a copula or a linking verb. It links the subject, in this case "the movie," to the complement or the predicate of the sentence, in this case, "good.") **Object:** A person, animal, place, thing, or concept that receives the action. Determine the object in a sentence by asking the question "The subject did what?" or "To whom? /For whom? I like *spaghetti* He reads *many books*."

## UNIT – IV (LANGUAGE COMPONENTS)

## LECTURE HOURS- 12

- 1. One Word Substitution:** One word substitution is the use of one word in place of a wordy phrase in order to make the sentence structure clearer. The meaning, with the replacement of the phrase remains identical while the sentence becomes shorter. Her younger son has an extreme fear of dogs: **Her son has cynophobia.** I am interested in the study of ancient things: **I am interested in archaeology.**
- 2. Idioms:** An **idiom** is a [phrase](#) or expression that typically presents a [figurative](#), non-literal [meaning](#) attached to the phrase; but some phrases become figurative idioms while retaining the literal meaning of the phrase. Break the ice -To get the conversation going. Provide a



conversation prompt. **Example:** Starting class with a joke or subjects students like will help to **break the ice.**

3. **Words from Headlines:** the heading or caption of a newspaper article -publicize widely or highly, as if with a headline - provide (a newspaper page or a story) with a headline - Headlines play a very important in any newspaper. Actually, Headline is used to attract the user to read the whole news. Headlines describe the whole news in short. Utterly-Completely, Scramble - Climb, Feud – Fight
4. **Homophones and Homonyms:** Words that sound alike but are different in meaning and spelling are called as Homophones ('bored'- 'board'); rather words that are similar in spelling and pronunciation but different in meaning are called as Homonyms ('park'- 'park').

#### **UNIT – V (LANGUAGE STUDY AND COMMUNICATION)      LECTURE HOURS- 12**

1. **Letter Writing :** A letter is a written message that can be handwritten or printed on paper. It is usually sent to the recipient via mail or post in an envelope, although this is not a requirement as such. Any such message that is transferred via post is a letter, a written conversation between two parties. Letters are of two types – 1. Formal Letter A Letter written for a formal purpose is called a Formal letter. It addresses a serious issue 2. Informal Letter - A Letter written for an informal purpose is called an Informal letter. It is written for a casual purpose.
2. **Poster Making:** Posters have become an increasingly popular means of communicating research findings. However, at conferences there are often a large number of posters on display, so you need to ensure that yours is well-designed to attract, and hold, other people's attention. Elements of Mail Writing- The Format of Mail Writing
3. **E-mail Writing:** Email stands for electronic mail. It is the easiest and cheapest way of communication, which is primarily sent from the computer and mobile devices to one or multiple recipients. An email can be formal or informal depending on the circumstances if it is for the office purpose, Companies, organizations, govt. departments and officers use formal emails which are written like formal letters for official communication. Informal emails are sent to family, relatives, friends and sometimes acquaintances and are written in a friendly and conversational style.
4. **Note Making:** Notes are a permanent record of information that will help you prepare for seminars, presentations, assignments and examinations. Note-making helps you concentrate on what you are reading, watching or hearing; it helps you to understand new information and new ideas; noting things down in your own words helps to place them in your long-term memory. Effective note-

making is a key academic skill; The Procedure of Note Making. Read the passage carefully and thoroughly While reading the passage, underline the key sentences. It will help you in forming the title and sub-titles. Make a rough note of the main points and give them a logical sequence. Use any format you like but it should depend on the theme of the passage. A little practice will make you adept in note-making.

**Text Books :**

T1. Tagore. *One Act Plays*. New Century Book House, 2004.

T2. Virtual English. Prepared by The Department of English. 2018.

T3. Effective English | Edition:1 | RVS | Department of English. 2019

**Reference Books:**

R1. High School English Grammar And Composition Book. Wren & Martin. 2017.

R2. Developing Reading Skills. Edition 1. Bloomsbury. 2015.

## SEMESTER – II

### DISCIPLINE SPECIFIC COURSE (DSC – III)

#### BUSINESS STATISTICS

Course Title : <b>BUSINESS STATISTICS</b>	Course Code :23A
Semester : <b>II</b>	Course Group : <b>DSC -III</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:2:0</b>	Credits <b>6</b>
Map Code : <b>D(THEORY)</b>	Total Contact Hours : <b>60</b>
CIA : <b>25 Marks</b>	SEE# : <b>75 Marks</b>
Programme : <b>BBA, BBA (CA) &amp; BBA LOGISTICS</b>	# - <b>Semester End Exam</b>

No.	Course Outcome	PSOs	CL	CL
CO1	Interpret data to inform business decisions	PSO1 ,PSO4	12	U
CO2	Recognize trends, detect outliers, and summarize data sets	PSO1 , PSO4	12	AP
CO3	Analyze relationships between variables	PSO1 , PSO4	6	AP
CO4	Develop and test hypotheses	PSO1 ,PSO4	6	AP
CO5	Craft sound survey questions and draw conclusions from population samples	PSO1 ,PSO4	12	AP
CO6	Implement regression analysis and other analytical techniques in Excel	PSO1 ,PSO4	12	AP

#### UNIT- I

**LECTURE HOURS :12**

Describing and Summarizing Data: Introduction (Analyzing Box office Revenues). Visualizing Data (Recognizing patterns, Histograms, Outliers). Descriptive Statistics (Central values for data, conditional means, percentiles, variability, Descriptive statistics in excel, coefficient of variation). Relationships Between Two Variables (Scatter plots, correlation, hidden variables, time series). Hands on Practice (Practice Problems).

#### UNIT- II

**LECTURE HOURS :12**

Sampling and Estimation: Introduction (Sampling at Amazon). Creating Representative and Unbiased Samples ( Samples Vs Population, Sample size, Avoiding Bias). The Normal Distribution (Rules of thumb, The Normal function NORM.DIST, The Normal function NORM.INV, The central limit theorem). Confidence Intervals (Estimating the population mean, Large samples, small samples, choosing a sample size, estimating the population proportion). Amazon's Inventory Sampling- Hands on Practice (Practice Problems).

#### UNIT- III

**LECTURE HOURS :12**

Hypothesis Testing: Introduction (Amazon's use of Hypothesis Testing). Designing and Performing Hypothesis Tests (Developing Hypothesis, Constructing a range of likely sample means, using p- values, Type I and Type II Errors, One sided testing, comparing two populations). Improving the

Customer Experience (The shopping cart A/B test, The arrow A/B test, The magazine A/B test). Hands on Practice (Practice Problems).

#### **UNIT- IV**

**LECTURE HOURS :12**

Single Variable Linear Regression: Introduction (Regression at Disney Studios. Regression Line- Visualizing the Relationship, The best fit line, The structure of the Regression line). Forecasting (Point Forecasts, Prediction intervals). Interpreting the regression output ( Quantifying predictive power, testing for a significant relationship, R-square vs p-value, Residual analysis). Performing Regression Analysis- (Regression Analysis in excel, Using dummy variables). Forecasting Home Video Units (The Disney Studio Model, Just a starting point). Hands on Practice (Practice Problems).

#### **UNIT-V**

**LECTURE HOURS :12**

Multiple Regressions: Introduction (Multiple Regression at Caesars). Multiple Regression equation(Single Vs Multiple Regression, Interpreting the multiple regression equation, forecasting). Adapting concepts from single regression ( Adjusted R-square, Residual Analysis, Testing for Significance of Variables ). Performing Multiple Regression Analysis ( Multiple Regression Analysis in Excel). New Concepts in Multiple Regression (MultiCollinearity, Dummy variables, lagged variables). The Caesars Staffing Problem (Developing the model, analyzing the results, Improving the model). Hands on Practice ( Practical Problems).

#### **REFERENCES:**

R1.Open Intro Statistics (Third Edition) by David M Diez , Christopher D Barr, MineCetinkaya - Rund | Edition:3 | Open Intro Statistics | Christopher D Barr AND

David M Diez AND Mine Cetinkaya (2017)

R2. An Introduction to Statistical Learning with Applications | Edition:1 | Springer |

Daniela Witten AND Gareth James AND Robert Tibshirani AND Trevor Hastie(2013)

R3. Business Analytics | Edition: | Harvard Business School | Janice Hammond( )

**SEMESTER -II**  
**DISCIPLINE SPECIFIC COURSE – IV (DSC –IV)**  
**FINANCIAL ACCOUNTING**

Course Title : <b>FINANCIAL ACCOUNTING</b>	Course Code : 23B
Semester : <b>II</b>	Course Group : <b>DSC - III</b>
Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>	Credits : <b>6</b>
Map Code: <b>D (THEORY APPLICATION)</b>	Total Contact Hours : <b>90</b>
CIA : <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>BBA, BBA CA, BBA Logistics</b>	# - <b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to	POs & PSOs	Cl.Ses/ hrs	CL
CO1	Apply the generally accepted accounting principles and accounting policies, along with basic accounting standards and computerized accounting system	PO1 & PSO4	18	Ap
CO2	Demonstrate the accounting process by passing journal entries, prepare ledger accounts and trial balance.	PO1 & PSO4	18	Ap
CO3	Analyze the impact of depreciation, capital and revenue expenditures and receipts in accounting.	PO1 & PSO4	17	An
CO4	Illustrate the method of accounting books of prime entry with GST and financial statements of sole proprietor firms.	PO1 & PSO4	20	Ap
CO5	Discuss the role of Business Process Management (BPM) IT industry in finance and accounting career	PO1 & PSO4	17	U

**UNIT: I (LECTURE HOURS: 15, TUTORIAL:03)**

**Conceptual Framework of Accounting and Fair value Accounting:** Introduction to financial accounting (Meaning of accounting, Definition of financial accounting, Objectives of financial accounting, Qualitative characters of financial statements, Basis of accounting) - Fair value measurement (Meaning, Terminologies of fair value, Fair value measurement of asset or liability, Orderly Transaction, Market participants) - Computerised accounting system (Meaning, Features, Advantages, Limitations, Difference between manual and computerised accounting, Accounting softwares, Preparation and Presentation of Financial Statements as per schedule III)

**Financial Accounting Principles:** Introduction to Accounting principles, Accounting Concepts (Accounting principles - Meaning, Need; Accounting concepts – Meaning, Types) - Accounting Conventions (Meaning, Types) - Introduction to Accounting standards (Meaning, Significance, Applicability, Development of AS, AS issued by ICAI, Implementation of Ind AS in India)

**Tutorial Hour:** Accounting Standards (1. List the various Accounting standards and Ind AS; 2. Collect various business documents)

**UNIT – II (LECTURE HOURS: 15, TUTORIAL:03)**

**Accounting Process:** Introduction to Accounting process and Accounting cycle (Meaning of accounting

process, Accounting equation, Meaning of accounting cycle, Steps in accounting cycle) - Traditional classification of accounts (Introduction, types, rules of accounting) - Modern classification of accounts (Introduction, types, rules of accounting)

**Journal, Ledger, Trial Balance:** Recording of Transactions (Rule of journalising, Compound journal entries, Trade and cash discount, Special transaction, Bank transaction – Simple problems) - Introduction to Ledger and rules for posting (Meaning of ledger, Posting to ledger, Closing and Balancing of ledger accounts – Simple problems) - Introduction to Trial balance (Meaning, Methods, Preparation of trial balance – Redrafting, correcting, Adjusting – Simple problems)

**Tutorial Hour:** Final Accounts (1. Imagine that you are owner of a small shop with an investment of Rs.1,00,000. Record imaginary business transactions for 15 days (include cash and credit transactions). Prepare journal, ledger and trial balance with that data. 2. Do you think the trial balance tallies all the time? What should be done when it does not tally?)

### **UNIT – III (LECTURE HOURS: 14, TUTORIAL:03)**

**Depreciation:** Introduction to depreciation (Introduction, Important definitions, Characteristics, Causes, Elements affecting depreciation) - Methods of calculating depreciation (Methods of accounting, Accounting for property, plant and equipment) - Straight line method, Written down value method, Units of production method (Straight line method - Introduction, Advantages and disadvantages, Simple problems; Written down value method - Introduction, Advantages and disadvantages, Simple problems  
Units of production method)

**Capital and Revenue Expenditures and Receipts:** Capital and Revenue Expenditures (Meaning, Features, Simple problems) - Capital and Revenue Receipts (Meaning, Features, Simple problems) - Difference between capital and revenue items; Classification of profit and losses (Difference between Capital and Revenue Expenditures, Capital and Revenue Receipts, Capital Profit, Revenue Profit, Capital loss and Revenue loss)

**Tutorial Hour:** Depreciation, Capital and Revenue Expenditures and Receipts (1. List out depreciable assets and appreciable assets; 2. Identify and list down capital and revenue expenditure at home, college and bakery.)

### **UNIT – IV (LECTURE HOURS: 17, TUTORIAL:3)**

**Accounting for Goods and Services Tax (GST):** Introduction to GST, Accounting for GST (Goods and Services Tax (GST), GST Calculation, Features of GST, Exemption from GST, Component of GST, GST Administration in India, Accounting entries – record GST paid or Collected, Discount and GST) - Preparation of subsidiary books (Preparation of Cash book, Purchase book and Sales book – involving GST - Simple problems) - Impact of GST on Balance sheet (Impact of GST - Simple problems)

**Financial Statements – Sole Trader:** Introduction of financial statements (Financial statements of Sole Proprietorship Entities – Income Statement - Manufacturing Account, Trading Account, Profit and Loss Account - Simple problems) - Position Statement (Definition and meaning, Preparation of Balance sheet, Classification of assets and liabilities – Simple problems) - Adjustment Entries (Important Adjustment entries – Simple problems)

**Tutorial Hour:** Financial statements (1. Collect and examine the balance sheets of business organizations to study how these are prepared by them; 2. Collect data from any non-profit organization and prepare a receipt and payment account, income and expenditure and balance sheet)

### **UNIT – V (LECTURE HOURS: 14, TUTORIAL:3)**

**Business Process Management (BPM) Industry:** BPM Overview, Structure of the IT- BPM Industry (Meaning of BPM, Knowledge before choosing BPM as a Career, Reasons for BPM as Career,

Structure of IT-BPM industry - MNC, ISP, GIC and Subsectors with in the IT-BPM Industry) - Business Process Manager – Job Roles & Responsibilities (Who are Business Process Managers?, Business Process Manager – Duties and Responsibilities, BPM Lifecycle) - Careers in the BPM Industry: Scope and Prospects (Eligibility and Skillset, Roles in Business Process Management, Outlook and Prospects)

### **Finance and Accounting (F&A) and Basic Terminologies used in BPM-IT industry:**

Finance and Accounting (F&A) Career; Finance and Accounting Outsourcing (Role of F&A, Qualifications and skills, Career map for F&A Finance and Accounting operations Outsourcing (FAO): A business imperative) - Procure to Pay, PO Creation, O2C, O2C Cycle – Overview (P2P meaning, P2P Cycle, Meaning of PO, Meaning of O2C, steps included in O2C cycle) - Overiewing of Record To Report (R2R), Quote-To-Cash (Q2C), Financial Planning & Analysis (FP&A), Tax processing (Meaning, features of R2R, Quote-To-Cash (Q2C), FP&A, Tax processing)

**Tutorial Hour:** Job role (1. Discuss and prepare a report on the statement “Business Process Management: Is It A Great Career Move?” with valid justification; 2. Discuss the job roles, skills and qualification for finance and accounting in BPM-IT industry)

### **TEXT BOOK:**

1. Financial Accounting – Dr. Alok Kumar, Singhal Publications, Sixth Edition, 2022-23

### **REFERENCE BOOKS:**

1. An Introduction to Accountancy - Shachindra N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari, Vikas Publishing House Pvt Limited, 2020
2. International Financial Management - P G Apte, Sanjeevan Kapshe, McGraw Hill Education (India) Private Limited; 8th edition, 2020
3. Financial Accounting - Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari, Vikas Publishing House Pvt Limited, 2023

### **WEBSITE REFERENCES:**

1. <https://www.mhcautomation.com/blog/p2p-vs-r2r-vs-q2c-vs-o2c/>
2. <https://egyankosh.ac.in/bitstream/123456789/75819/1/Unit-5.pdf>
3. <https://www.hcltech.com/blogs/finance-and-accounting-operations-outsourcing-a-business-imperative>
4. <https://askfilo.com/user-question-answers-mental-ability/structure-of-the-it-bpm-industry-the-companies-within-the-it-33343134343135>
5. <https://networkinterview.com/what-is-bpm-business-process-management/>

## SEMESTER –III

Course Title : <b>TAMIL III ( T )</b>	Course Code : 31T
Semester : <b>III</b>	Course Group : <b>MIL - III</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 3
Map Code: <b>A ( Language- Concepts)</b>	Total Contact Hours: <b>60</b>
CIA: <b>25 Marks</b>	SEE # : <b>75 Marks</b>
<b>Programme: ALL II YEAR UG PROGRAMMES</b>	
<b>Semester End Exam</b>	

No.	Course Outcomes (Cos): After completion of this course, the students will be able to	POs	CL. Ses	CL
CO1	தமிழ்க்காப்பியங்களின் வழி வாழ்வியல் சிந்தனையைப் பெறுவர்	PO7	14	U
CO2	காப்பியங்கள் அறிமுகப்படுத்தப்படுவதால் தமிழ்மொழியின் உயர்வையும் சிறப்பையும் உணர்தல்	PO7	14	U
CO3	தமிழ்ப்புதினங்களின் வழி சமகாலப்படைப்புகளின் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்	PO3	12	R
CO4	நாவல் இலக்கியம் அறிமுகப்படுத்தப்படுவதால் சிந்தனையாற்றல், படைப்பாற்றல் கற்பனைத்திறன் வளர்தல்	PO2	10	AP
CO5	யாப்பு, அணி இலக்கணங்கள், மொழித்திறன் இலக்கிய வரலாறு ஆகியவற்றைக் கற்பதன் மூலம் போட்டித்தேர்வுகளை எதிர்கொள்ளுதல்	PO1	10	R

### அலகு -Iகாப்பிய இலக்கியம்

பாடவேளைகள் – 14

காப்பியங்கள் - சிலப்பதிகாரம் - (வேனிற்காதை - தமிழகத்தின் எல்லையும் தென்றலின் வருகையும் - மாதவியின் பிரிவும் - யாழ்மீட்டலும் - யாழின் உறுப்புகள் - மாதவி கோவலனுக்குத் திருமுகம் அனுப்புதல் - மாதவி கடிதத்தை வசந்தமாலையிடம் கொடுத்தல் - கோவலன் மாதவியின் எண்வகை நடிப்புகளை நடித்துக்காட்டல் -காண்வரி -கண்கூடு வரி -கிளர் வரி - புறவரி- வசந்தமாலை உரைத்தல் - மாதவியின் நம்பிக்கை.)

மணிமேகலை - (மணிமேகலா தெய்வம் வந்து தோன்றிய காதை - உதயகுமரன் மயக்கமும்சுதமதி உரையும் - சுதமதி தன்வரலாறு உரைத்தல் - தந்தையின்பரிவு - சுதமதியின் தந்தை தேடுதல்- தந்தையின்பரிவு - சங்கதருமன் உரை - மணிமேகலா தெய்வம் தோன்றல - புத்த பீடிகை வலம் வருதல் - புகார் எனும் பூங்கொடி -அகழி -ஞாயில் - கோட்டம்- கோயில் பெண்ணாக உருவகித்தல் - அந்திமாலையின் வரவு -பெடையின் நிலை- அன்னச்சேவல் நிலை- பசுவின் நிலை- கோவலர் நஜிலை -மகளிர் நிலை. அந்திமாலைச் சிறப்பு.)

கம்பராமாயணம் - வாலிவதைப்படலம் - (வாலி போருக்கு எழுந்த சூழல் - தாரையின் தடையும்: விடையும் - கிட்கிந்தைக்கு அரசே- வலிமையில் பாதியைப் பெற்று விடுவேன் - இரண்டு மலைகள் மோதுதல் - குயவன் தன் திரிகையிலே மண்ணை வைத்துக் குடத்தை வனைவது போல இருத்தல் - இருவரும் ஒருதாயின் வயிற்றில் பிறந்த பிள்ளைகள் - சந்தன் உபசந்தன்



என்னும் மன்னர்கள் - கையினால் ஒருவரை ஒருவர் பற்றி எடுப்பர் - காற்றைப் போல சுற்றிச் சுற்றி வருவர் - கால்களால் பின்னிக் கொள்வர் - வாலி மேல் இராமன் அம்பு எய்தல் - கதிரவன் மகனாகிய சுக்கிரீவன் - இராமன் மறைந்து நின்று அம்பை விடுத்தல் - வாலி அம்பை; பற்றி எடுத்தல் - என்மீது அம்புவிட்டவன் செயல் ஒப்பற்றசெயல் - வாலியின் செய்கையைக் கண்ட தேவரும் படைவீரரும் பிறரும் போற்றல் - அம்பில் பொறித்த நாமம் மூன்று உலகங்களுக்கும் மூல மந்திரம் - வாலி இராமனை இகழ்ந்துரைத்தல் - தாமரை பூப்பதைப் போல அவன் தோன்றினான் - மரபைக்; காத்த நீ தீமை செய்தாய் - பரதனுக்கு முன் தோன்றியவன் - என்பால் எப்பிழையைக் கண்டாய் - அறச் செயலன்று தகுதியற்ற செயல்- இராமன் மறுமொழி கூறல் - வாலியின் மனமாற்றம் - சிறியன சிந்தியாதவன் வாலி. ; திருவடிகளை எனக்குத் தருவாயாக என்று வேண்டுகல்.)

## அலகு II- நாவல்

பாடவேளைகள் - 14

புத்துமண் - சுப்ரபாரதி மணியன் - (அதிகாலைப் பொழுதும் குயிலின் வீடும் - சிவராத்திரியும் பயணமும் - சிவரஞ்சனி - தேனம்மையின் படிப்புகள் - போதை ஆசாமியும் - உளவும் பாதையும் - அமெரிக்கத் தகவலும் - பெண் வடுதலையும் - சுமங்கலித்திட்டமும் - கடிதமும் வீடும் - விதைகளும்; கனவும் - குறுந்செய்திகளும் குற்றச் செய்திகளும் - சுடுமணல் - பூவுலகின் நண்பர்கள் - அஞ்சலி.)

## அலகு III- இலக்கணம்

பாடவேளைகள் - 12

அணி இலக்கணம் - (அணி இலக்கண நூலும் - வகைகளும் - தன்மையணி - பின்வருநிலையணி - உவமையணி - உருவக அணி - சிலேடையணி - தற்குறிப்பேற்ற அணி)

## அலகு IV- பயிற்சி

பாடவேளைகள் - 10

1. சிறுகதை உருவாக்கம் - (கதைக்களம் - கதை மாந்தர்கள் - கதைப்பின்னல் - உத்திகள்)
2. கவிதை உருவாக்கம் - (மரபுக்கவிதை - புதுக்கவிதை - கஜல்கவிதை - ஹைக்கூ கவிதை - லிமராக் கவிதை)
3. நூல் மதிப்பீட்டுப்பயிற்சி - (விமர்சனப்பார்வை - நூல் தரும் கருத்துகள்).

## அலகு V - இலக்கிய வரலாறு

பாடவேளைகள் - 10

1. காப்பியங்கள் தோற்றம் வளர்ச்சி - (காப்பியம் - விளக்கம் - காப்பிய பகுப்புகள் - காப்பிய இலக்கணம் - காப்பிய வகைகள்)
2. நாவலின் தோற்றம் வளர்ச்சி - (நாவல் - இலக்கணம் - நாவல் தோற்றம் - மேனாட்டில் நாவல் இலக்கியம் - நாவல் வகைகள் - தமிழ் நாவல்கள்.)

## பார்வை நூல்கள் :

1. தமிழிலக்கிய வரலாறு - மு. வரதராசன்
2. சிலப்பதிகாரம் - நா. மு. வேங்கடசாமி நாட்டார் - கழக வெளியீடு
3. மணிமேகலை - உ.வே. சாமிநாதய்யர் - கழக வெளியீடு
4. கம்பராமாயணம் - ஆசிரியர் குழு கம்பன்கழகம்
5. புத்துமண் - சுப்ரபாரதி மணியன் - உயிர்மைபதிப்பகம்
6. நல்ல தமிழ் எழுதவேண்டுமா? - அ.கி. பரந்தாமன் - பாரி நிலையம்

### SEMESTER – III

Course Title : <b>HINDI-III (T)</b>	Course Code : 23H
Semester : <b>III</b>	Course Group : <b>MIL - III</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 3
Map Code: <b>A ( Language- Concepts)</b>	Total Contact Hours: <b>60</b>
CIA: <b>25 Marks</b>	SEE # : <b>75 Marks</b>
<b>Programme: ALL II YEAR UG PROGRAMMESS</b>	
<b>semester End Exam</b>	

No	Course Outcome (Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	CS	C L
CO1	Getting & describe knowledge regarding Personal letter writing in Hindi, for example letter to father, letter to mother, letter to friend.	PO3	12	U
CO2	Providing & applying knowledge of Letter writing in Hindi Social letters in Hindi	PO1	12	AP
CO3	Telling & practice about the rules of Official Correspondence Business letters in Hindi	PO2	12	AP
CO4	Providing & organizing the practice on Drafting and noting Official Letters in Hindi	PO3	12	AN
CO5	. Knowing & practicing about the names of posts, names of sections and related terminology Know about Technical Words	PO1	12	AP

#### UNIT I

**LECTURE HOURS:12**

**NijiPatraLekhan:**(private letters, letter to father, letter to mother, letter to friend, letter to other relations is comes under nijipatra ,pitajimatajike naam patra Mitra, BhaiaadikenaampatraParibhashikShabdawali–Prashasanik)

#### UNIT II

**LECTURE HOURS: 12**

**SamajikPatraLekhan:**(SamajikPatra – Arthaur,BhedAavedan,Patra – Noukri,Chutti,aadiDakAdhikarikenaampatra,Nagarपालिककनाampatra,Parivahan,pradhikaran, ke,naam,patra ,Paribhashikshabdawali–vidhi)

### **UNIT III**

**LECTURE HOURS:12**

**VyavasayikPatraLekhanVyavasayikPatra:** (ArthaurBhed, Prakashakkenaampatra, Pooch-Taach, Shikayathi, Kshatipoorthiaadivishyo par patralekhan, Paribhashikshabdavali – Padnamvamantralayokenaam)

### **UNIT IV**

**LECTURE HOURS:12**

**SamanyaParichay:**(SarkariPatra, Ardh-SarkariPatra, Gyapan, Paripatra, Anusmarak, Adhisuchna, Avedan, ParibhashikShabdavali – Banking).

### **UNIT V**

**LECTURE HOURS: 12**

**PratiyogiPariksha :**(ispar adharitPatrachar se SambandhitPrashikshanKarya,Praroop banana ka Prashikshandena, Tippanlikhn ek Prashikshan Dena, Vibhinnapratyogiparikshaoke bare meinsuchnapradandena)

#### **Reference Books**

1. AlekhanaurTippan – Prof. Viraj
2. Alekhan - Kichlu

#### **Related Online Contents (MOOCs, SWAYAM, NPTEL, YouTube, Websites, etc.)**

1. <https://youtu.be/-kUPGG0B4tU>
2. <https://www.youtube.com/watch?v=xk14MNb1r7k>

**SEMESTER – III****MALAYALAM**

Course Title : MALAYALAM – III(T)	Course Code : 23M
Semester : <b>III</b>	Course Group : <b>MIL - III</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3 Credits</b>
Map Code : <b>A (Language Concept)</b>	Total Contact Hour : 60
CIA : <b>25 Marks</b>	SEE : <b>75 Marks</b>
Programme : <b>II Yr ALL UG PROGRAMMES</b>	# - <b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Compare and contrast the primary characters in the play	PO6	12	AN
CO2	Categorize the major events in the play in a chronological order	PO4	12	AN
CO3	Describe the difficulties of the uneducated hero who he is hailing from a lower middle class family	PO7	12	U
CO4	Sequence the events in the screenplay though the past events are intervening in the form of flashback	PO5	12	AP
CO5	Summarize the efforts of Operator for the reunion for that child with his family in Gujarat	PO1	12	U

**UNIT : I DRAMA****LECTURE HOURS: 12****1128 IL CRIME 27 – CJ THOMAS**

(CJ is a bold experiment among Malayalam dramas. Crime 27 in 1128, a play written by Thomas in 1954. It has also been hailed as the first experimental drama in Malayalam. The play is characterized by being a play within a play . The main theme is death. The plot is very simple. Erupaka's husband, Marcos, and her husband, Varki, also disappear. It is said that he died in the furnace and was not killed. At each stage, the Guru convinces the disciple what kind of reaction this incident will have in the press, family, and court institutions. This play is a discussion about death. The playwright's question is what will be the dead man's view of death. The Guru answers that his death will be a perfect goose. And then how the living approaches the philosophical problem of deathThe Guru shows through the play which takes place in various scenes.)

**UNIT : II DRAMA****LECTURE HOURS: 12****1128 IL CRIME 27 – CJ THOMAS**

(Just when you think that the news of the death will be prominently featured in the newspaper, the minister's speech on duck farming is received in the press office. It becomes headline news. Then the news of the death was reduced to an inch. It is generally believed that death will be terrible and mournful in the house of death. But did you see it there? Debt between the deceased's wife and father. A point of contention is how the death benefit should be spent. The wife wants to make porridge for the little ones, the father wants them to eat opium. If it is in the court, the trial of the murder case is conducted very seriously. So 'Kodanta' is the translation of 'Kodavayer'. The judge steps aside.If they are policemen, they force the accused to commit suicide as per Ayurvedic medicine. Ant's neighbor Chucky, representing the common people, cages the judge, the government attorney, and the police. By the time the interrogation is over, Marcos, who was thought to be dead, returns. Thus death becomes a goose.)

**UNIT III SCREEN PLAY****LECTURE HOURS: 12****KAZHCHA – BLESSY**

(The screenplay starts in the backwater areas of Kerala which captures the current scenario of such villages in three to four cuts quickly and directly plunges into the life of a touring movie operator, Madhavan. His profession is outdated and he strive hard to survive but happily and peacefully leading a pleasant life with his family.Pavan,a vagabound boy who lost his entire family in the Gujarat massive earth quake. The boy finds himself with street children in Kerala who could not understand or speak his language)

**UNIT:IV SCREEN PLAY****LECTURE HOURS: 12****KAZHCHA – BLESSY**

(Madhavan is touched by his plight and the boy starts sticking around him. Slowly a special bond develops between them in spite of the language barrier. Madhavan takes the boy with him when he returns home to his family consisting of his parents, wife Lakshmi (Padmapriya) and daughter Ambili (Baby Sanusha). Soon the boy becomes a member of the family more so after he saves Ambili from an accident)

**UNIT :V SCREEN PLAY****LECTURE HOURS: 12****KAZHCHA – BLESSY**

(Overnight the boy becomes a small time hero but the subsequent publicity does him no good. The boy gets entangled in a legal battle for his custody and is put in a juvenile home in Kerala. Madhavan wants to adopt him but he has to prove that there is no living family remaining for the child. So a search for the boy's parents in earthquake ravaged Gujarat ensues, concluding in a realistic ending.)

**TEXT BOOKS:**

- T1. DRAMA - 1128 – IL CRIME 27 – CJ THOMAS
- T2. SCREENPLAY - KAZHCHA – BLEZY

**REFERENCE TEXTS:**

- R1. Malayalanadakahithyacharithram – G Shankkarappilla – DC Books
- R2. Malayalanadakam – Dr Ezhumattur Rajarajavarmma DC Books
- RR3. Kairaliyude Katha – N Krishnapilla - DC Books\
- 4. Malayalakahithyam Kalaghattangailoode – Erumeli Parameswaran Nair – DC Books
- R5. Thirakkathaa Sahithyam – Jose K Manual – DC Books

**SEMESTER – III**  
**II YR ALL UG - FRENCH-III**

Course Title : <b>FRENCH-III (T)</b>	Course Code : <b>31F</b>
Semester : <b>III</b>	Course Group : <b>MIL-III</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3</b>
Map Code : <b>A (Language Concept)</b>	Total Contact Hours : <b>60</b>
CIA : <b>25 Marks</b>	SEE# : <b>75 Marks</b>
Programme : <b>ALL II YR UG PROGRAMMES (Except CS&amp;HM) # - Semester End Exam</b>	

No.	Course Outcome(Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Parler de son parcours, Exprimer son intention de faire quelque chose, Parler de ses goûts, Proposer, accepter ou refuser un sortie.	PO2	12	R
CO2	Raconter un souvenir, Exprimer le fait d'aimer et de ne pas aimer, Interroger sur un souvenir.	PO2	12	U
CO3	Decrire un logement, Louer un logement, Exprimer sa deception, Consoler, reconforter.	PO4	12	AP
CO4	Faire le portrait physique de quelqu'un, Faire un compliment, Parler du caractere de quelqu'un.	PO4	12	AN
CO5	Parler du futur, imaginer l'avenir, Decrire l'utilite d'un objet, Exprimer sa surprise, Exprimer un espoir..	PO7	12	C

**UNIT – 1: Nouvelles vies - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**UNIT – 2: Je me souviens - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

### **UNIT – 3: Comme a la maison - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

### **UNIT – 4: Tous pareils, tous different - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

### **UNIT – 5: En route vers le futur ! - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

#### **Text Books:**

EDITO – NIVEAU A2- Methode de francais | Edition: 2 | Les Editions Didier | Caroline Sperandio | Clemence Fafa | Florence Gajdosova | Alexandra Horquin | Airelle Pasquet | Marion Perrard | Violette Petitmengin| Marlene Dodin (DELF) | Julie Veldeman-Abry (Phonetique) | (April, 2022)

#### **Reference Books:**

**R1.** Larousse – Dictionnaire bilingue | Edition: 2 | Hachette | MARIANNE DURAND (2006)

**R2.** Collins dico | Edition: 8 | MAURY-IMPRIMEUR SA MALESHERBES, FRANCE.

Harper co | MARIANNE DURAND (2006)

#### **Website Links:**

i) [wordreference.com](http://wordreference.com) ii) [verb2verbe.com](http://verb2verbe.com) iii) [tolearnfrench.com](http://tolearnfrench.com)



## SEMESTER – III

Course Title : English III(T)	Course Code :
Semester :III	Course Group :ELN III
Teaching scheme in Hrs(L:T:P) : 4:0:0	Credits :3
Map Code :A (LANGUAGE CONCEPTS)	Total Contact Hours :60
CIA :25Marks	SEE : 75Marks
Programme :All II UG Courses	<b>#-SemesterEndExam</b>

No.	Course Outcomes (Cos): After completion of this course, the students will be able to	PSOs	CL. Ses	CL
CO1	Broaden their outlook and sensibility and be acquainted with cultural diversity and divergence in perspectives.	PSO1	15	AP
CO2	Be updated with basic informatics skills and attitudes relevant to the emerging knowledge society	PSO1, PSO2	15	U
CO3	Produce grammatically and idiomatically correct language	PSO4, PSO6	15	AP
CO4	Gain knowledge in writing techniques to meet academic and professional needs.	PSO4, PSO5, PSO6	15	R
CO5	Be equipped with sufficient practice in Vocabulary, Grammar, Comprehension and Remedial English from the perspective of career oriented tests.	PSO3, PSO8	8	R

### UNIT I: POETRY

**LECTURE HOURS:12**

**1.1 The Voice of the Mountains -Mamang Dai-** 'The Voice of the Mountain' by Mamang Dai talks about a young man. He brought a fish as an offering to the spirit of the mountain as he couldn't speak. The person thought if the mountain took pity on him, he would grant his voice back. According to the mountain, such acts of pleasing him are repeated.

**1.2 Sita- Toru Dutt-** In the poem "Sita" the poet Toru Dutt conjures up the mythic past and tries to infuse into it the past glory. She gives a picture of Sita in exile. What fascinates the reader is her description of nature in which flowers, lakes, peacocks, and a herd of deer find a place.

**1.3 A Song of Hope – Oodgeroo Noonuccal-** The poem 'A Song of Hope' revolves around the dark history of Australia where discrimination and slavery were shown to the Aboriginal People. But unlike most poems 'A Song of Hope'

like its name positively talks about a brighter and fairer future for the coming generations of Aboriginal People.

**1.4 In an Artist's Studio - Christina Rossetti-** Christina Rossetti's sonnet, 'In an Artist's Studio', is broadly concerned with the tensions between art and reality. Specifically, these tensions arise from the relationship between the male artist and the artist's female model, the gazer and the gazed-upon.

## **UNIT II: SCENES FROM SHAKESPEARE**

## **LECTURE**

**HOURS:12**

**2.1 Romeo & Juliet -The Balcony Scene-** At the start of this scene, Romeo hides beneath Juliet's balcony and overhears her talking about him. He eventually comes out and they talk to each other. They declare their love for each other and arrange to meet the next day when Romeo has promised to marry Juliet.

**2.2 Macbeth-Banquet Scene-** In this scene, Macbeth and Lady Macbeth host a banquet for the Scottish thanes. A murderer tells Macbeth that he has been successful in killing Banquo, but that Fleance escaped. During the banquet, Macbeth sees the ghost of Banquo sitting at his place at the table. He is horrified.

**2.3 Julius Caesar - Murder Scene-**In this scene Caesar refuses to read Artemidorus' warning. Cassius has a moment of panic and fears the plot has been discovered but Brutus reassures him. The conspirators surround Caesar, pretending to kneel in appeal, and Caesar is stabbed to death by all the conspirators.

## **UNIT III: SPEECHES OF FAMOUS PERSONALITIES**

## **LECTURE**

**HOURS:12**

**3.1 Tryst with Destiny- Jawaharlal Nehru-** This speech was delivered on the midnight of 14th August 1947 to the Indian Constituent Assembly in the Parliament. Tryst with Destiny focuses on restoring the glory of India and rebuilding after the destruction caused by British rule. The speech's central aspect was addressing ignorance, poverty and health.

**3.2 Yes, We Can-Barack Obama-** “Yes, we can” is a popular repetition in President Obama's speeches. This phrase shows his political power and strong authority to address the weakened era of the US to inspire and motivate citizens towards progress and prosperity.

**3.3 You've Got to Find What You Love-Steve Jobs-** Jobs considered work as his first love always and here's what he said in his speech, "You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work.

#### **UNIT IV: LANGUAGE COMPETENCY**

**LECTURE**

**HOURS:12**

**4.1 Writing letters and emails-** Different types of letters- Informal letter- Formal letter- E-mail writing introduction- Things to remember while writing an E-mail- Writing an effective E-mail.

**4.2 Writing and messaging in social media platform-** Writing methods for each social media platforms- Instagram- Twitter- Facebook- LinkedIn

**4.3 Learning netiquette, email etiquette-** Introduction to netiquette- Rules of netiquette- Introduction to E-mail etiquette- Importance of E-mail etiquette- Rules for E-mail etiquette.

#### **UNIT V: ENGLISH FOR WORKPLACE**

**LECTURE**

**HOURS:12**

**5.1 Data Interpretation and Reporting-** Introduction to data interpretation- Steps involved in interpretation- Precautions in interpretation- Meaning of research report- purpose or functions of research reports- Characteristics of a good research report- Writing style of report.

**5.2 Data Presentation and analysis-** Introduction to data presentation- Types of data presentation- Steps involved in presenting data- Data analysis process

**5.3 Meeting Etiquettes –** Introduction to meeting etiquette- Importance of meeting etiquette- Rules for proper meeting etiquette

**Online Meetings -** Terms and expressions used

**5.4 Conducting and participating in a meeting-** Introduction- Rules for conducting effective meeting- Disciplines for participating in a meeting.

**Text Books :**

T1. Natarajan K. *Enlightening English Prose*. New Century Book House, 2011.

T2.Rathnasabapathi K. *Developing Language Skills through Literature -I*. Sunitha Printers,2016.

T3.Robb, Cuthbert W. *Representative Anthology: English Essays*. Blacky Books, 2011.

**Reference Books:**

R1. Mohan, Krishna and Banerjee, Meena. *Developing Communication Skills*. Macmillan India, 1990.

## SEMESTER – III

### DISCIPLINE SPECIFIC COURSES -V (DSC - V)

#### MACRO ECONOMICS

<b>Course Title : MACRO ECONOMICS</b>	<b>Course Code : -33A</b>
<b>Semester : III</b>	<b>Course Group : DSC</b>
<b>Teaching Scheme in Hrs (L:T:P) : 5:1:0</b>	<b>Credits : 6</b>
<b>Map Code : C (THEORY CONCEPTS)</b>	<b>Total Contact Hours : 90</b>
<b>CIA : 25 Marks</b>	<b>SEE # :75 Marks</b>
<b>Programme: BBA, BBA CA, BBA LOGISTICS - Semester End Exam</b>	

No	Course Outcome After completion of this course, the students will be able to	PSOs	Cl. Ses	CL
CO1	Describe the role of Government in macro economy.	PSO4	18	UNDERSTAND
CO2	Explain the types of taxes and examine the reasons for increasing money supply.	PSO3	18	UNDERSTAND
CO3	Summarize the inflation and deflation measurement and Illustrate the role of poverty and living standard in economic development.	PSO4	18	UNDERSTAND
CO4	Explain the reasons for increasing the population and its impact in economic development.	PSO3	18	UNDERSTAND
CO5	Discuss the importance and impact of international trade and globalization.	PSO3	18	UNDERSTAND

#### UNIT 1 : ( LECTURE HOURS - 18 )

**THE GOVERNMENT AND THE MACROECONOMIC AIMS:** The functions of government at local and national levels (Introduction to the role of government, the government as the producer, Public sector contracts and partnership between the public and private sectors, the government – as an employer) The role of the government at an international level (Trade bloc, Free international trade) The macroeconomic aims of government (Economic growth, Low unemployment, Price stability, Balance of payment stability, redistribution of income) Possible conflicts between macroeconomic aims (Conflict with stable prices, Aggregate demand, higher cost of production, inflation) Economic growth (Conflict with stable prices, Aggregate demand, higher cost of production, inflation) Recession (Causes of recession and consequences of recession)

**TUTORIAL HOUR:** Presentation (Over the years, the Chinese government has identified a number of national champions. In recent years, these have included the biotechnology industry, the new energy cars industry and the rare earths industry. a. Identify two ways a government could promote the growth of national champion. b. Identify a possible national champion from your country and explain your choice.) Group Activity (Demonstrate the difference between Merit goods and Demerit goods with suitable examples.) Individual activity (Identify the role of national and international government in economic activity.)

#### UNIT 2 : ( LECTURE HOURS - 18 )

**GOVERNMENT AND THE MACRO ECONOMY: FISCAL POLICY :** The Budget - the Reasons for Government Spending (Budget deficit and surplus. To influence economic activity, reduce market failure,

promote equity, pay interest on national debt) Reasons for Levying Tax (To redistribute income from the rich to poor, discourage the consumption of demerit goods, raise the costs of firms that impose cost on others, discourage the consumption of imports and protect domestic industries, influence economic activity) Categories of Taxes -

The Principles of Taxation- Impact of Tax (Direct taxes, Indirect taxes, progressive tax, proportional tax, Regressive tax. Equity, certainty, convenience, Economy, Flexibility and Efficiency, Impact of taxation)

MONETARY POLICY : Fiscal Policy and the Budget - Effects of Fiscal Policy on Government - Macroeconomic aims (Fiscal policy – introduction, Expansionary fiscal policy, Contraction fiscal policy) Money Supply - Monetary Policy (Medium of exchange, Store of Value Changes in the money supply, Changes in the rate of interest) Effects of Monetary Policy on Government - Macroeconomic Aims (Expansionary monetary policy, Contraction monetary policy)

TUTORIAL HOUR: Presentation (Inflation and Deflation and Economic Development) Group Activity (In most countries, small firms are entitled to tax relief for the purchase of capital goods and expenditure on research and development. 1 What type of tax is levied on firms? 2 Why may governments give small firms a tax advantage) Individual activity (Illustrate the demonetization policies in different periods)

### **UNIT 3 : ( LECTURE HOURS - 18 )**

GOVERNMENT AND THE MACROECONOMY: INFLATION AND DEFLATION: Definition –

Measurement (Definition Constructing a price index, selecting a base year, finding out how households spend their money) Causes (Cost – push inflation, Demand pull inflation, Wage – price inflation, Aggregate demand and supply effect by deflation) Consequences - policies to control Inflation and Deflation - Policy Conflicts (The harmful effects of inflation, the beneficial effects of inflation. Reduce current account deficit, increase current account surplus, Contractionary fiscal and monetary policy, Expansionary fiscal and monetary policy. Conflicts: Increase inflation, reduce economic growth) ECONOMIC DEVELOPMENT :

Living standards: Indicators of living standards- Comparing living standards and income distribution (Introduction, HDI, GPI, and GDP. Measures of income and wealth inequality, the causes of differences in living standards and income and wealth inequality) Poverty: Absolute and Relative Poverty - The causes of Poverty (Unemployed Low-paid work, Average education and Healthcare) Possible government policy measures to reduce Poverty (Improving the quantity and quality of education - Promoting economic growth, raising a national minimum wage, encouraging more MNCs, providing benefits or more generous state benefits, Land reform, measures to raise living standards.))

TUTORIAL HOUR : Presentation, (Identify the government policies on the distribution of income and wealth.) Group Activity (Greece experienced deflation over most of the period 2013-16. During this time, wages and pensions were cut and the economy experienced a recession. Some economists warned that the cut in wages could result in a long run deflation. 2.1 Does the information suggest Greece suffered from bad deflation or good deflation? 2.2 How may a reduction in wages result in a deflationary spiral?) Individual activity (In the following case, calculate the inflation rate using the information given. a. Consumers spend Rs. 20 on food, Rs. 20 on clothing, Rs. 10 on heating and Rs. 50 on entertainment. The price of food rises by 5%, the price of clothing falls by 10%, the price of heating rises by 30% and the price of entertainment rises by 20%)

### **UNIT 4 : ( LECTURE HOURS - 18 )**

ECONOMIC DEVELOPMENT: POPULATION : Factors that affect population growth (Emigration, Birth rate, Death rate, Net immigration) The reasons for different rates of population growth (Women are not well – educated, Healthy diets, housing facilities, Net migration) The effects of changes in the size and structure of populations (Population Pyramid, Optimum Population, The effects of an increase in Population) Differences in Economic Development between Countries: Economic Development: - Causes of differences in Economic Development between countries (Differences in incomes per head, Differences

in saving, Differences in investment, and Differences in population growth, Differences in education and healthcare, Differences in the size of the primary, secondary and tertiary sectors, Differences in productivity) The impacts of differences in Economic Development between countries (The problems facing economies with relatively low economic development Measures to promote economic development, Economic development in one country can promote economic development in another country) Foreign aid (The World Bank, The IMF)

**TUTORIAL HOUR :** Presentation (Reasons for governments seek to achieve economic development) Group Activity (Discuss the following; 1 How Foreign aid is more likely to promote economic development? 2 How the economic development in one country can promote economic development in another country?) Individual activity (The population Reference Bureau (PRB) forecast in 2016 that India's population will become the world's most populous nation in 2050. It projected that China's population will fall from 1.37 billion to 1.34 billion, whilst India's will increase from 1.27 billion to 1.71 billion. The projections were based on infant mortality rates, life expectancy, fertility rates, age structure, contraception and AIDS rates. 1 Identify a factor influencing the population size, not mentioned in the passage. 2 Explain why India's population may grow by less than the predicted figure.)

### **UNIT 5 : ( LECTURE HOURS - 18 )**

**INTERNATIONAL TRADE AND GLOBALIZATION: INTERNATIONAL SPECIALIZATION: Advantages and Disadvantages of Specialization at a National level (The advantages and disadvantages for consumers, for firms, for the economy, comparative advantage) Free trade and protection: Globalization (Introduction - Reduced transport costs, Advances in communication, Removal of some trade restrictions. The consequences of globalization) Role of multinational companies (More production, Reducing transport cost, increase employment, Bring in new technology, Low cost labour force and administration) The benefits of free trade, Methods of protection (Tariff, quota, Embargo, Exchange control, Quality standards, Expensive paperwork, Voluntary export restraints Subsidies) Current Account of balance of payments- Structure of the Current account and policies to achieve BOP Stability (Meaning of balance of payment, the components of the current account, current account deficit and surplus) Intellectual Property Rights (Macroeconomics effects of intellectual property rights)**

**TUTORIAL HOUR :** Presentation (Discuss the role of IMF towards the economic growth) Group Activity (Using the information in the table, answer the following questions. COUNTRY CLOTHING (Units) FISHERY Bangladesh 50200 Vietnam 1006001 which country has the absolute advantage in producing clothing. 2 Explain which country has the comparative advantage in producing clothing 2.3 What will Vietnam export to Bangladesh?) Individual activity (One quarter of the UK'S exports to China are services. The country sells a range of services including private medical insurance, financial services and banking, construction services and private medical insurance. It does particularly well in business and financial services. a. What is meant by an export of services? b. Is demand for construction services in China likely to increase or decrease in the future Explain your answer.)

**WEBSITES: NPTEL**

### **TEXTBOOKS**

1. Business Economics – S. K. Singh, Published by Sahitya Bhawan Publications, Edition 2019

### **REFERENCE BOOKS**

1. Macro-Economic Policy Environment – Shyamal Roy, Tata McGraw Hill Publication (An Analytical Guide for Managers)

2. Principles of Macroeconomics- H L Ahuja, S. Chand Publishing, 2020

### **SEMESTER - III**

#### **DISCIPLINE SPECIFIC COURSE - VI**

#### **PRINCIPLES OF LOGISTICS MANAGEMENT**

#### **COURSE CONTENT**

<b>Course Title : PRINCIPLES OF LOGISTICS MANAGEMENT</b>	<b>Course Code : 33B</b>
<b>Semester : III</b>	<b>Course Group : DSC VI</b>
<b>Teaching Scheme in Hrs (L:T:P) : 5:1:0</b>	<b>Credits : 6</b>
<b>Map Code : D -THEORY - APPLICATION</b>	<b>Total Contact Hours : 90</b>
<b>CIA : 25 Marks</b>	<b>SEE # :75 Marks</b>
<b>Programme: BBA (Logistics)</b>	<b># - Semester End Exam</b>

<b>S.No.</b>	<b>Course Outcome (Cos): After completion of this course, the students will be able to .....</b>	<b>PSOs</b>	<b>Cl. Ses /hrs</b>	<b>CL</b>
<b>CO1</b>	Identify the important concepts of logistics and elements of logistics system.	<b>PSO4</b>	<b>18</b>	<b>Understand</b>
<b>CO2</b>	Explain the basic terminology of logistical infrastructure, its importance, types and various modes of transport.	<b>PSO4</b>	<b>18</b>	<b>Understand</b>
<b>CO3</b>	Interpret the various allied services of transport and logistics service providers	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
<b>CO4</b>	Illustrate the importance of multi-modal transportation and the effective and efficient utilization of information technology for logistics management	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
<b>CO5</b>	Demonstrate the identification standards, terms of sale and trade specialist in logistics.	<b>PSO3</b>	<b>18</b>	<b>Apply</b>

#### **UNIT 1 : ( LECTURE HOURS - 18 )**

**OVERVIEW OF LOGISTICS** : Introduction to Logistics (Meaning, Importance of logistics, Economic impacts of logistics, Logistical relationships within the firm) The systems approach to business problem (Principles of logistics management, Implications, control of inbound and outbound activities, Activities in logistical channel) Management of Logistics Systems (Basic Management Systems -Push and Pull Principles, Macro logistics, Micro logistics, Procurement logistics, Production Logistics and Distribution logistics) **ELEMENTS OF LOGISTICS SYSTEMS** : Basic Elements (Introduction to Demand management, Order management, Customer service, Warehouse Management) Other important elements (Inventory management, Packing, Materials Handling, Transportation) Organizational and managerial issues in logistics (Organizing logistics within the firm, managerial issues in logistics, logistics and supply



chain careers)

TUTORIAL HOUR : Organizational Model (Collect different organizational model followed by organizations of various industries)

**UNIT 2 : ( LECTURE HOURS - 18 )**

LOGISTICAL INFRASTRUCTURE : Logistical Infrastructure- Introduction (Basic Terminology, types and Functions) Transport Infrastructure (Transport Routes and Transport Networks, Airports, Sea Ports and Inland Ports) Transport Suprastructure (Rail stations and Rail road Systems, Terminals and Transshipment facilities, Logistics Real Estate, Parks, Freight Villages) MODES OF TRANSPORT AND TRANSPORT TECHNOLOGIES : Road Freight Transport and Rail Freight Transport (Meaning, Characteristics and Types) Sea Freight Transport and Inland Waterway Transport (Meaning, Characteristics and Types) Air Freight Transport, Pipeline Transport and Combined Transport (Meaning, Characteristics and Types)

TUTORIAL HOUR : Currency rate (Prepare a report on role of brokers in transportation with examples from our country.)

**UNIT 3 : ( LECTURE HOURS - 18 )**

LOGISTICS ALLIED CONCEPTS : Warehouse – Role and Importance (Warehouse: Warehouse Meaning, Types of Warehouses Benefits of Warehousing) Storage Facilities (Introduction, Static and Dynamic Storage Systems) Materials Handling (Conveyors – features, uses) LOGISTICS SERVICE PROVIDERS : System Service Providers (Services to internal and external service provider) Contract Logistics provider (Comprehensive services) Courier, Express, Parcel and Mail Service Providers (Nature of Courier, Express, Parcel and Mail Service Providers and Competition Matrix)

TUTORIAL HOUR : Logistics Service providers (Compare the procedures of Roadways, Railways, Seaways and Airways in logistics services.)

**UNIT 4 : ( LECTURE HOURS - 18 )**

MULTI-MODAL TRANSPORTATION : Introduction to Multi-modal Transportation (Meaning, Characteristics, Combinations, Advantages and Disadvantages) Multimodal Transportation Network System (MNS) (Basic concepts, Principal factors in MNS development, technical architecture, Recent trends) The Multimodal Legal Framework (The Multimodal Transportation of Goods Act - Important chapters and its coverage) LOGISTICS AND INFORMATION TECHNOLOGY : General types of Information systems (Office automation, communication system, transaction processing system, MIS, DSS, enterprise system) Internet's influence on logistics (Online retailing, cloud computing, e-procurement, Internet of Things) Information technology challenges (As a tool recognition, security concerns, people-related factors)

TUTORIAL HOUR : Case study (Small case study discussion relating to impact AI on logistics)

**UNIT 5 : ( LECTURE HOURS - 18 )**

IDENTIFICATION STANDARDS : Common Identification Standards (GLN (Global Location Number), GTN (Global Trade Item Number), GRAI (Global Returnable Asset Identifier)) Mechanical Reading (Classification of Mechanical Reading – Advantages and Disadvantages) The Basics, Financial Process (Introduction, Financial Process in Supply Chain Management- Classification) TERMS OF SALE AND TRADE SPECIALIST : Terms of sale (Various terms currently used in international trade, Logistics performance index, insurance and liability issues) Trade specialist (Forwarders, Packers, Carriers, export management companies) Risks and challenges faced by logistics (Risks related to geography, infrastructure, regulation, political uncertainty, currency)

TUTORIAL HOUR : Terms of sale (Prepare a document of sales and impart the terms of sale which is applicable to particular sale proceed)

## **WEBSITES**

1. <https://nibmehub.com/opac-service/pdf/read/Contemporary%20Logistics-%20Murphy-%20P.R.%2012ed.pdf>
2. <https://tnou.ac.in/NAAC/SSR/C1/1.1.5/MSPL-106-FINAL.pdf>
3. <https://www.futurelearn.com/info/courses/principles-global-management-logistics-assets/0/steps/65241#>

## **TEXTBOOKS**

1. Contemporary Logistics - Paul R. Murphy, Jr.A. Michael Knemeyer, Pearson Publication, 12th Edition, 2019
2. Principles of international logistics – Jose Lelis Tongzon, Edward Elgar Publishing, 2022

## **REFERENCE BOOKS**

1. Logistics: Basics – Exercises – Case Studies (Harald Gleissner, J. Christian Femerling), Springer Texts in Business and Economics, Springer International Publishing 2013
2. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 2021
3. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.

**--- End of Statement ---**

**SEMESTER – III**  
**Discipline Specific Elective I (DSE - I)**  
**ELECTIVE I - SUPPLY CHAIN MANAGEMENT**

**COURSE CONTENT**

<b>Course Title : ELECTIVE I - SUPPLY CHAIN MANAGEMENT</b>	<b>Course Code : - 33E</b>
<b>Semester : III</b>	<b>Course Group : DSE I</b>
<b>Teaching Scheme in Hrs (L:T:P) : 5:1:0</b>	<b>Credits : 6</b>
<b>Map Code : D (THEORY APPLICATION)</b>	<b>Total Contact Hours : 90</b>
<b>CIA : 25 Marks</b>	<b>SEE # :75 Marks</b>
<b>Programme: BBA LOGISTICS</b>	<b># - Semester End Exam</b>

S.No.	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl. Ses /hrs	CL
CO1	Able to understand the components and processes of supply chain as well as the Performance achieving strategic fit.	PSO3	18	Understand
CO2	Construct the key factors to be considered when designing a distribution network and the Factors influencing distribution network design decisions	PSO3	18	Apply
CO3	Examine the role of safety inventory, Impact of supply uncertainty & role of transportation role & Tailored transportation routing	PSO3	18	Apply
CO4	Develop the Managing cross functional drivers in supply chain & Sourcing decisions in a supply chain Pricing and revenue management in a supply chain.	PSO3	18	Apply
CO5	Examine the importance of information technology in a supply chain and the major applications of supply chain information technology & obstacles to coordination & continuous replenishment	PSO3	18	Apply

**UNIT 1 : ( LECTURE HOURS - 18 )**

**UNDERSTANDING THE SUPPLY CHAIN & SUPPLY CHAIN PERFORMANCE: ACHIEVING STRATEGIC FIT:** Meaning and objectives of Supply chain, Importance of Supply Chain, Decision Phases in Supply Chain (Sourcing, Procurement and Supply Management Supply chain strategy or decision Supply Chain Planning Supply chain operation) Process views of a Supply Chain with a Company Example (Customer Retailer Distributor Manufacture Supplier) Competitive and Supply chain Strategies-Achieving Strategic Fit – Expanding Strategic Scope (New product Marketing and Sales Operations Distribution Service - Understanding - customer supply chain uncertainty, Supply Chain capabilities) **SUPPLY CHAIN DRIVERS AND METRICS :** Drivers of Supply Chain Performance and Obstacles – Framework for Structuring Drivers (Facilities Inventories Transportation Information Sourcing) Facilities, Inventory, Transportation, Information, sourcing, Pricing (Role in the supply chain Role in the competitive strategy Components of facilities decisions) Obstacles to achieving strategic fit (Increasing variety of products, Decreasing product life cycle Increasingly demanding customers) **TUTORIAL HOUR :** 1. Identify how can a company assess and improve its understanding of the entire supply chain to enhance efficiency and

reduce costs? 2. Outline the strategies can be employed to align supply chain performance with overall business objectives and achieve strategic fit? (supply chain to enhance efficiency and reduce costs. overall business objectives and achieve strategic fit)

## **UNIT 2 : ( LECTURE HOURS - 18 )**

**DESIGNING DISTRIBUTION NETWORKS AND APPLICATIONS TO E-BUSINESS:** The Role of Distribution in the supply chain (Distribution refers to the steps taken to move and store...) Factors influencing distribution network design (Customer needs that are met Cost of meeting customer needs) Design options for a distribution network, e- business and the distribution network (Will product be delivered to the customer location or picked up from a preordained site?) **NETWORK DESIGN IN THE SUPPLY CHAIN :** Role of Network design in Supply Chain, Factors influencing network design decisions (Facility role Facility location Capacity Allocation Market and Supply Allocation Strategic Factors Technological Factors Macro economics Tariffs and Tax incentives) Factors influencing distribution network design decisions, Framework for network Decisions, Making network design decisions for a supply chain (Competitive Strategy Internal Constraints Production Technologies Competitive Environment) The role of IT in Network Design , Making Network Design decision practices. (Do not underestimate the life span of facilities. Do not gloss over the cultural implications Do not ignore quality-of-life issues Focus on tariffs) **TUTORIAL HOUR :** 1.Explain the factors should be considered when designing a supply chain network to optimize cost, speed, and responsiveness? 2. Explain technology and data analytics be leveraged to enhance network design decisions in the supply chain? (technology and data analytics be leveraged to enhance network design decisions)

## **UNIT 3 : ( LECTURE HOURS - 18 )**

**MANAGING UNCERTAINTY IN A SUPPLY CHAIN SAFETY INVENTORY :** The role of safety inventory in a Supply chain Determining the appropriate level of safety inventory (Inventory profile with safety inventory Uncertainty of both demand and Supply The desired level of product availability) Impact of supply uncertainty on safety inventory, Impact on aggregation on safety inventory (Average demand period Standard deviation Average lead time Standard deviation on lead time) Impact of replenishment policies and safety inventory, Role of IT in inventory Management (Continues policies, Estimating and Managing Safety inventory in practice) **TRANSPORTATION IN A SUPPLY CHAIN MANAGEMENT, SOURCING DECISIONS IN A SUPPLY CHAIN :** Role of transportation in supply chain Transportation Infrastructure and Policies Tailored transportation – Routing and scheduling in transportation – Making Transportation Decisions in Practice (IKEA role in transport Modes of transport – Air, Water and Road. Transport Infrastructure – Air, Water and Road. ICC Selecting Analyzing Implementing) Role of sourcing supply chain Contracts, Risk Sharing and Supply Chain Performance Design collaboration, Making Sourcing Decisions in Practice (Purchasing Outsourcing Key sourcing related process Buy or return contracts Revenue sharing contracts Quantity Flexibility contract Buy back contract Manufacturer Supplier) Managerial Levers to achieve coordination in a supply chain Continuous Replenishment and vendor Managed Inventories (Aligning of goals and incentives Improving informational visibility Improving Operational Performance Designing Pricing Strategies Building Strategic Partnerships and trust Introduction Collaborative planning , forecasting and replenishment Strategy and Planning Demand and Supply Management. Execution Analysis) **TUTORIAL HOUR :** 1. Outline the safety inventory levels be determined to effectively manage uncertainty in supply chain demand and lead times? 2. List the strategies can be implemented to mitigate the impact of supply chain disruptions through the management of safety inventory? (determined to effectively manage uncertainty in supply chain demand and lead times)

#### **UNIT 4 : ( LECTURE HOURS - 18 )**

**SOURCING DECISIONS IN A SUPPLY CHAIN:** The role of Sourcing in a Supply chain, In house or Outsource, Third and fourth party logistics providers (Purchasing is also called procurement is the process by which companies acquire....) Supplier scoring and assessment, Supplier selection – auctions and negotiations, Design collaboration (Replenishment lead time On time performance Supply flexibility) Procurement process, Sourcing planning and analysis, The role of IT in sourcing (Procurement process for direct materials should focus on improving coordination and visibility with the supplier) **PRICING AND REVENUE MANAGEMENT IN A SUPPLY CHAIN :** The role of pricing and revenue management in a supply chain, pricing and revenue management for multiple customer segments (Sofar on managing demand and supply to increase supply chain profits...) Pricing and revenue management for perishable assets, pricing and revenue management for seasonal Demand (Dynamic pricing Evaluating quantity with dynamic pricing...) Role of IT in pricing and revenue management, Using pricing and revenue management (Role of IT in pricing and revenue management, Using pricing and revenue management) **TUTORIAL HOUR :** 1. How can a company adapt its sourcing decisions to manage uncertainty in supply chain disruptions, such as geopolitical events or natural disasters? 2. What strategies can be implemented to diversify sourcing options and build resilience in the supply chain amidst uncertain market conditions? (sourcing decisions to manage uncertainty in supply chain disruptions)

#### **UNIT 5 : ( LECTURE HOURS - 18 )**

**INFORMATION TECHNOLOGY IN A SUPPLY CHAIN :** The role IT in supply chain, The supply chain IT frame work - Customer Relationship Management (Introduction Information must be accurate Information must be accessible in a timely manner Information must be the right kind Information must be share, Marketing Sell Order Management Call/Service Center) Internal supply chain management Supplier relationship management (Strategic Planning Demand planning Supply planning Fulfillment Field Service Design Collaboration Source Negotiate Buy Supply collaboration) Future of IT in supply chain Risk Management in IT Supply Chain IT in Practice (The growth in software as a service Increased availability of right time Increased use of mobile technology Installing new IT system Need employee to access new system Select an IT System Take Incremental steps and measures Align the level of sophistication Use IT system to support Think about the future) **COORDINATION IN SUPPLY CHAIN :** Lack of Supply chain Coordination and Bull whip effect, The effect on Performance of lack of coordination (Identify the causes of bullwhip effect and obstacles to coordination in a supply chain...) Obstacles to coordination in a Supply chain, Managerial levers to achieve coordination, Building Strategic partnerships and trust with in a supply chain (Incentive obstacles Information processing obstacles Operational obstacles Pricing obstacles Behavioural obstacles...) Continuous replenishment and vendor managed inventories, Collaborative planning, forecasting and replenishment. (CPFR) (Continuous replenishment and vendor managed inventories, Collaborative planning, forecasting and replenishment) **TUTORIAL HOUR :** 1. Build how can information technology be leveraged to improve supply chain visibility and coordination across multiple stakeholders? 2. Bring out the steps can be taken to effectively manage the implementation and integration of information technology systems in a supply chain to enhance efficiency and decision-making processes? (integration of information technology systems in a supply chain to enhance efficiency and decision- making processes)

#### **TEXT BOOKS:**

1. Sunil Chopra, Peter Meindl, “Supply Chain Management - Strategy, Planning, and Operation”, Pearson Education, 7<sup>th</sup> Edition, 2019.

#### **REFERENCE BOOKS:**

1. Joseph Sarkis, Yijie Dou. Green Supply Chain Management: A Concise Introduction, Routledge, 2017
2. Supply Chain Management in the Twenty First Century, B S Sahay, Macmillan India Limited (Publisher), 2011
3. Supply Chain Management: Text and Cases, Vinod V. Sople, Pearson Education, 1st edition, 2011
4. Jeremy F. Shapiro, "Modeling the supply chain", Thomson Duxbury, 2<sup>nd</sup> Edition, 2007.

## SEMESTER –IV

Course Title : <b>TAMIL IV ( T )</b>	Course Code : <b>41T</b>
Semester : <b>IV</b>	Course Group : <b>MIL - IV</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3</b>
Map Code: <b>A ( Language- Concepts)</b>	Total Contact Hours: <b>60</b>
CIA: <b>25 Marks</b>	SEE # : <b>75 Marks</b>
<b>Programme: ALL UG PROGRAMMES Semester End Exam</b>	

No.	Course Outcomes (Cos): After completion of this course, the students will be able to	POs	CL. Ses	CL
CO1	சங்க இலக்கியத்தில் காணப்படும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்	PO7	15	U
CO2	தமிழின் தொன்மையையும் செம்மொழித்தகுதியையும் அறிந்து கொள்ளுதல்	PO2	12	R
CO3	நாடக இலக்கியம் மூலம் நடிப்பாற்றலையும், கலைத்தன்மையையும், படைப்பாற்றலையும் வளர்த்தல்	PO8	13	AP
CO4	தமிழிலிருந்து அலுவலகக் கடிதங்களை மொழிபெயர்க்கும் அறிவைப் பெறுவர்	PO2	10	AP
CO5	மொழியறிவோடு இலக்கிய வரலாற்றை கற்பதன் மூலம் போட்டித்தேர்வுகளை எதிர்கொள்ளுதல் மற்றும் வேலை வாய்ப்பினைப் பெறுதல்	PO1	10	R

### அலகு I - எட்டுத்தொகை

பாடவேளைகள் – 15

1. நற்றிணை - தோழி கூற்று- (உடன் போக்குக்கு தோழி தலைவியை அகப்படுத்தியது - சோழர்கள் மிகுந்த வெற்றி உடையவர்கள் - கொங்கரை அகப்படுத்தியவர்கள் - பறையன் வரலாறு - அதுபோல தலைவி நல்ல இளமை உடையவள் - வரலாற்றுப் பாடல்.)
2. பாலை - மாமுலனார் - (இயற்படைந்த தோழிக்கு தலைவி இயற்பட மொழிந்தது - தலைவன் நிகழ்வைப் கூறுதல் - தோழி களிறு மலை பாம்பின் வகைப்பட்டது -யானை- பெண் யானை பிடியது அந்த ஒளி - மழையெங்கும் பரவியது அது - போல் தலைவியின் காதலும் ஊரெல்லாம் தெரிந்தது.)
3. பாலை- தலைவன் கூற்று - சிறைக்குடி ஆந்தையார் - (யார் தலைவன் தன் நெஞ்சுக்கு உணர்த்தியது - பொருளைத் தேடிச் சென்றால் காதல் இருக்காது - காதலை நாடினால் பொருள்

தேட முடியாது - என் நெஞ்சமே தலைவியை பிரிவதல் - இருந்தால் உன்னை நான் பிரிய வேண்டும் பொருள் புணர்வு பிரிவு என்ற மூன்று சொற்களும் உலகம் தழுவியது)

குறுந்தொகை

1. பாலை - தோழி கூற்று - பாலை பாடி பெருங் கடுங்கோ - (ஆறலைக்கள்வரின் அம்பு- ஆண் பல்லி பெண் பல்லியின் துணை தேடுதல் - தலைவன் வருவார் - நம்பிக்கை தலைவிக்கு உண்டு.)

2. குறிஞ்சி - தலைவன் கூற்று - பேரையின் முருவளார் - (தோழி குறை மாறாமல் கூறியது காமம் மீதியுற்றால் பனை மடலால் குதிரையினை கொண்டு ஆடவர் அதன் மேல் செல்வர் - எருக்கம் பூ மாலை அடையாளமாகக் கொள்வர் - வீதியில் பரத்தமை கண்டு ஆவதிக்கப்படுவர் - அது வரை பாய்தற்குரிய செயலாகும்.)

3. மருதம் - தலைவன் கூற்று - பரணர் (மழையில் அரளி மலர்கள் மனம் பரப்பல் - தலைவி நமக்கு எத்தகைய - உறவு உடையவள். எவ்வி என்ற மன்னனை இழத்தல் - வறுமையுடைய யாழ்ப்பாணர்.; அதுபோல பொலிவிழத்தல்.)

4. குறிஞ்சி - தலைவன் கூற்று - கபிலர் (தலைமைகள் தோழிக்குச் சொல்லியது தலைவன் என்னை கனவில் மணந்து கொண்டான் அதற்கு சாட்சி ஒருவரும் இல்லை திணையின் அடியைப் போன்ற சிறிய நாரையானது மீனின் வரவை எதிர்பார்ப்பது போல எங்களை கண்டது அதுவே சாட்சி)

5. குறிஞ்சி - தலைவன் கூற்று - அவ்வையார்- (நெஞ்சினை நோக்கி கூறியது நல்ல உரைகளை உடைத்து பயனற்ற முறைகள் பெற்று மழை நீரை எதிர் கொள்ளும் பசுமனை போல என் உள்ளத்தில் ஆசை வெல்லும் நீந்துகின்றது உயர்ந்த மரக்கிளையில் பெண் குரங்கு குட்டிகளை தழுவது போல என் கருத்து நிறைவேறும் பெற்றால் வரைவு எளிதாகும்.)

6. குறிஞ்சி - தலைவி கூற்று - கபிலர் (தலைமைகள் தனது ஆற்றாமை தோன்ற தோழிக்கு கூறியது. மயில் பாதையில் என்ற முட்டையை குரங்கு குட்டிகள் உருட்டி விளையாடும் அத்தையின் நாட்டுக்கு தலைவன் மைதீர்த்தப்பட்ட என் கண்ணின் பெரும் நீரோடு என்னை பிரிந்தால் அவன் வரவு எண்ணி காத்திருக்கிறேன்.)

1. கலித்தொகை - பாலைக்கலி - (மணந்து கொள்ள வருவான் தோழி வரவிமழிந்து கூடியது சிவபெருமான் உமையமையுடன் கைலையில் வீற்றிருத்தல் ராவணன் அம்மலையை இழுத்தல் அது போன்று வேங்கை மரத்தை குத்தி என்பது யானை நாட்டை உடையவன் தலைவன் நீர் இல்லாத நிலத்தில் பயிர் போல் என் அன்பு இல்லாத பொலிவிட்டு இருக்கிறாள் மழை பெற்ற காலத்தில் பயிர் விளைவது போல இவளும் உன்னை நாடி வருவார் கையில் பொருள் இல்லாதவங்க இளமை போல் நீ நண்பன் கிட்ட பெறாதது அறநெறி பொருந்தாத வீணை முதுமை அடைகிறான் உன் அருள் பெறாமல் இவள் பொலி வருகிறாள் மலைச்சாரலில் உண்டான வழியில் வருகிறாய் என் வருத்தத்தை நான் தலைவனுக்கு கூறினேன்.)

2. குறிஞ்சிக்கலி - கபிலர் - (நகைக்கூட்டம் செய்தான் கள்வன் மகன் தலைவி தோழிக்கு கூறியது ஒளியுடைய வளையலை அணிந்த தோழியை கேட்பாயாக தெருவில் மணலால் செய்த வீட்டை தன் காலால் கலைத்து மலர் மாலை அறுத்தும் பந்து எடுத்துக் கொண்டு ஓடியும் இதை விளையாட்டுகளை செய்பவன் கட்டுக்கடங்காதவன் முன்னாள் நாள் என் வீட்டிற்கு வந்தவன் நீருண விரும்பினால் பொ பொன்னாளான களத்தில் நீரை கொடுத்தேன் அவன் என் வளையல் அணிந்து உன் கையை பற்றி நான் உரக்க சத்தமிட என் தாய் ஓடி வந்தால் இவன் தண்ணீர்



விக்கல் எடுக்க வருந்தினான் என்றேன் அப்போது கள்வன் மகன் தன் கலைக்கண்ணால் என்னை நோக்கி நான் புன்வருளால் என் உள்ளத்தில் புகுந்தான்.)

1. அகநானூறு - பாலை மாமூலனார் - (நகர்போக்கியத்தாய் சொல்லியது தோலையும் அணை மானையான் வருந்தும்படி என்னை கைவிட்டு சென்றால் நன்னன் என்ற குளுநில மன்னனின் தலைநகரம் பாலி நகரம் போன்ற காவல் நிலையம் தன் துணைவினைத்தால் மகள் சென்றால் மரத்தின் புதிய பூக்களை உடைய ஒன்றை பூக்களை போல என் மகனும் சென்றால் அவள் சென்ற நிதி கரடிகள் கூட்டம் பறந்து செல்லும் இயல்புடையது நான் மெய்மை பேசியதால் கோசலின் திறந்த முக்கியத்து இன்னும் கண்களை உடையவனும் தோசையுடைய இனமான மயிர்கள் மிக்க சோழர்கள் உடைய துளநாட்டை போன்று புதிய வரை பிறக்கும் பண்பு இல்லாததாக இருக்கின்றேன்).

2. பாலை - மதுரை அழகர் ஞாழர் மகனார் மள்ளனார் - (நெஞ்சே வினைவையின் போகும் வா பொருளால் உண்டாகும் நன்மை எடுத்துக் கோரி தலையில் வீட்டில் இருக்கிறாள் அவளை பெரிய இயலாது இப்போது இடைவெளியில் வந்த பின்பு தலைவனும் செல்ல எண்ணுகின்றாய் அன்றே பிரியாத இருப்பின் நன்று இவ்வளவு தொலைவில் வந்து நாம் மேற்கொள்ள செயலை விளக்குவாயானால் பிறரால் எண்ணி நகையாடுவோம்).

3. பாலை - மாமூலனார் - (தலைமுகர் கிறங்கிய தாய் தெருட்டும் அயலிலாட்டிக்கு உரைத்தது. கதிரால் வெப்பம் உண்டாகி பாலை நிலமான வரண்டு இருக்கின்றது பறவைகள் வருத்தப்பிற்கு காரணமாகிறது வெப்பம் அடியில் வருத்துகின்றது காட்டில் வழி ஆண் யானை போன்ற தலைவர்கள் என் மகள் சென்றாள் யார் மகளைப் பிரிந்து இருந்து உலகில் ஓதும் துருத்தியைப் போல இருக்கிறேன் ஒளிபரந்திய படை உடையவன் கரிகாலன் அவன் எண்ணிப் போர்க்களத்தில் புறப்பண்ணிற்கு பெரிதும் ஞானமடைந்தான் செயலாளர் தான் தோல்வி அடைந்த போர்க்களத்தில் வடக்கு நோக்கி உயிர்த்தெழுந்தான் அதுபோல என் உயிருடன் மாறுபட்ட நான் இங்கனம் வருந்துகிறேன்).

1. புறநானூறு - மாறோக்கத்து நப்பசலையார் - (புறாவின் துன்பத்தை போக்கிய படை விரும்பிய சிவி சோழன் மறைவில் வந்தவனே - ஐந்து தலை உடைய சின்னம் கொண்ட பாம்பு புகுந்தது போல் வானமான தீய தோற்றுவித்தது - பசுமையான குடிகளை உடைய மலைப் பக்கத்தில் இடி இடிப்பது போல மிகுந்த - அகலியையும் நீர் வைக்க மடுவையும் கொண்ட பழைய ஊரில் யானையுடைய அரசு உள்ளதால் அவற்றை நல்லவை என்று பாராது - போரில் அழிக்க கூடிய வல்லமை பெற்றவனே).

2. புறநானூறு - தினை வாகை - காவல்பெண்டு - (செவிலித்தாய் வயிற்றில் தூணை பற்றி கொண்டு என் மகன் எங்கே இருக்கிறாய் என்று வினவல் - பெண் என் மகன் புலி சோர்ந்து போகிய கற்களைப் போல அவன் போர்க்களத்தில் தோன்றுவான் - அவனைக் காண விரும்பினால் அங்கு சென்று காண்பாயாக என தாய் உரைக்கின்றாள்)

3. புறநானூறு - வேள்பாரி - கபிலர் (பொதுவியல் துறை மூவேந்தரும் இந்நாட்டை முழு நிலா நாளில் முற்றியுள்ளனர். - என் தந்தையுடன் யாம் இருந்தோம் - இத்திங்களில் இம்மலையைக் கொள்ளவுமில்லை - என் தந்தையை இழந்தோம் - பாரி மகளின் வருந்திப்பாடுதல்).

நெடுநல்வாடை நக்கீரர் - பாண்டியன் நெடுஞ்செழியன் - (கோவலர் வாடையால் துன்புறுதல் - கூதிர் கால நிலை - மாக்கள் தெருக்களில் சுற்றுதல் - மாலைக் காலம் - பெண்கள் தெய்வத்தை வணங்குதல் - கோபுர வாயில் முற்றமும் முன்வாயிலும் - அரண்மனையில் எழும் ஓசைகள் - அந்தப்புரத்தின் அமைப்பு - வட்டக்கட்டில் - அரசி படுக்கையில் வீற்றிருத்தல் - செவியலியர் தலைவியைத் தேற்றுதல் - தலைவியின் வருத்தம் மிகுதி - பாசறையில் அரசன் நிலை).

அலகு III - நாடகம்

பாடவேளைகள் - 13

1. இரண்டாவது பெருவிரல் - ஆதிராமன் - (காட்டில் வேடர்கள் - துரோணரும் தருமரும் உரையாடல் - அர்ச்சுனன் பீமன் உரையாடல் - ஏகலைவன் - துரியன் - துரோணர் உரையாடல் - வில்வித்தையில் ஏகலைவன் - வேடர் குலம் - வேடர்களும் ஏகலைவனும் - போர்க்களம் - துரோணரும் துரியனும் உரையாடல் - கண்ணனும் அர்ச்சுனனும் உரையாடல் - ஏகலைவன் வெற்றி).

2. புரட்சிக்கவி - மு. இராமசாமி - (இசைக்குழு வருகை - ஒயிலாட்டக்குழு வருகை - கனகசுப்புரத்தினம் - கவிதை - புரட்சிக்கவி - பாரதிதாசன் பாடல் - உதாரன் வருகை - அரசன் கலைஞர்களை சிறப்புச்செய்தல் - தளபதியின் பேச்சு - அரசர் மகள் அமுதவள்ளி - உதாரன் அமுதவள்ளிக்கு தமிழ் கற்றுக்கொடுத்தல் - உதாரன் பெரியோர்களுடன் உரையாடல் - மக்கள் உதாரனை ஏற்றுக்கொள்ளல் - உதாரன் அமுதவள்ளி காதல் - அரசன் சூழ்ச்சி - மக்கள் புரட்சி - அனைவரும் சமம்).

3. ரௌத்திரம் பழகு - மு. இராமசாமி - (பாரதி குடும்ப உரையாடல் - வீதி நாடக ஒத்திகை - மருத்துவர் வருகை - பெண்பார்க்கும் படலம் - பாரதியின் தோழிகள் - காசிராஜன் மகள் - சுயம்வரம் - விசித்திர வீரியன் - அம்பா - சால்வா - ரௌத்திரம் பழகுதல்)

அலகு IV - இலக்கிய வரலாறு

பாடவேளைகள் - 10

1.. சங்க இலக்கியங்கள் - (எட்டுத்தொகை நூல்கள் - நற்றிணை - குறுந்தொகை - ஐங்குறுநூறு - பதிற்றுப்பத்து - பரிபாடல் - கலித்தொகை - அகநானூறு - புறநானூறு ஆகியவை பற்றிய குறிப்புகள்.)

2.. சங்க இலக்கியங்கள் - (பத்துப்பாட்டு - ஆற்றுப்படை நூல்கள் - நெடுநல்வாடை - குறிஞ்சிப்பாட்டு - முல்லைப்பாட்டு - மலைபடுகடாம் ஆகியவை குறித்த செய்திகள்.)

3. நாடகத்தின் தோற்றமும் வளர்ச்சியும் - (நாடக இலக்கியம் - நாடக வகைகள் - துப்பறியும் நாடகம் - சமூக நாடகம் - பக்தி நாடகம் - தமிழில் தோன்றி நாடகங்கள் - பம்மல் சம்பந்த முதலியார் - சங்கரதாஸ் ஸ்வாமிகள் - டிகேஎஸ் சகோரர்கள் - அண்ணாத்துரை - கலைஞர் முதல் இன்றை நாடக ஆசிரியர்கள் வரை குறிப்புகள்.)

அலகு V - மொழித்திறன்

பாடவேளைகள் - 10

1. மொழிபெயர்ப்பு மற்றும் கலைச்சொற்களை அறிமுகப்படுத்துதல் - (ஆங்கிலத்தை தமிழில் மொழி பெயர்த்தல் - அலுவலகக் கடிதம் - தமிழில் மொழிபெயர்த்தல் (சான்று அரசு சார் கடிதங்கள் நிறுவனம் சார் கடிதங்கள்)

பார்வை நூல்கள் :

1.தமிழிலக்கிய வரலாறு - மு. வரதராசன்

2.வகைமையியல் நோக்கில் தமிழிலக்கிய வரலாறு - முனைவர் பாக்கியமேரிஷ

3.சங்க இலக்கியத் தொகுப்பு அ. மாணிக்கம் - வர்த்தமானன் பதிப்பகம்

4.தமிழ் நாடக இலக்கியம் - ப. பாலசுப்பிரமணியம்

5.மொழிபெயர்ப்பியல் - இ. சு. நடராசன்

## SEMESTER-IV

Course Title : <b>HINDI-IV (T)</b>	Course Code : 24H
Semester : <b>IV</b>	Course Group : <b>MIL - IV</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 3
Map Code: <b>A ( Language- Concepts)</b>	Total Contact Hours: <b>60</b>
CIA: <b>25 Marks</b>	SEE # : <b>75</b>
Programme: <b>ALL II YEAR UG PROGRAMMES</b>	<b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Describe & getting knowledge of computer terms in Hindi	PO3	12	U
CO2	Categorize the difference between Devanagari Script and Unicode and its application	PO1	12	AP
CO3	Providing of different operations & its usage of Hindi in different govt. offices	PO8	12	R
CO4	Detect & Know about E-Patrikas	PO3	12	AN
CO5	Getting & apply the knowledge of Competitive exams through online	PO1	12	AP

### UNIT I

**LECTURE HOURS: 12**

**Computer aur Hindi:**(computer me hindi ka gyankaisebadana, ComputerkaParchayaurVikas, Computer mein Hindi keVividh Font jaise ki kruti dev, mangal ariel aadi ka gyanbadana,)

### UNIT II

**LECTURE HOURS: 12**

**Proudyogiki aur Hindi:**(Unicode, DewanagariLipi, Hindi ki Vibhinna Website – EkParichay, Wikipedia kepratigyanbadana)

### UNIT III

**LECTURE HOURS: 12**

**Computer kemadhyam se Hindi:**(shikshanaur E-Learning, Vibhinna E-Learning Sansadhan, Sarkari aur gairsarkarisansthanonmeinprayukt Hindi Bhasha)

Computer kemadhyam se Hindi shikshanaur E-Learning

Sarkariaurgairsarkarisansthaomeinprayukt Hindi Bhasha)

#### **UNIT IV**

**LECTURE HOURS: 12**

**Vividh Paksh, Internet par Hindi:**(patra-patrikaye, Hindi SMS, Hindi Tankan, Hindi ke Vibhinna Key-board, hindikevibhinn app ko ka parichaydena, khud)

#### **UNIT V**

**LECTURE HOURS: 12**

**Pratiyogipriksha par aadharit:**(Computer sambandhitprashik, Hindi mein Powerpoint banana Hindi mein Google Document taiyarkarna, Hindi mein Google form taiyarkarna, Vibhinnapratyogipariksha ke bare mein suchna pradankarna)

#### **Text & Reference Books**

- Social Networking: Naye Samay ka Samvad – Ed. Sanjay Dwivedi
- Jansanchaaur Maas Culture – Jagdeeshwar
- Media: Bhumandalikaran aur Samaj – Ed. Sanjay Dwivedi
- Naye Jamaneki Patrakarita – Sourabh Shukla
- Patrakarita se Media tak – Manoj Kumar

## SEMESTER IV

Course Title : MALAYALAM – IV (T)	Course Code : 24M
Semester : <b>IV</b>	Course Group : <b>MIL - IV</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3 Credits</b>
Map Code: <b>A (Language Concept)</b>	Total Contact Hour : 60
CIA : <b>25 Marks</b>	SEE : <b>75 Marks</b>
Programme : <b>II Yr ALL UG PROGRAMMES</b>	# - <b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Operate: Photo editor, Web designer, Graphic designer, DTP, Operator Logo, Designer, Digital illustrator, Pattern Maker, Stationary Designer etc	PO3	12	AP
CO2	Interpret the different styles of photoshops	PO3	12	U
CO3	Apply different images and layouts for invitationmaking	PO2	12	AP
CO4	Explain the style of caption writing	PO4	12	U
CO5	Interpret the style of contemporary high-resolutiontechnology for brochure making	PO3	12	U

### UNIT -I

**LECTURE HOURS: 12**

#### **Desktop Publishing and Printing in Malayalam**

(This unit introduces basic of the printing technology and Data entering, DTP editing and layout. Book publishing. Significance ISBN, and ISSN)

**UNIT -II****LECTURE HOURS: 12****Desktop Publishing and Printing in Malayalam**

(About the limits of MS Paint - Presentation and setup of user interface and help Open and save an image - Knowledge of available file types (JPG, TIFF, ICO, PNG, GIF...) -Set opened image as desktop wallpaper - Display options (zoom, miniature grid, etc.) -Define or resize the size of an image (nonfunctional transparency), Drawing tools overview, Colors selection with right click/left click in the palette, Copy/Paste from selection with or without transparency, insert an external image in a composition Working for different image and resolution and changing the resolution. Editing photographs from our own albums & images Scanning images, and how to assimilate color tones)

**UNIT - III****LECTURE HOURS: 12****Desktop Publishing and Printing in Malayalam**

(Painting & editing tools Painting tools painting tool options, paintbrush tool, brushes palette, creating a new brush, undo, history brush tool, art history brush tool, gradient tool, paint bucket tool. Drawing tools Drawing basic geometric shapes, custom shape tool. Editing tools Blur tool, sharpen tool, smudgetool, clone stamp tool, pattern stamp tool. Toning tools Dodge tool, burn tool. Eraser tools 129 Eraser tools, background eraser tool, magic eraser tool, slice tool.)

**UNIT - IV****LECTURE HOURS: 12****Desktop Publishing and Printing in Malayalam**

(Layers Layer palette Working with layers, creating a new layer, selecting, hiding/showing, deleting, sorting, repositioning, merging, linking and transforming layers, layers effects, rotating skewing, flipping & distorting layer. This unit introduces the LayersLayer palette Working with layers, creating a new layer, selecting, hiding/showing, deleting, sorting, repositioning, merging, linking and transforming layers, layers effects, rotating skewing, flipping & distorting layer)

**UNIT - V****LECTURE HOURS: 12****Desktop Publishing and Printing in Malayalam**

(Proofreading techniques and cataloging, cove designing, blurbwriting)

**TEXT BOOKS:**

**T1.** pusthaka nirmaanam - The state language Institute,Kerala

**T2.** Proff reading our kala- The state language Institute,Kerala

**T3.** Printing A to Z - K.J. Sam kutti

**T4.** ini vaayana E vayana- V.K. Adarsh, D.C. books,Kottayam

**T5.** Print Technology and Compositing- The State Language

Institute, Kerala

- T6.** Bookstologia- P.K. Rajasekharan- Mathrubhumi books
- T7.** Pusthakam Untakunnathu- V.K. Haridas, PoornaPublications, Kozhikode
- T8.** An Introduction to Book Publishing - D Raghavan
- T9.** Copy Editing- Judith Butcher

**REFERENCES:**

- R1.** E Malayalam/cyber Malayalam - Sunitha T.V.
- R2.** [https://www.amazon.com/Desktop-Publishing-Bittu- Kumar/dp/9350570130](https://www.amazon.com/Desktop-Publishing-Bittu-Kumar/dp/9350570130)



## SEMESTER – IV

Course Title : <b>FRENCH-IV (T)</b>	Course Code : <b>41 F</b>
Semester : <b>IV</b>	Course Group: <b>MIL-IV</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>3</b>
Map Code : <b>A (Language Concept)</b>	Total Contact Hours : <b>60</b>
CIA : <b>25 Marks</b>	SEE#: <b>75 Marks</b>
Programme: <b>ALL II YR UG PROGRAMMES (Except CS&amp;HM) # - Semester End Exam</b>	

No.	Course Outcome(Cos): After completion of this course, the students will be able to achieve the following outcomes.	POs	Class Session	CL
CO1	Comprendre des instructions de cuisine, Mettre en garde, Communiquer au restaurant, Exprimer sa satisfaction et son insatisfaction.	PO2	12	R
CO2	Donner un conseil, Parler des problemes de sante, Exprimer son point de vue.	PO2	12	U
CO3	Exprimer sa preference, Exprimer son interet, Faire une critique positive ou negative.	PO4	12	AP
CO4	Exprimer un souhait, un desir, Donner un conseil, Demander et proposer un service.	PO4	12	AN
CO5	Structurer son propos, Demander des renseignements sur un voyage, Parler d'une visite touristique, Exprimer et repondre a l'agacement.	PO7	12	C

### UNIT – 1: En cuisine - (Lecture Hours: 12 Hrs)

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

### UNIT – 2: A votre sante ! - (Lecture Hours: 12 Hrs)

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**UNIT – 3: Dans les medias - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**UNIT – 4: Consommer responsable - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**UNIT – 5: Envies d’ailleurs ? - (Lecture Hours: 12 Hrs)**

**Communication** - (Translation & Comprehension Passages)

**Grammaire** - (Grammar Exercises)

**Vocabulaire** - (Vocabulary Exercises)

**Culture & Francophonie** - (Information about French Culture & Francophone Countries)

**SEMESTER – IV**  
**DISCIPLINE SPECIFIC COURSE – VII (DSC –VII)**  
**FINANCIAL MANAGEMENT**

**Note: Mark Distribution 30 % Problems & 70% Theory**

<b>Course Title</b> : FINANCIAL MANAGEMENT	<b>Course Code</b> : 43A
<b>Semester</b> IV	<b>Course Group</b> : DSC –VII
<b>Teaching Scheme in Hrs (L:T:P)</b> : 5:1:0	<b>Credits</b> 6
<b>Map Code</b> :	<b>Total Contact Hours</b> : 90
<b>CIA</b> : 25 Marks	<b>SEE #</b> :75 Marks
<b>Programme:</b> BBA, BBA (CA), BBA LOGISTICS	<b># - Semester End Exam</b>

No.	Course Outcome (Cos): After completion of this course, the student will be able to	PSOs	CL Ses	CL
CO1	Understand the various concept, objectives and approaches to financial management.	PSO4	16	U
CO2	Understand the financial planning and their usage in strategic decision making and control	PSO4	16	U
CO3	Able to compute cost of capital and capital Structure.	PSO1	20	AP
CO4	Able to apply the theories of dividend policies and the concept of leverage in managerial decision making.	PSO1	17	AP
CO5	Able to assess the various Sources of Finance and working capital needs for effective management of current assets and financing decisions. Able to estimate the cash flows from an investment project, and make a recommendation to accept or reject the project using financial calculator.	PSO1, PSO4	21	AP

**UNIT : I (LECTURE HOURS: 13, TUTORIAL:03)**

**Introduction to Finance and Financial Management** - Introduction, Definition, Importance (Finance is the life blood and nerve of a business. Helpful for financial planning, acquisition of funds, taking sound financial decisions, etc.) **Nature and scope of Finance Function / Financial Management** - Meaning & Approaches – (Finance function remains a focus of all activities. (i) Traditional Approach and (ii) Modern Approach) - Scope Or Content of Financial Management / Finance Function (Estimating financial requirements, Deciding capital structure, Selecting a sources of finance, Selecting a pattern of investment,

Proper cash management, Implementing financial controls, Proper use of surpluses) - Relationship of Finance with other Disciplines (Purchase function, Productivity function, Distribution function, Accounting function, Personal function, Research and development, Financial management and economics) - **Objectives of Financial Management** - Profit Maximization (Meaning, Arguments in favour and argument against Profit Maximization) - Wealth Maximization (Meaning, Implications and Criticism)

**Tutorial Hour:** 1. Organization chart - Prepare a specimen organization chart for the finance function in a large corporate enterprise. 2. Indian Financial System - Prepare report on current Indian Financial System and its scope

## **UNIT – II (LECTURE HOURS:13, TUTORIAL:03)**

**Financial Planning** - Meaning and Objectives (*Meaning:* A financial plan is a statement estimating the amount of capital and determining its composition. *Objectives:* Adequate funds, Simplicity, Flexibility, Long term view, Liquidity, Optimum use, Economy) - Characteristics of a sound financial plan (Simplicity, Based on clear-cut objective, Flexibility, Profitability, Solvency and Liquidity, Cost, Less Dependence on outside sources) – Consideration (nature of industry -future plans-Standing of the concern -availability of sources -government control -general economic conditions) - Steps (establishing financial objectives-formulating financial policies-formulating procedures, -providing for flexibility) - **Financial Decision** - Meaning and Classification ((i) Investment Decision, (ii) Financing Decision, (iii) Dividend Decision) - Factors Influencing Financial decision ((i) External Factor.(ii) Internal Factor) - Risk-Return Trade off and Financial Management Process (Meaning of Risk-Return Trade off, Financial Decisions and Risk-Return Trade off, Steps in Financial Management Process) - Functional Areas of Financial Management (Determination financial needs, Selecting the sources of funds, Financial Analysis and Interpretation, Cost Volume Profit Analysis,Capital Budgeting, etc.)

**Tutorial Hour:** 1. Financial Planning - Prepare Finance planning for a Business (Textile, Garment, Coffee shop, Restaurant - any one business)

2. Financial Decisions - Analyze simple cases based on the Finance Decision (case studies will be given)

## **UNIT – III (LECTURE HOURS: 17, TUTORIAL:03)**

**Cost of Capital** - Introduction to cost of capital, Classification of cost (Meaning and Definition; Historical and future cost, Specific ad composite cost, Explicit ad implicit cost Average and Marginal cost) **Computation of cost of capital** - Specific source of finance (Cost of Debt (Concept and problems ) Cost of preference capital (Concept and problems) Cost of equity share capital (Concept and problems) Cost of retained earnings (Concept and problems)) - Weighted average cost (Book Value and Market Value (Concept and problems)) **Capital structure** - Introduction and Forms of capital structure (Meaning and definition of capital structure and forms of capital structure). - Theories of capital structure (Only Theory) ( (i) Net Income Approach (ii) Net operating Income Approach (iii) The Traditional Approach (iv)

Modigliani and Miller Approach) - Factors determining the capital structure (Trading on Equity, Growth and stability of sales, Cost of capital, Risk, Nature of size of firm, Flexibility, Legal requirement etc.)

**Tutorial Hour:** 1. Cost of Capital - Analyze the relevance of cost of capital in corporate investment and financing decision of any organization and submit it as report, 2. Capital Structure – i) Analyze the Capital Structure of any Companies with help of capital structure theories, ii) Collect Share applying form of a company.

#### **UNIT – IV (LECTURE HOURS: 14, TUTORIAL:3)**

**Dividend Policy and Decisions** - Introduction to Dividend policy (Meaning, Dividend decision) - Valuation of firms -Theory of Irrelevance (A. Residual Approach – Concept B. Modigliani and Miller Approach – Concept and simple problems) - Valuation of firms – Theory of Relevance (A Walter’s Approach - Concept and simple problems B. Gordon’s Approach - Concept and simple problems) - Determinants of Dividend policy (From Legal restrictions to Liquid resources – 13 points) - Forms of Dividend, Dividend policy in practice - Forms: Profit, Interim, Cash, Bond, Stock, Property, Practical implication of dividend policy) **Leverage** - Meaning and Types (Financial leverage, Operating leverage, combined leverage) - Degree of Financial leverage (Concept and problems) - Operating leverage (Concept and problems) - Composite leverage (Concept and problems)

**Tutorial Hour:** 1. Dividend Policy - Analyze simple cases based on the Dividend policy (case studies will be given) 2. Leverage - Collect profit of a concern and calculate degree of leverage

#### **UNIT – V (LECTURE HOURS: 18, TUTORIAL:3)**

**Sources of Finance** - Introduction and Classification of finance/ funds ((i) According to Period (ii)According to ownership (iii)According to sources of finance (iv) According to mode of financing) - Long Term, Medium Term and Short Term (concepts only) (Long Term – Shares, Debentures, Ploughing back of profit, Long-term loans Medium Term – Public deposit, Bank loans; Short Term – Factoring, Bank credit, Trade credit, Commercial paper, Deferred Incomes) - **Working Capital Management** - Meaning and Concept of working capital (Working capital the amount of funds necessary to cover the cost of operating the enterprise) - Classification of working capital ((i) On the basis of concept (ii) On the basis of time) - Importance or Advantages of Working Capital (Solvency of the business. Adequate working capital helps in maintaining solvency of the business) - Factors determining working capital (Nature or character of business, Size of business, Product policy, Manufacturing process, Seasonal variation. Etc.) **Capital Budgeting** - Meaning and nature of Capital Budgeting (Capital Budgeting is the process of making investment decision in capital expenditure) - Need of Capital Budgeting (Large investment, Long term commitment of funds, Irreversible Nature, Long term effect on profitability, Difficulties of investment decision, National importance) - Capital Budgeting process (Investment Proposals, Screen Proposals, Evaluate various Proposals, Fix priorities, Final Approval, Implement Proposals, Review Performance) -

Methods of capital budgeting (Simple problems) (Traditional Method - Payback period and the Accounting Rate of Return method.(ARR) Modern Method – Net Present Value (NPV), Benefit-Cost Ratio or Profitability Index (P.I.))

**Tutorial Hour:** 1. Sources of Finance - Prepare the poster for various sources of finance with short explanation, 2. Working capital management - Draw a diagram showing Operating Cycle of working Capital, 3. Capital Budgeting - Collect information regarding initial investment and returns of a company and prepare payback period

**TEXT BOOK:**

1.T1 – Financial Management – Shashi K. Gupta and R.K.Sharma, Kalyani Publishers, New Delhi,2016.

**REFERENCE BOOKS:**

1. R1 - Financial Management – M Y Khan and P K Jain, 10<sup>th</sup> edition, 2009, Tata MC.Graw publishing.

2. R2 - Financial Management – S.N.Maheshwari. 18<sup>th</sup> edition, 2011, Sultan Chand & Sons.

3. R3 - Financial Management – Shashi K. Gupta, R.K.Sharma and Neeti Gupta, KalyaniPublishers, New Delhi,2012

**ONLINE LEARNING COURSE**

SWAYAM-Financial Management For Managers-By Prof. Anil K. Sharma | IIT Roorkee

EDX-Financial management in organizations-micro master

**SEMESTER – IV**  
**DISCIPLINE SPECIFIC COURSE VII (DSC-VIII)**  
**HUMAN RESOURCE MANAGEMENT**

Course Title : HUMAN RESOURCE MANAGEMENT	Course Code : 43B
Semester IV	Course Group : DSC – VIII
Teaching Scheme in Hrs (L:T:P) : 5:1:0	Credits 6
Map Code : C (THEORY CONCEPTS)	Total Contact Hours : 90
CIA : 25 Marks	SEE # :75 Marks
Programme: BBA/BBA CA & BBA LOGISTICS # - Semester End Exam	

No.	Course Outcome (Cos): After completion of this course, the students will be able to	POs & PSOs	Cl. Ses /hrs	CL
CO1	Discuss the objectives, functions, strategies and barriers of Human Resource Management and Human Resource Planning	PSO3	18	Understand
CO2	Know the job design and the process of job analysis	PSO3	18	Understand
CO3	Identify the Recruitment and Selection process and know about orientation program	PSO3	18	Understand
CO4	Review the training process and basics of performance appraisal	PSO3	18	Understand
CO5	Describe the components of compensation, concept of wages and incentives and Human resource information system.	PSO3	18	Understand

**UNIT-I: LECTURE HOURS: 15+3 =18**

**Human Resource Management** - Introduction- HRM (Nature and scope) - Objectives and Functions (Societal, Organizational, Functional and Personal) – Personnel Management (Definition of PM, Difference between HRM and PM) – Strategic HRM (Nature and Barriers) - **Human Resource Planning (HRP)** - Introduction (Definition, Nature and Importance) - The Planning Process (Organizational Objective and Policies, Environment of business) - Requisites and Barriers (Eight Requisites).

**TUTORIAL HOURS:**

1. Prepare the Human Resource Planning for following any one field:
2. : a. Textiles b. Retail store c. Private Bank d. Hospital e. College or School)\ Prepare the list/ type of information to be collected for Job Analysis.

## **UNIT-II LECTURE HOURS: 15+3 =18**

**Analyzing work and Designing Jobs** - Introduction-Job analysis (Introduction and Nature) - Process of Job analysis (Strategic choices, Gather and Process information, job description and specification) - Purpose of Job analysis (HRP, Recruitment and selection, Training and development, Job Performance appraisal, personnel information, Safety and Health) - Job Design (Definition and Factors affecting job Design) Approaches of Job Design (Job rotation, Job Engineering, Job Enlargement, Job Enrichment) Job Evaluation and Process (Definition and scope, Difference between Job Evaluation and performance appraisal, Objectives, Job Evaluation program, Wage survey and employee, Classification).

### **TUTORIAL HOURS:**

1. Prepare the job description for any one job and prepare the advertisement for particular field. (**Note 1 to 4:** a. Textiles b. Retail store c. Private Bank d. Hospital e. College or School)
2. Draw job analysis for Salesman, Floor supervisor, Cashier, Ambulance driver and Assistant Professor

## **UNIT-III LECTURE HOURS: 15+3 =18**

**Recruiting Human Resources** - Introduction-Recruitment (Nature, Purpose and Importance) – Sources of Recruitment (Internal sources, External Sources) **Selective Human Resources** - Introduction-Selection (Definition and nature) - Selection Process (Preliminary interview to contract of Employment) – **Induction** - Introduction-Induction (Meaning and Purpose) - Orientation Program (Formal and Informal, Individual and collective, Serial and disjunctive, Investiture and Divestiture). Requisites of an Effective Programme (Prepare for new Employees, Determine Information New Employee Want to Know, Determine How to Present Information, Completion of Paperwork)

### **TUTORIAL HOURS:**

1. Prepare HR Manager- Recruitment and Selection process. (Job Title, Designation, Qualification, Panel Members, etc.)
2. Case study on Recruitment and Selection process.

## **UNIT-IV LECTURE HOURS: 15+3 =18**

**Training and Development:** Introduction–Training and Development (Definition and Nature) – Inputs-(Skills, Education, Development, Ethics, Attitude and Problem solving, creativity, literacy, diversity, crisis, teams) – Training Process (Need Assessment, Designing Training and development programme, Implementation and Evaluation of Training program Initiatives - **Performance Appraisal** – Introduction-Performance Appraisal (Nature and Objectives) – Appraisal process Objectives of Performance Appraisal, establish job expectation, Design an appraisal programme) –Methods and Techniques of Performance Appraisal (Post Oriented Methods and Future Oriented Methods).

### **TUTORIAL HOURS :**

1. Prepare the training and development programme designed in a particular field.
2. To collect and assess the effectiveness of performance appraisal system among:  
a. Private Bank b. Hospital c. College or School)

## **UNIT-V LECTURE HOURS: 15+3 =18**

**Compensation Management** - Introduction- Components of compensation (Wages and Salary, incentives, fringe benefits, perquisites, Non-monetary benefits) - Concept of wages (Minimum, fair and living wages) – Incentives



(Nature, Importance, Prerequisites for an effective incentive system and Scope) - Types of incentive scheme (Four types of income varying in proportion to output) - **Human Resource Information System (HRIS)**- HRIS framework (Manpower planning and forecasting, Recruitment, selection, HR operations, Performance Management, Learning and Development, Compensation and benefits administration) Benefits and Trends in HRIS-( Faster information processing, Greater information accuracy, etc..) **International Human Resource Management**- Model of IHRM (Countries, Types of employees, HR activities)- Challenges in IHRM (Employee Failure Rate, Managing dual Career Couple) -Strategies for Effective IHRM (Developing International / Global Team).

**TUTORIAL HOURS:**

1. Collect the Components of Salary and prepare salary chart for particular basic pay.
2. Draw e-selection model for a Middle level and Low-level organization.

**TEXT BOOKS:**

**T1.**Human Resource Management – Text and Cases, K Aswathappa, 8<sup>th</sup> Edition, 2017, McGraw Hill Education (India) Private Ltd, India.

**REFERENCE BOOKS:**

**R1.**Human Resource Management-Strategic Analysis Text and Cases, Raj Kumar, , 8<sup>th</sup> Edition 2012, I.K. International Publishing House Pvt Ltd., New Delhi.

**R2.** Strategic Human Resource Management, Jeffrey A.Helo, 7<sup>th</sup> Edition 2009, Cengage Learning India Private Ltd, New Delhi.

**R3.**HumanResource Management- Gary Dessler/Biju Varkkey, 11<sup>th</sup> Edition 2010, Doeling Kindersely Private Ltd, New Delhi.

**Online Reference:**

- **Alison Online Course:** Human Resource Management – Discipline in Organization.
- **Swayam Online Course** – Strategic Human Resource Management.
- **Course era Online Course** – Foundation of Management.
- **NPTEL Online Course** - Principles of Human Resource Management.

## SEMESTER – I V

### DISCIPLINE SPECIFIC ELECTIVE (DSE – II)

### ELECTIVE –II WAREHOUSE MANAGEMENT

#### COURSE CONTENT

<b>Course Title</b> : _ELECTIVE –II WAREHOUSE MANAGEMENT	<b>Course Code</b> : -
<b>Semester</b> : IV	<b>Course Group</b> : DSE-II
<b>Teaching Scheme in Hrs (L:T:P)</b> : 5:1:0	<b>Credits</b> : 6
<b>Map Code</b> : C (THEORY CONCEPTS)	<b>Total Contact Hours</b> : 90
<b>CIA</b> : 25 Marks	<b>SEE #</b> :75 Marks
<b>Programme</b> : BBA LOGISTICS	<b># - Semester End Exam</b>

**Theory:**

#### UNIT : I (LECTURE HOURS: 15 + 3 Tutorial Hour)

S.No.	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl. Ses /hrs	CL
CO1	Understand the basic concept, Process and types of Warehouse Management.	PSO4	18	Understand
CO2	Identifying the knowledge about the functioning, Packing system and flooring of warehousing	PSO3	18	Remember
CO3	Articulate about the warehouse - Design, location and activity.	PSO3	18	Apply
CO4	Illustrate about the warehouse safety requirement and staffing / warehouse system management	PSO3	18	Apply
CO5	Shows about the outsourcing of warehouse management and Inventory Control.	PSO2	18	Apply

#### WAREHOUSE MANAGEMENT- INTRODUCTION, PROCESS AND TYPES OF WAREHOUSING

##### Warehouse Management- Introduction

Meaning of Warehouse (Introduction, definition , Maintaining of stock)- Definition and Introduction to Warehouse(Raw material, work in progress and finished product, Centralization and decentralization, Supply Chain Management)- Organization Structure of Stores division(Delegation of authority, Record Keeping, Printing of Stationary) - Concept of a Warehouse (Raw material, work in progress , finished product, warehouse management System, Receiving and shipping, stock locator system) - Nature and Importance of Warehouse(Storage of goods, Semi finished goods, Efficient distribution of goods, Improve quality of product) - Types of warehouse (Private warehouse, Public Warehouse, Contract warehouse, Bonded Warehouse, Cooperative Warehouse, Raw material and Component Warehouse, Work in-Progress Warehouse, Finished goods Warehouse and Distribution Warehouse).

**Process And Types Of Warehousing Operation** : Process of warehouse (5 stages) (Receiving, Putting away, Storage, Order picking, Packing and Shipping, JIT process) - Types of warehouse operation (Production of goods, Risk bearing , Financing, Processing, Stock rotation, Cycle counting) - Warehouse location (Layout and flow of building, Availability of Skilled Workforce, Intensity of Use, Proximity to

major linkage Material – handling capacity Size Regulation

### **Tutorial Hour**

- Present the warehousing process of any two companies in your city
- Compare the public and private warehousing company with suitable examples.
- Chart out the Warehouse Location process by an group activity.

## **UNIT : II (LECTURE HOURS: 15 + 3 Tutorial Hour)**

### **FUNCTIONS OF WAREHOUSING, WAREHOUSE RACKING SYSTEM AND FLOORING**

#### **Functions and rack system of warehouse**

Activities of warehousing (Receiving, Inspection, Uncrating, Trash handling, Inventory, Control, Storage, Picking, Feeding, Claim settlement) - Functions of Warehousing (Store goods in a systematic and orderly mannered, Provide production, Risk bearing, Financing Processing, Transportation) - Roles and responsibilities of warehouse Manager (Storage , inventory, process, procedures , warehouse equipment) - Benefits of Warehousing (Seasonal production, Seasonal demand, Large scale production, Quick supply, Continuous production) - Racking System for Warehouse/ Racking – Large product storage system (Introduction , Racking and Shelving System, Racking Plan consideration, General categories of rack system, Selective pallet rack, Double -deep selective pallet rack, Drive -in pallet rack system, Drive through pallet rack system, Push back rack systems, Live pallet storage, Selection of pallet storage and racking system

#### **Warehouse floors**

Industrial flooring (What is industrial flooring, Floor loading, Floor loading calculation – Flooring preparation (Removal of Oil/moisture, Epoxy, Polyurethane, Polyurethan system, High build Epoxy, Multi layer System).

### **Tutorial Hour**

- List out the activities of Warehousing in proper sequence of a Textile unit.
- Identify the roles and responsibility of a warehouse manager of any Production firm
- Case Study

## **UNIT : III (LECTURE HOURS: 15 + 3 Tutorial Hour)**

### **WARE HOUSE LOCATION, DESIGN, ACTIVITY AND EQUIPMENT**

#### **Ware house location**

Site Analysis (Labour cost, Facility cost, Inventory management, Inbound and outbound cost) - Product mix consideration (production process)

#### **Ware house design**

Design criteria / Material handling technology – (Flow, Accessibility, Space, Throughout Transport equipment, Positioning equipment, Unit load formation equipment, Storage equipment) - Storage plan (Building volume, Roof maintenance, Adequate material movement, Pareto analysis).

#### **Warehouse activity and equipment**

Introduction and selection criteria to determine equipment – (Human variables, Mechanical variable,

Operational variable) - Warehousing Activities – (Product movement, Product storage, Information transfer) - Material Handling Equipment Classification (Low- lift trucks, High - lift trucks, Counterbalance lift trucks, Narrow -aisel trucks) – Cranes ( Jib crane, Electric Overhead Travelling crane(EOT crane ), Overhead Track-mounted cranes/Under slung cranes).

### **Tutorial Hour**

- List out the different types of material handling technology used in warehousing with photos and description.
- Find the various types of warehouse equipment used in big organization like L&T.
- Carry out the cranes used in various building construction companies.

## **UNIT : IV(LECTURE HOURS: 15 + 3 Tutorial Hour)**

### **WAREHOUSE SAFETY REQUIREMENT AND STAFFING / WAREHOUSE SYSTEM MANAGEMENT**

#### **Warehouse Safety Requirement and warehouse staffing**

Introduction/Damage of pallet(Board overhang,Cracks on the pallets, Protruding nails and Sharp edges, Contamination, Glass piece entry) - First Aid and other health and safety arrangements (Bandages, Dressings, Eye wash, Burns treatment,Effective training) - Types of Damages in racking System(Beam deflection, Upright damage, Bracing damage - Out of plumb) - Safe handling of pallets and racking System (Loading and unloading, Picking up pallets, Entering the rack, Load placement, Safe Work loads (SWL)) - Warehouse Staffing - General Manager, Inventory Manager, Receiving person, Warehouse operations supervisor, Forklift operator /storage person, Loader/Unloader/Checker.

#### **Warehouse Management System**

Introduction warehouse Management system (Introduction about the WMS, Importance of WMS, Challenges in WMS, WMS support in warehouse management, ROI in a Warehouse management, Benefits of WMS, WMS data ,WMS functions and reports) - Components of WMS (Software, Radio frequency communication, Bar coding).

### **Tutorial Hour**

- Collect the sample Insurance policy statement for a warehousing company.
- Collect the Insurance claim statement for a warehousing company.
- Students are asked to form a group and ask them to frame out the warehouse strategies for their own company.

## **UNIT : V(LECTURE HOURS: 15 + 3 Tutorial Hour)**

### **OUTSOURCING IN WAREHOUSING AND INVENTORY CONTROL TECHNIQUES**

#### **Outsourcing in warehousing**

Top ten reasons for out sourcing (1. Time to focus business, 2. No health and safety compliance issues, 3.Ideal location of distribution, 4. Better service, 5.Availability of specialist, 6. Reduced capital investment, 7. No long term leases, 8. No equipment purchase, 9.Reduced HR operations, 10. Shared resources) - Outsourcing Decisions (McIvor Model of outsourcing decision, Vitasek's Model of outsourcing decision) - Choosing the right partner ( Operational synergy ,Strategic synergy, Commercial synergy, Cultural synergy) - Third party contractor (Third client details, Why contract fails) - Future of Outsourcing (Vitasek outsourcing, Five rules)

### **Inventory Control Techniques**

Inventory Control ( Best Order Quantity, ABC Analysis, VED, HML, Codification, Standardization).

### **Tutorial Hour**

- Identify the various outsourcing process of warehousing with suitable examples.
- Identify the potential issues related to warehousing company.
- Students are to suggest the innovative ideas to any one warehousing company at their place.

### **TEXT BOOK :**

- T1: Warehouse Management -2<sup>nd</sup> Edition - Gwynne Richards- Kooga Page Publication.
- T2: Warehouse Management and Inventory Control- J P. Sexana, –Vikas Publication House Pvt Ltd, First edition, 2003.
- T3: Warehouse Layout Planning and Part Feeding Methods - S. Senthil Kumar and Dr.Omkumar- Yes Dee Publishing- 2014.

### **REFERENCE BOOK:**

1. Logistics and Warehousing Management –Indian Intuition of Materials Management
2. Warehouse Management: Automation and Organisation of Warehouse and order Picking System (with CDROM), Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

## SEMESTER IV

### DISCIPLINE SPECIFIC ELECTIVE II (second option)

#### ELECTIVE – II - TRAINING AND DEVELOPMENT

Course Title :ELECTIVE- II TRAINING AND DEVELOPMENT (T)	Course Code : 43 E
Semester : IV	Course Group: <b>DSE – II</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : <b>4</b>
Map Code : <b>D (THEORY APPLICATION)</b>	Total Contact Hours : <b>60</b>
CIA : <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>BBA# - Semester End Exam</b>	

S.No.	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl.Ses /hrs	CL
CO1	Able to understand the concept of training and development as well as organizational climate for training and development	PSO4	18	Understand
CO2	Understand the different models and methods followed in training department	PSO3	18	Understand
CO3	Understand the concept, principles and the process of learning	PSO3	18	Understand
CO4	Understand about the need for training evaluation and types	PSO3	18	Understand
CO5	Understand the issues and challenges faced by the trainer and trainee	PSO2	18	Understand

#### UNIT: I

(LECTURE HOURS: 18)

**Training and Development ; Introduction** Concept of training- Contents of training- Types-Purpose-Benefits- Philosophy- **Principles of training**- Components of training- Trainers- Training skills- **Consultants for T&D**- Organizational climate for T& D- System model of T&D. **TUTORIAL HOURS:**

1. Prepare a list for setting up a training and development process for employees.
2. Design a training program for Retail / FMCG sector employees.

**UNIT: II****(LECTURE HOURS: 18)**

**Strategic T&D process-** Training needs in different strategies- Organizational characteristics that influence training- **Models of organizing the training department-** Marketing the training function- Outsourcing training. **Training methods** – Training approach- Choosing appropriate T&D method - **Designing training methods-** Types of training- T&D methods.

**TUTORIAL HOURS:**

1. Collect the need assessment and classify the training needs of a Teacher / Professor.
2. Prepare a list that training and development professionals need to consider to enrich the trainees.

**UNIT: III****(LECTURE HOURS: 18)**

**Learning-** Concept- Learning cycle- Learning window- **Principles of learning-** Learning theories: Reinforcement theory, Social learning theory, Need theory, Expectancy theory, Adult learning theory, the **learning process-** Considerations in designing effective training programs.

**TUTORIAL HOURS:**

1. Prepare a list of training methods with suitable examples of current scenario.
2. Prepare a training strategies followed for apprenticeships method.

**UNIT: IV****(LECTURE HOURS: 18)**

**Training evaluation-** Objectives- Purposes- Reasons for evaluating training- **Types of evaluation-** Process of evaluation- Outcomes used in evaluation of training programs- **Evaluation designs.** Employee development- approaches- development planning process.

**TUTORIAL HOURS:**

1. Prepare a list of training methods with suitable examples of current scenario.
2. Prepare a training strategies followed for apprenticeships method.

**UNIT: V****(LECTURE HOURS: 18)**

**Special issues in training and employee development-** External environment- Internal needs of the company- career management types of evaluation- Model of career development – **Career Management systems** – Roles of employees, managers - HR managers and company in career management- **Evaluating career management systems.** Future trends that will affect training.

**TUTORIAL HOURS:**

1. Draw stages of a successful training methods.
2. Draw a SWOT analysis of training activities.

**TEXT BOOKS:**

**T1.** Noe N.R., Employee Training and Development, Tata McGraw Hill, 2007 New Delhi.

**T2.** Tapomoy Deb, Training and Development Concepts and Application, Ane Books India, 2008

**REFERENCE BOOKS:**

- Blanchard and Thacker, Effective Training Systems, Strategies and Practices, 3rd Edition, PearsonPrentice Hall, 2009, New Delhi.
- ShashiKapur, Training and Development, 1st Edition, Infinity Books, 2004.
- Tapomoy Deb, Training and Development Concepts and Application, Ane Books India, 2008.



**SEMESTER – V**

**DISCIPLINE SPECIFIC COURSE – IX (DSC- IX)**

**MARKETING MANAGEMENT**

<b>Course Title</b> : MARKETING MANAGEMENT	<b>Course Code</b> : 53A
<b>Semester</b> : V	<b>Course Group</b> : DSC – IX
<b>Teaching Scheme in Hrs (L:T:P)</b> : 5 : 1 : 0	<b>Credits</b> : 6
<b>Map Code</b> : D-THEORY - APPLICATION	<b>Total Contact Hrs.</b> : 90
<b>Theory CIA</b> : 25	<b>Theory SEE #</b> : 75
<b>Programme</b> : BBA/BBA CA/ BBA LOGISTICS	# - Semester End Exam

No.	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl. Ses /hrs	CL
CO1	Interpret effective marketing plans, encompassing marketing management principles and strategies for customer acquisition and retention.	PSO3	18	Understand
CO2	Make use of consumer behaviour insights through marketing research techniques and incorporating the decision-making process	PSO3	18	Apply
CO3	Draw product life cycle and make brand decisions in positioning in the life cycle.	PSO3	18	Apply
CO4	Implement diverse pricing methods and strategies while exploring the elements of the marketing communication mix	PSO3	18	Apply
CO5	Use diverse distribution functions and the Sustainable Competitive Value and strategies and global marketing strategies	PSO3	18	Apply

**UNIT 1**

**( LECTURE HOURS - 18 )**

**MARKETING MANAGEMENT** : Great Indian Market (Issues and challenges in marketing in India.)  
Concept of marketing and Marketing as a process (Understanding and responding to customer needs. marketing orientation (six Dimensional approach)) (marketing orientation VS selling orientation, marketing orientation VS other orientation) Purpose of Marketing (Market Development , Customer Acquisition, Customer Retention, Customer Loyalty, Fighting Competition, Social Equity Product, Price , Place and Promotion) Marketing Mix and Forces Impacting Marketing Mix (Socio-economic factors, Government policy, Technology, Competition, External Environment, Taxes and Tariffs, Political

ideology for major Parties) **CUSTOMER ACQUISITION AND CUSTOMER RETENTION** : Factors that drive Customer Acquisition and retention (Technological Advancement Government Policy, Lifestyle changes, Purchasing Frequency, Innovation in industry.) (Customer Service, Continuously Enhance Value, Keeping Abreast of technological changes, Customer Loyalty Programme.) **MARKETING PLANNING** : Structure of a marketing plan (Executive Summary, Situation Analysis, Objectives, Marketing Strategy, implementation Programme, projected P/L a/c statement, control systems)

**TUTORIAL HOURS** : Customer Acquisition (1. Build Creative Strategies using Social media campaigns, referral programs, influencer marketing for Customer Acquisition.) Customer Retention (2. Build Creative Strategies using Loyalty programs, personalized recommendations, excellent customer service for Customer Retention.)

## UNIT 2

( LECTURE HOURS - 18 )

**MARKETING RESEARCH** : Marketing research process (Problem definition, research objectives, research design, sources of data, data collection, analysis data, report and presenting) **CONSUMER BEHAVIOUR** : Online Buying Behaviour (High Involvement and Low involvement of products Buying Situations.) Tools to study and Influences on Buying Behaviour (Cultural, Social, Demographic, growth of urbanization, self-concept, psychographic variables, lifestyle, personality.) (Surveys, Projective Techniques, Focus Group Discussions) **DECISION MAKING PROCESS** : Consumer and organisational Decision-making Process (Need Recognition , Development of decision criteria, Search for alternatives, Evaluation of Alternatives, Decision.) (Need Recognition, Product Specification, Qualification of potential buyers, proposals from vendors, evaluating the proposals, selecting the vendor, order placement, review and feedback.) **SEGMENTING AND TARGETING** : Need and Bases for segmentation (Customer based segmentation, Product based segmentation, competition based segmentation.) segmenting industrial markets and Targeting and Positioning (Size of the Customer, Geographical location, End use, Buyer Behavior, Combining purchase criteria, Size and geography (Matrix)) ((Standardization, Differentiation, Focus )- Positioning Strategies)

**TUTORIAL HOURS** : Decision Making Process (1. Choose a product recently purchased and analyse their decision- making process using this framework.) Segmenting and Targeting (2. Report how businesses divide their market into groups and focus on specific segments.)

## UNIT 3

( LECTURE HOURS - 18 )

**PRODUCT MANAGEMENT** : Total concept of Product (Core Product, Formal Product, Augmented Product, Future Product.) Product Mix and Product Line (Concept of product mix and Product line) Product Life Cycle (Introduction Phase, growth phase, maturity Phase, decline phase.) **NEW PRODUCT DECISIONS** : Factors contributing to new product development (Changing consumer lifestyle, customer preferences, technological changes, government policy.) New Product Development Process (NPD) (Idea generation, Identifying prospective customer, Concept development and testing,

Feasibility analysis, Product development, Test marketing, Commercialization.) **BRANDING DECISIONS** : Brand Policy (Manufacturers Brand Policy , Distributors Brand Policy and Mixed Brand Policy.) **POSITIONING** : Ways to position a brand (Use situations, Emphasizing tangible benefits, Linking to uses, Head on competitive positioning, Lifestyle positioning, Benefits offered) **TUTORIAL HOURS** : New Product Development Process (NPD) (1. Report with live example how organizations give preference to NPD.) Positioning (2. Providing a Sample Product/ Brand report the Positioning Strategies to compete the market.)

#### **UNIT 4**

**( LECTURE HOURS - 18 )**

**PRICING DECISION** : Meaning and Objectives (Maximize current profits and return on investment, exploit competitive position, survival in a competitive market, balance price over product line.) Pricing methods and Pricing Strategies (Cost oriented method, Going Rate, Sealed bid pricing,, Perceived value pricing) (Skimming, Penetration, Differential, Geographic and Product line pricing strategies)

**INTEGRATED MARKETING COMMUNICATION** : Integrated Marketing Communication Process (Target Audience, Demographic and Psychographic Profile, Media Habits, Level Awareness) Elements of Marketing Communication Mix (Advertising, Personal Selling, Sales Promotion, Public Relation) Factors guiding selection of promotion mix (Nature, Overall marketing strategy, Buyer readiness stage, Product life cycle.) **INTEGRATED MARKETING PLANNING COMMUNICATION PROCESS** : The role of IMC in Marketing (Situation Analysis, SWOT Analysis, Analysis of Communication Process, Budget Distribution, Develop IMC Programme, Implement IMC programme, Monitor, Measure and Control.)

**TUTORIAL HOURS** : Pricing Strategies (1. Report the Real-world examples of companies using different pricing strategies) Integrated Marketing (2. Design a Creative Poster to promote a product.)

#### **UNIT 5**

**( LECTURE HOURS - 18 )**

**MANAGING DISTRIBUTION FUNCTION** : Role, Type and Nature of middlemen (Information, Price stability, Promotion, Financing, Title. Types: Merchant Middlemen, Agents, Facilitators.)

**CHANNEL LEVELS** : Length and width of channel of distribution (Zero level, One level, Two level, Three level) Factors influencing Distribution Decision (Determining Length of distribution, Factors influencing Distribution decisions)

**RETAIL MANAGEMENT** : Strategic Decision in Retail & Global Retailing (Location Decision , Target Market selection , Business Model, Merchandise Mix, Positioning the retail store.) (Information Technology and retailing, Emergence of Global retailing)

**DIRECT MARKETING** : Direct Marketing Mix (Communication Programme, Customer Service)

**CREATING SUSTAINABLE COMPETITIVE VALUE AND GROWTH** : Strategic orientation in Marketing (Understanding Markets, Finding Market Niches, Product and service Planning, Distribution , Managing for results.) Marketing Strategy (VAMS, Segmentation, Mass Customisation, Value Addition,)

**GLOBAL MARKETING** : Rationale and Implications of Globalization, Key Decisions in global Marketing. (Political changes, Technological changes, Economic changes, Social changes)

**TUTORIAL HOURS :** Channel Levels (1. Design a channel level and report for any product .) Retail Management (2. Briefly introduce the concept of retail management and its key aspects like inventory control, pricing, customer service, and marketing.)

**TEXT BOOK**

1. T1.Rajan Saxena. 5<sup>th</sup> Edition, 2016 Marketing Management, New Delhi, Tata McGraw Hill Education Private Limited.

**REFERENCE BOOK**

1. Marketing Management, Edition (15th Edition) Philip T. Kotler, Kevin Lane Keller.

**ONLINE SOURCE**

- Swayam (NPTEL)
- Future Learn

**SEMESTER – V**  
**DISCIPLINE SPECIFIC COURSE (DSC – X)**

**PRODUCTION AND MATERIALS MANAGEMENT**

Course Title	<b>PRODUCTION AND MATERIALS MANAGEMENT</b>	Course Code	53B: -
Semester	: <b>V</b>	Course Group:	<b>DSC - X</b>
Teaching Scheme in Hrs (L:T:P)	: <b>5:1:0</b>	Credits	<b>6</b>
Map Code	: <b>C (THEORY CONCEPTS)</b>	Total Contact Hours	: <b>90</b>
CIA	: <b>25 Marks</b>	SEE #	: <b>75 Marks</b>
Programme:	<b>BBA, BBA CA, BBA LOGISTIS</b>	# -	<b>Semester End Exam</b>

No.	Course Outcome (Cos): After completion of this course, the students will be able to	POs & PSOs	Cl. Ses /hrs	CL
CO1	Able to describe Production Management, Plant location, Plant layout and sketch an effective Production, and procedures	<b>PSO2</b>	<b>18</b>	<b>U</b>
CO2	Able to examine the material handling equipment's used in the organizations & maintenance procedures of Work study, Time study applicability	<b>PSO2</b>	<b>18</b>	<b>U</b>
CO3	Examine about material management and the functions of purchase Department and International purchase	<b>PSO2</b>	<b>18</b>	<b>Ap</b>
CO4	Examine the inventory control methods and its stock level Determination & the major records and documents in stores materials accounting	<b>PSO2</b>	<b>18</b>	<b>Ap</b>
CO5	Examine the quality standards followed in the organizations & quality control techniques	<b>PSO2</b>	<b>18</b>	<b>Ap</b>

**UNIT 1 : ( LECTURE HOURS - 18 )**

**PRODUCTION MANAGEMENT** : Introduction, production function Production system. (Introduction, meaning Definition) Nature and scope of Production management (Scope) production function (Components of Production Functions Continuous Production Intermittent Production) **PLANT LOCATION & PLANT LAYOUT** **PRODUCTION PLANNING AND CONTROL** : Introduction to plant location (Meaning Objectives Importance) Factors Influencing plant location Site Location Principles and Procedures of plant layout & types of plant layout (Factors relating to Buying Factors relating to Manufacturing Factors relating to Selling Factors influencing Economic Survey of Site Selection Meaning Principles Procedures Basic concept and meaning of 4 types of plant layout) Introduction to Production Planning and Control (PPC) Main elements of Production Planning and Control (PPC) (Meaning Func

tions and Stages Routing Scheduling Dispatching Follow up)

**TUTORIAL HOUR :** Collect and study the various types of plant layout followed in organizations. Design a mock blueprint of a plant. (types of plant layout followed in organizations.)

## **UNIT 2 : ( LECTURE HOURS - 18 )**

**MATERIAL HANDLING :** Introduction to Material Handling (Meaning and Definition Objectives and Importance) Principles of Material Handling (20 Principles) Material Handling Equipment (Lifting and lowering equipment Transporting or Moving equipment Combination Devices) **TYPES OF**

**MAINTENANCE & WORK STUDY :** Breakdown Maintenance (Meaning, Causes, Objectives, Disadvantages, Suitability) Preventive Maintenance (Meaning, Elements, Objectives, Advantages, Disadvantages) Work Study Method Study Time Study (Definitions Objectives and Components Basic Procedure Meaning Objectives and Scope Procedure for Method Study Meaning Procedure for conducting)

**TUTORIAL HOUR :** Analyze the material handling technique used in Amazon. Prepare a frame work for a specific job and analyze its work method. (material handling technique)

## **UNIT 3 : ( LECTURE HOURS - 18 )**

**MATERIALS MANAGEMENT :** Introduction to Materials Management (Meaning and Definition Importance Objectives) Materials Management & its Integrated Approach (Concept and Meaning of Integrated Approach) Materials Requirement planning (Purchasing, Receiving and Storing Advantages)

**PURCHASE DEPARTMENT :** Introduction to purchase department (Concept and Meaning Objectives and Functions) Purchase Parameters Purchasing Procedure (Eight Rights (8R's) of Purchasing) International Purchase (Import Sourcing Steps involved in Import Purchase Import Substitution)

**TUTORIAL HOUR :** In a textile manufacturing company, the management wants to improve inventory turnover without sacrificing product availability. How would you develop a materials management strategy to achieve this goal? (develop a materials management strategy to achieve this goal)

## **UNIT 4 : ( LECTURE HOURS - 18 )**

**INVENTORY CONTROL :** Introduction to inventory control (Concept and Meaning Inventory Control Techniques) Economic Order Quantity (Introduction Basic Assumptions of EOQ Model Weaknesses of EOQ Formulate) Determination of Stock Levels (Maximum Stock Level, Minimum Stock Level, Reorder Level, Average Level, Danger Level) **SELECTIVE INVENTORY CONTROL :** ABC Analysis (Control through ABC Analysis General Procedure Control Policy for A, B and C items) JIT (Introduction , concepts and Process of Just – in - Time)

Introduction to Purchase Management Stores Management Store Location Major Records and Documents (E- Documents)(Meaning and Scope Benefits Functions of Store-keeper Responsibilities of Store- keeper Centralized and Decentralized Store Principles of good store location and layout Seven types of records and Documents)

**TUTORIAL HOUR :** Carry out ABC/XYZ analysis for store depots of any automobile spare parts stores. Analyze and report how to digitalize the various forms of stores ledgers. (ABC/XYZ analysis , various forms of stores ledgers)

**UNIT 5 : ( LECTURE HOURS - 18 )**

**QUALITY CONTROL:** Introduction to Quality control (Definition Objectives Principles Advantages) Inspection & Kinds of Inspection (Definition Objectives Functions Eighteen (18) type of Inspection) Quality Assurance (Acceptance sampling, statistical quality control) **TOTAL QUALITY MANAGEMENT (TQM) :** Introduction to TQM, Strategic Tools and Techniques of TQM (TQM – Key to Excellence Meaning and Definition Gurus of TQM Core concepts Steps in implementation Seven Quality Control Tools Strategic Tools for Radical Performance Improvement) Limitations and Barriers to TQM & Modular approach to quality management (Various limitations and barriers) ISO 9000 Series, Procedure for ISO Certification (10 series Parameters for ISO standards 11 steps in getting certification)

**TUTORIAL HOUR :** Preparing a report on various quality standards followed in various Industries. (various quality standards)

**TEXT BOOKS:**

**T1.** Production and Materials Management – P. Saravanavel and S. Sumathi – Margham Publications- Third Edition, Reprint 2016.

**REFERENCE BOOKS:**

**R1.** Production and Operations Management – PANNERSELVAM, Prentice Hall of India

**R2.** Introduction to materials management 8e, 29th sep 2017 by Chapman Stephen (Author), Arnold.J.R Tony ( Author), Gate wood Ann.K (Author)

**ONLINE SOURCE**

[www.coursera.org](http://www.coursera.org) [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

**SEMESTER V**

**DISCIPLINE SPECIFIC ELECTIVE – III (DSE –III)**

**ELECTIVE – III FOREIGN EXCHANGE MANAGEMENT (FOREX)**

Course Title : <b>ELECTIVE-III FOREIGN EXCHANGE MANAGEMENT (FOREX)</b>	Course Code : <b>53E</b>
Semester : <b>V</b>	Course Group : <b>DSE - III</b>
Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>	Credits : <b>6</b>
Map Code: <b>C (THEORY CONCEPTS)</b>	Total Contact Hours : <b>90</b>
CIA : <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>BBA Logistics</b>	# - <b>Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	CL.Ses/ hrs	CL
CO1	Interpret the basic terms and terminology of foreign exchange and foreign exchange markets	PSO3	18	Apply
CO2	Demonstrate the foreign exchange quotations and controls in foreign exchange transactions in forex markets and apply the arithmetic in foreign exchange rates in order to measure the risk and return.	PSO3	18	Apply
CO3	Interpret the concepts of Forward, Future, Options and Swap Trading in foreign exchange market.	PSO3	18	Apply
CO4	Illustrate the various aspects relating to risks and exposure in Foreign exchange practices, along with theories of foreign exchange	PSO3	18	Apply
CO5	Interpret the foreign exchange management, the acts related to foreign exchange and role of WTO	PSO3	18	Apply

**UNIT 1 : (LECTURE HOURS - 18)**

**FOREIGN EXCHANGE OVERVIEW** : Introduction to foreign exchange and Administrative Set-up (Meaning, Foreign exchange as Conversion Mechanism, Foreign exchange as Stock: Authorised Persons – Authorised Dealers, Authorised Money Changers Foreign Exchange Dealers Association (FEDAI)) Foreign Exchange Control (Objectives of Exchange Control, History of Exchange Control in India, Forms of Exchange Control – restriction, intervention, clearing arrangements) Types of currency accounts and Transaction Classification (VOSTRO Account, NOSTRO Account, LORO Account and Current Account and Capital Account Transactions) **FOREIGN EXCHANGE MARKETS OVERVIEW** : Introduction, Features, Participants, Users, Functions (Location, Size of the market, 24-Hours Market, Efficiency, Currencies Traded; Participants – Corporates, Commercial Banks, Exchange Brokers, Central Bank;



Users – Hedgers, Speculators, Arbitrageurs) Transactions in FOREX Markets and Settlement of transactions (Purchase and Sale Transactions, Interbank market transactions SWIFT, CHIPS, CHAPS, FX-CLEAR, Fedwire) Foreign exchange Transaction - Types (Forward transaction, Future transaction, Swap transaction, Option transaction and Spot transaction - Meaning, Advantages and Disadvantages)  
TUTORIAL HOUR : Currency and their symbols (Collect different currency and their symbols)

## **UNIT 2 : ( LECTURE HOURS - 18 )**

EXCHANGE QUOTATIONS AND CONTROLS : Introduction and Types (Meaning; Two-way Quotations, Direct Quotations, Indirect Quotations, American and European Quotations, Cross Rates) Exchange Controls - Direct Methods (Direct Methods – methods, merits and demerits) Exchange Controls – Indirect Methods (Indirect Methods – methods, merits and demerits) FOREIGN EXCHANGE RATES : Introduction to exchange rate (Meaning of exchange rate, Exchange rate mechanism, Gustav's Theory, Factors Influencing: Balance of Payments to Technical factors) Types of exchange rates (Spot Rate, TT Rates, Selling rates, Buying rates, Cross rates, Method of Expressing Rates of Exchange) Exchange rate arrangements in India (Introduction and concepts, Current scenario, Determination of exchange rates - Fixed and Floating rate of exchange)

TUTORIAL HOUR: Currency rate (Collect rate of particular currency for stipulated period and apply the concept of foreign exchange transaction)

## **UNIT 3 : ( LECTURE HOURS - 18 )**

FORWARD EXCHANGE CONTRACT AND FUTURES TRADING : Introduction to Forward Exchange Contract (Meaning, Features, Forward Quotations) Determination of Forward rate and Forward margin (Computation of Forward rate, Forward margin - Covered Interest Arbitrage, Cash and Carry Arbitrage, Forward Rates with transaction cost and Interest Rate Arbitrage) Future Trading (Features, basic calculation) OPTIONS TRADING AND FINANCIAL SWAPS : Options Trading (Features, basic calculation) Introduction to Swaps and Interest Rate Swap (Concepts of Swaps, Meaning, Terminology and uses of Interest Rate Swap) Currency swap (Features, Use of currency swap, Variants of swap structure)

TUTORIAL HOUR : Currency option (Collect currency option traded in stock exchanges in India)

## **UNIT 4 : ( LECTURE HOURS - 18 )**

FOREIGN EXCHANGE RISK AND EXPOSURE OVERVIEW : Introduction-Exchange Exposure and Risk (Meaning, Difference, Types of risk in general) Transaction exposure, Translation exposure (Transaction exposure – Meaning, Sources, Concept of managing Transaction exposure; Translation exposure – Methods of translation, Managing translation exposure) Economic exposure, Other Exposures (Economic exposure – Meaning, managing economic exposure Other Exposures - Meaning) THEORIES OF FOREIGN EXCHANGE : Balance of Payments Theory, Interest Rate Parity (Basic concepts and its application) International Fisher Effect (IFE), Purchasing Power Parity (PPP) (Basic concepts and its application) Currency pairs (Meaning, Major currency pairs, Price determination of the Major Pairs)

TUTORIAL HOUR : Case study (Simple case study on either Translation, Transaction and Economic Exposures)

## **UNIT 5 : ( LECTURE HOURS - 18 )**

FOREIGN EXCHANGE MANAGEMENT BY BANKS : Transactions between Banks (Concepts - Cover Deals, Trading, Swap deals) Arbitrage Operations (Quotations of market makers, Cross rate and Triangular arbitrage, Cross currency matrix) Managing foreign exchange reserves (Impact of Monetary policy and Fiscal policy) FOREX ACT AND WORLD TRADE ORGANIZATION (WTO) : Foreign Exchange

Management Act (FEMA), 1999 (Foreign Exchange Management Act, 1999, Compliance with Provisions – Penalties, Enforcement of orders) World Trade Organization (WTO) (Major WTO Agreements and Implications For India) Impact of WTO on Forex trade (Negative and positive impacts)  
TUTORIAL HOUR : FOREX (Mind map on concept Forex policies. Collect the exchange rate of various currency traded in India)

### **WEBSITES**

<https://hmarkets.com/how-does-monetary-policy-affect-fx-markets/>

<https://ift.world/concept1/level-ii-concept-15-effects-of-monetary-and-fiscal-policy-on-exchange-rates/>

<https://www.economicdiscussion.net/foreign-exchange-rate-2/exchange-rate-systems-fixed-and-flexible-international-economics/30505>

[https://www.streetdirectory.com/travel\\_guide/185636/foreign\\_exchange/the\\_4\\_major\\_economic\\_theories\\_found\\_in\\_the\\_forex\\_market.html](https://www.streetdirectory.com/travel_guide/185636/foreign_exchange/the_4_major_economic_theories_found_in_the_forex_market.html)

<https://www.yourarticlelibrary.com/forex-management/3-main-types-of-foreign-currency-accounts-forex-management/98860>

### **TEXTBOOKS**

Foreign Exchange and Risk Management – C. Jeevanandham, Sultan Chand Sons, 2020

Foreign Trade and Foreign Exchange – O.P Agarwal and B.K. Chaudhuri, Himalaya Publishing House, 8th Revised edition, 2023

International Financial Management – V.A.Avadhani, Himalaya Publishing House, 3rd Revised edition, 2023

### **REFERENCE BOOKS**

Forex Trading for Beginners – Cyril Dolton, Notion Press, 2023

International Financial Management (Text and Cases) - V. K. Bhalla, S Chand & Company, 2020

International Financial Management - P G Apte, Sanjeevan Kapshe, McGraw Hill Education (India) Private Limited; 8th edition (20 July 2020)

**--- End of Statement ---**

**SEMESTER V**

**DISCIPLINE SPECIFIC ELECTIVE – EDC (DSE – IV)**

**ELECTIVE – IV (EDC) GENERAL AWARENESS FOR COMPETITIVE EXAMINATIONS**

Course Title : <b>EDC: GENERAL AWARENESS FOR COMPETITIVE EXAMINATIONS</b>	Course Code : <b>5ET</b>
Semester : <b>V</b>	Course Group : <b>DSE IV-EDC</b>
Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>	Credits : <b>6</b>
Map Code: <b>D-THEORY - APPLICATION</b>	Total Contact Hours : <b>90</b>
CIA : <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>BBA Logistics</b>	<b># - Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl.Ses/ hrs	CL
CO1	Develop board knowledge of the different components in polity	PSO4	18	Understand
CO2	Understand the Geographical features across countries and in India	PSO4	18	Understand
CO3	Acquire knowledge on the aspects of Indian Economy	PSO4	18	Understand
CO4	Understand the significance of India's Freedom Struggle	PSO4	18	Understand
CO5	Gain knowledge on Ecology and Environment	PSO4	18	Understand

**UNIT 1 : ( LECTURE HOURS - 18 )**

INDIAN POLITY : Basics concepts (Three organs of Indian government (Executives, Legislature, Judiciary)) Introduction to Indian Constitution (Salient features of constitution, Preamble, Fundamental rights, Fundamental duties) Directive Principles of State policy (Basic concept, Types of Majority, Categories) Amendments to the Constitution (Basic structure Doctrine, Division of subjects between the union and the states local Governance) Elections in India and Election Commission (Types of elections, Roles, Responsibility and Functioning of Election commission) The Comptroller and Auditor General of India (CAG) (Roles, Responsibility and Functioning of CAG)

TUTORIAL HOUR : General Awareness on Indian Polity (Discussion on Indian Polity)

**UNIT 2 : ( LECTURE HOURS - 18 )**

GEOGRAPHY : Major oceans, canals, gulfs of the world (Major oceans, Important Canals – Gulfs – Straits and passes) Indian Rivers and its Tributaries (Major rivers and tributaries - origin and its flow) Climatology (Atmosphere, Wind systems, Clouds systems, World climatic classification – Indian climate – Indian Monsoon) Indian's physical features (Indian Soil types and Distribution – Importance Trade routes and

projects) Indian natural vegetation (Indian agriculture- Major crops and its distribution) Indian Industries and its Distribution (Major industries - location, contribution and distribution)

TUTORIAL HOUR : General Awareness on Geography (Discussion on geographical factors)

### **UNIT 3 : ( LECTURE HOURS - 18 )**

**ECONOMY** : National Income (Inflation – Deflation - Money and Banking) Agriculture in India (Role of Agriculture in economic development, schemes and acts supporting agriculture) Union Budget (Planning in India - Types of budget) Poverty and Unemployment (Impact of poverty and unemployment on economy, Government's role in eradicating poverty and unemployment) Inclusive Development and Development issues (Industrial policies - various acts and amendments) Financial Markets (Types and Role of financial markets)

TUTORIAL HOUR : General Awareness on Indian Economy (Discussion on Indian Economy and its influence on various sectors)

### **UNIT 4 : ( LECTURE HOURS - 18 )**

**HISTORY** : Modern India (Formation of Indian National Congress) Morley Minto Reforms (Revolutionary activities) World War I and India's Response (Home Rule league – Montague Chelmsford reforms – Rowlatt Act) Non –Cooperation Movement (Impact of Non-cooperative movement, Simon Commission and Nehru Report) Civil Disobedience Movement and Round Table conferences (Influence of Civil Disobedience Movement, impact of Round Table conferences) Quit India Movement and Demand for Pakistan (Cabinet Mission – Formation of Constituent Assembly and partition of India.)

TUTORIAL HOUR : General Awareness on Historical Movements and reforms (Discussion on impact, result of various Historical Movements and reforms)

### **UNIT 5 : ( LECTURE HOURS - 18 )**

**ENVIRONMENT AND ECOLOGY** : Basic concepts (Ecology, Biodiversity) Food chain and food web (Types and difference - Food chain and food web) Bio Geo Chemical Cycles (Bio Geo chemical Cycles - A Detailed Overview) International Bio Diversity organisations (Roles of various International Bio Diversity organisations) International Conventions (Conferences and Protocol) Indian Environmental laws and Environment Related organisation (Various Indian Environmental laws and workings of Environment Related organisations)

TUTORIAL HOUR : General Awareness on Environment and Ecology (Discussion on the impact of Environmental and Ecological influence and its related laws)

### **WEBSITES**

1. <https://currentaffairs.adda.247.com> [https://www.gktoday.in/current-affairs/#google\\_vignette](https://www.gktoday.in/current-affairs/#google_vignette)

### **TEXTBOOKS**

1. Class XI and XII NCERT Geography History – Old NCERT'S Class XI and XII

### **REFERENCE BOOKS**

1. G.C Leong, Physical and Human Geography, Oxford University Press

2. M. Laxmikanth (2019) , Indian polity, McGraw- Hill

3. Majid Hussain- India Map Entries in Geography, GK Publications Pvt , Ltd Ramesh Singh (2022) , Indian Economy , McGraw – Hill

**SEMESTER – V**  
**SKILLED ENABLED COURSE**  
**SEC - GREEN LOGISTICS**

**COURSE CONTENT**

<b>Course Title : SEC - GREEN LOGISTICS</b>	<b>Course Code : -</b>
<b>Semester : V</b>	<b>Course Group : SEC-GII-B</b>
<b>Teaching Scheme in Hrs (L:T:P) : 4:0:0</b>	<b>Credits : 4</b>
<b>Map Code : C (THEORY CONCEPTS)</b>	<b>Total Contact Hours : 60</b>
<b>CIA : -</b>	<b>SEE # :100 Marks</b>
<b>Programme : BBA LOGISTICS</b>	<b># - Semester End Exam</b>

S.No.	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl. Ses /hrs	CL
CO1	Discuss the important factors to be considered under the corporate strategy in Logistics.	PSO4	12	Understand
CO2	Identify the important of Reverse logistics.	PSO4	12	Understand
CO3	Discuss about sustainable and analytical framework of the green logistics and its transportation.	PSO4	12	Understand
CO4	Extent to know about the role of green logistics in Supply Chain Management and also able to know about the green marketing and Green warehousing	PSO4	12	Understand
CO5	Extend knowledge of the green logistics saves environment, environment impact of logistics and Understand about the EMS and Sustainable procurement, sustainable packing for green logistics	PSO4	12	Understand

**UNIT-I**

**LECTURE HOURS: 12**

**LOGISTICS PLANNING AND STRATEGY**

**Corporate Strategy in Logistics: Hierarchy of Planning:** (organizational planning, Tactical planning, operational planning, logistic planning ) – **The Organizational Planning Process:** (Legal, Political, Technological, Economical, Social and Competitive) - **Relationship between logistics strategy and corporate strategy – Strategic Logistics Plan:** (Marketing, Manufacturing, Finance/Accounting, Logistics) – **Channels of Logistics Environment:** (The customer service explosion, Time compression, Globalisation of Industry, organizational integration) - **Logistics Strategies:** (Cost Reduction Strategy, Capital Reduction Strategy, service Improvement Strategy ) – **Triangle of Logistics Decision Making**(Customer Levels, Facility Location Levels, Inventory Levels, Transportation Levels ) – **Relation Between Operations Strategy And Logistics Strategy**(Structural and Infrastructural) - **Designing the Logistics System**(Least Total cost system design , Threshold service, Services sensitivity analysis, Finalizing Logistic Strategy, Maximum Service Strategy, Profit Maximization Strategy, maximum Competitive Strategy, Minimal Asset Deployment Strategy )- Principles of Logistics Excellence.

**UNIT-II**

**LECTURE HOURS: 12**

**REVERSE LOGISTICS**

Reverse logistics – Need for Reverse Logistics(Return, Short term rental, Product returns) – Types of Reverse logistics ( i) Recycling ii) Customer Return of Used Product iii) Customer Return of Reused Product) – Outsourcing Reverse logistics Requirements (3PL)- Designing an effective reverse Logistics System ( i) Refilling ii) Repairs and Refurbishing iii) Product Recall iv) Recycling and Waste Reduction and v) Remanufacturing)- Components of Reverse logistics system- Sub systems of a logistics/Supply

Chain system (Product Location, Product Collection system, Product Recycling, Documentation) – System designing Consideration (Environmental Factors)- Distribution Scheduling in Reverse logistics Company- (Returns Management - Return of unsold goods).

### **CARBON AUDITING COMPANY**

Introduction – Carbon Trading - CarbonTransport transmitter - Guidelines for carbon Auditing footprint – The Carbon foot print process- Success factors in Carbon Footprint.

### **UNIT-III**

**LECTURE HOURS: 12**

### **INTRODUCTION TO GREEN LOGISTICS AND ITS TRANSPORTATION**

**Introduction to green logistics:** Definition-Meaning –The Role of green logistics and transportation in sustainable supply chain ( Important - Reducing Carbon Emissions, 2. Energy Efficiency, 3. Optimized Supply Chain Networks, 4. Eco-friendly Packaging, 5. Collaboration and Coordination, 6. Regulatory Compliance, 7. Consumer Preferences ) – Analytical frame work of green logistics (environment pollution)– green logistics three dimensional approach : Economical, Social, Environment – Green Transportation (Green Land transportation – Green Air transportation – Green Water transport - Green Fleet Appraisal )– Inventory Pollution Control – Controlling if- CO<sub>2</sub> Emission – Future of Green logistics.- Green Logistics research (Brief history of Green logistic research - A model for green logistic Research)

### **UNIT-IV**

**LECTURE HOURS: 11**

### **GREEN LOGISTICS IN SCM**

**Green logistic in Supply Chain Management:** – GSCM - Introduction – Definition – Evolution – (Awareness and Environmental Concerns, Regulatory Pressures, Corporate Social Responsibility (CSR)Technological Advancements, Supply Chain Collaboration, Consumer Demands, Economic Incentives) - Principles of GSCM (Pollution free - Environmental Impact Assessment, Resource Efficiency, Green Packaging, Route Optimization, Carbon Footprint , Reverse Logistics and Recycling, Supplier Collaboration, Regulatory Compliance, Continuous Improvement) - Basic Concepts of Green Supply Chain (GSCM- Life Cycle Assessment (LCA), Triple Bottom Line (TBL) Approach Closed-Loop Supply Chains, Supplier Collaboration, Green Procurement) – Green Marketing – Incorporating the marketing Mix of 4Ps with Green logistics (Product, Price, Place, Promotion)- Green Manufacturing - Green Warehousing- Green procurement and logistics.

### **UNIT-V**

**LECTURE HOURS: 13**

### **REDUCING THE ENVIRONMENTAL IMPACT AND SUSTAINABLE OF GREEN LOGISTICS**

Introduction Reducing The Environmental Impact - scale of the environment impact – Increasing resource intensity – Framework for assessing the environmental impact of warehousing(Energy Consumption, Emissions, Resource Utilization, Waste Generation, Transportation, Building Design and Maintenance) – Environmental Management System (EMS)- -Sustainable procurement for green logistics- Sustainable use of vehicle – Sustainable packaging- Green Facility Management- Eco friendly logistics approaches strategies – Eco friendly Product characterize Manufacturing-**Environmental Standards**(ISO 14001, Carbon Disclosure Project (CDP), LEED Certification, Greenhouse Gas Protocol, Fair Trade Certification, Eco-labels and Eco-certifications, Supply Chain Sustainability Initiatives) –**Measuring The Environment Standards For Freight Transport** (Greenhouse Gas Emissions, Energy Efficiency, Pollutant Emissions, Noise Pollution, Waste Generation, Compliance with Regulations and Standards)

### **TEXT BOOKS:**

1. Green Logistics and Transportation – Sustainable Supply Chain Perspective – Springer – Behnam Michael G.H.,Bell David,Hensher joesph Sarkis Editors - Volume 5- Library progress code:2015937381 - 2015-www.springer.com.

2. Green Logistics – improving the environmental sustainability of logistics – 3<sup>rd</sup> Edition – Alen Mckinnon, Michael Browne, Majapiecnyk, Anthony Whiteing-2015

3. Logistic Management – K. Shridhara Bhat-Himalaya Publication – ISO 9001:2001 Certified-Edition 2018.

#### **REFERENCE BOOKS:**

1. Green Logistics – Improving the Environmental Sustainability of Logistics – Alan McKinnon/Michael Browne/Majapiecnyk/Anthony Whiteing

2. Jeremy F. Shapiro, “Modeling the supply chain”, Thomson Duxbury, 2<sup>nd</sup> Edition, 2007.

**SEMESTER – V**

**DISCIPLINE SPECIFIC ELECTIVE - (DSE - VI)**

**ELECTIVE VI - INDUSTRIAL TRAINING REPORT AND VIVA VOCE**

Course Title: <b>INDUSTRIAL TRAINING REPORT AND VIVA VOCE</b>	Course Code : 63 R
Semester <b>VI</b>	Course Group : <b>DSE – VI</b>
Teaching Scheme in Hrs (L:T:P) : <b>0:0:6</b>	Credits : <b>6</b>
Map Code : <b>J (TRAINING)</b>	Total Contact Hours: <b>90</b>
CIA : <b>40 Marks</b>	SEE #: <b>60 Marks</b>
Programme: <b>BBA /BBA CA / BBA LOGISTICS</b>	# - <b>Semester End Exam</b>

- The students may undertake Industrial Training for the duration of 90 hours during VI Semester in any organization and get approved by the Head of the department.
- The students are subjected to continuous assessment by Industry supervisor and faculty.
- At the end of the training the students must submit the Attendance Report, Certificate and the training report to the Head of the department.
- Viva – Voce Examination will be jointly conducted by the Internal and External Examiners



## SEMESTER – VI

### DISCIPLINE SPECIFIC COURSE - (DSC–XI)

#### RESEARCH METHODOLOGY

Course Title : <b>RESEARCH METHODOLOGY</b>	Course Code : 63A
Semester <b>VI</b>	Course Group: <b>DSC-XI</b>
Teaching Scheme in Hrs (L:T:P) : <b>5:1:0</b>	Credits <b>6</b>
Map Code : <b>C (THEORY CONCEPTS)</b>	Total Contact Hours : <b>90</b>
CIA : <b>25 Marks</b>	SEE # <b>75 Marks</b>
Programme: <b>BBA/BBA CA / BBA LOGISTICS # - Semester End Exam</b>	

No.	Course Outcome (Cos): After completion of this course, the students will be able to	POs & PSOs	Cl.Ses /hrs	CL
CO1	Adopt the basic concept ,framework of research process the knowledge about the sample Design	PO3 & PSO4	18	Apply
CO2	Apply various scaling techniques to build a questionnaire	PO3 & PSO2	18	Apply
CO3	Examine and apply the testing of hypothesis	PO3 & PSO2	18	Apply
CO4	Describe and apply the various tools	PO3 & PSO2	18	Apply
CO5	Applying the report writing skills	PO3 & PSO2	18	Apply

#### UNIT-I LECTURE HOURS: 18

**Research Methodology: An Introduction:** Meaning of research (Research in common parlance refers to a search for knowledge) - Objectives of research and Types of research (Descriptive vs Analytical Applied vs Fundamental Quantitative vs Qualitative Conceptual vs. Empirical and Other types of research) - Research process (Define the research problem, review of literature, Formulate Hypothesis, preparing research design, Data collection, Data Analysis, Interpretation and report writing) - Criteria of a good research & Problems faced by researcher (Good research is systematic, logical, empirical, replicable), **Research Problem:** Introduction to research problem, Selecting the problem (It refers to some difficulty which a researcher experience. The research problem undertaken for a study must be find with care) - Techniques involved in defining a problem (Statement of the problem in a general way, nature of the problem etc.), **Research Design:** Meaning and Need of Research Design (The formidable problem that follows the task of defining the research problem) - Different types of research design (Research Design in

case of exploratory research studies. Research Design in case of Descriptive and Diagnostic Research Studies. Research Design in case of Hypothesis – Testing Research Studies), **Sampling Design:** Introduction sample design, steps in sample design (Various steps involved in sampling design) - Sampling errors, Types of sampling design (Sampling and Non- sampling errors, Probability and non – probability sampling, etc.).

**Tutorial Hour:** Choose a Real – Time Research Problem and identify the suitable design parameters to solve the problem. - Applications of Research design and Sample design.

## **UNIT-II**                      **LECTURE HOURS: 18**

**Measurement:** Measurement in research (Measurement is a process of mapping aspects of a domain) - Classifications of Measurement scales (Nominal, ordinal, interval, ratio) **Scaling:** Introduction to scaling, Scale classification bases (Scaling describes the procedures of assigning numbers, subject orientation, etc.) -Scaling techniques (Comparative and Non- comparative)- **Data Collection:** Introduction to data collection (The task of data collection begins after a research problem and research design) - Collection of primary data (Collection through Observation method, Collection through Interview method, Collection of data through Questionnaires. Collection of data through Schedules)- Collection of secondary data (Characteristics, Factors, Case study methods).

**Tutorial Hour:** Identify the applications of various methods involved in primary data collection - Prepare a Questionnaire

## **UNIT-III**                      **LECTURE HOURS: 18**

**Data preparation:** Data Preparation Process (Questionnaire checking, Editing, Coding, Classification Tabulation, Graphical representation, Data cleaning Data adjusting), **Testing of Hypothesis:** Introduction and characteristics (Hypothesis means mere assumption) - Basic concepts concerning testing of hypothesis (Null hypothesis, Type I & Type II error.)

**Tutorial Hour:** Collect 115 data for a research problem and apply the data classification and Adjusting - Data cleaning, Tabulation and Representation

## **UNIT-IV**                      **LECTURE HOURS: 18**

**Chi – Square test:** Meaning of Chi Square (Chi square distribution is used to obtain confidence interval estimate of unknown population variance) - Test of independence of attributes (Concepts and related problems) – Test of Difference of more than two proportions (Concepts and related problems), **ANOVA:** Meaning of ANOVA (The ANOVA technique enables us to perform this simultaneous test as such is considered to be an important tool of analysis) - One way ANOVA (Concepts and related problems), **t-Test:** t-Test for the slopes (Concepts and related problems), **F-Test:** F – Test ANOVA (Concepts and related problems). **Factor Analysis :** Meaning and importance (Factor analysis is by far the most often used multivariate techniques of research studies.)

**Tutorial Hour:** Identify a right Test for your Research - Apply any one test

## **UNIT-V**

## **LECTURE HOURS: 18**

**Interpretation:** Meaning and Techniques of interpretation (Interpretation refers to the task of drawing inference. Reasons for interpretation. Four Steps involved in Techniques of interpretation; The researcher must pay attention in five points for correct interpretation), **ReportWriting:** Significance and Difference steps in Writing Report (Logical analysis of the subject matter, Preparation of the final outline, Preparation of the Rough draft, Rewriting and polishing of the rough draft Preparation of the final, bibliography, Writing of the final draft) - Layout of the Research Report (Preliminary page, Main Text, End Matter).

**Tutorial Hour:** Draw the Layout for a Research Report - Sequentially arrange all the components of a research report

### **TEXT BOOKS:**

T1. Research Methodology – Second Edition 2023 - R.Panneerselvam , PHI Learning Private Limited.

T2. Research Methodology – Methods and techniques, Fourth Edition 2019, C.R.Kothari – Gaurav Garg, New Age international publications.

### **REFERENCE BOOKS**

R1 – Research Methods for Business: A Skill Building Approach, 7<sup>th</sup> Edition – Uma Sekaran, wiley publications

### **ONLINE REFERENCES:**

1. SWAYAM – Research Methodology – Prof.G.S.Bajpai – National Law University, New Delhi.
2. Certificate Course on Research Methodology – Alexis Foundation – Luck now.

## SEMESTER – VI

### DISCIPLINE SPECIFIC COURSE XII

#### **COST AND MANAGEMENT ACCOUNTING – (T)**

Course Title : <b>MANAGEMENT ACCOUNTING – (T) COST &amp;</b>	Course Code : 63B
Semester : <b>VI</b>	Course Group : <b>DSC</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 4
Map Code :D (THEORY APPLICATION)	Total Contact Hours : 60
CIA : <b>25 Marks</b>	SEE # <b>:75 Marks</b>
Programme: BBA, <b>BBA(CA), BBA (LOG)</b>	<b># - Semester End Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl.Ses /hrs	CL
<b>CO1</b>	Explain the fundamentals principles of Cost accounting, he basic elements of cost and its classification, allocation and how the costing techniques are useful in the process of managerial decision and preparing a cost sheet	<b>PSO4</b>	12	<b>Analyze</b>
<b>CO2</b>	Examine the principles and techniques used in inventory and analyze inventory techniques in ascertain the stock level	<b>PSO3</b>	12	<b>Apply</b>
<b>CO3</b>	Relate the various management accounting concepts, their usefulness in management decision making and explain essential features of cost-volume-profit analysis ,break even point and describe its underlying assumptions.	<b>PSO4</b>	12	<b>Apply</b>
<b>CO4</b>	Analyse the financial statement by using comparative, common size tools and ratio analysis by using accounting data and other related information for decision making, planning and control.	<b>PSO3</b>	12	<b>Apply</b>
<b>CO5</b>	Apply with cash flow and fund flow concepts to determine the liquidity position of business planning	<b>PSO1</b>	12	<b>Apply</b>

**Note: Mark Distribution 80 % Problems & 20% Theory**

**UNIT: I      LECTURE HOURS: 15**

**Cost & Management Accounting**-Introduction of cost accounting (Meaning, Definition, Scope and objectives)-Advantages and limitations (Advantages: Management, Employees, Creditors, Government, Public, Limitations: Lack of uniformity, Uncertainty, Conventions, Costly, Applicability)-Introduction of management accounting (Meaning, Definition, Scope and objectives)-Comparing Costing Accounting with Management Accounting & Financial Accounting(Management accounting Vs. Cost accounting, Cost accounting Vs. Financial accounting)

**Cost Concept**-Elements of cost(Material, Labour, Other expenses.)-Classification of cost (According to Elements, Functions, Nature, Controllability, Normality Relevance to decision making)--Preparation of cost sheet(Specimen of cost sheet, Problems related to cost sheet(simple problems))

**UNIT : II      LECTURE HOURS: 15**

**Materials**-Economic Ordering Quantity (EOQ)(Concepts and Problems)-Re-ordering, Minimum, Maximum, Average, Danger level)(Concepts and Problems)

**Methods of pricing material issues** -First In First Out (FIFO)(Concepts and Problems)-Last In First Out (LIFO)(Concepts and Problems)-Simple Average(Concepts and Problems)-Weighted Average(Concepts and Problems).

**UNIT : III      LECTURE HOURS: 15**

**Marginal Costing**-Introduction (Definitions, Features.) -Advantages and limitations (Simplicity, Stock valuation, Meaning reporting, Effect of fixed costs, Profit planning, Cost control).

**Cost – volume profit Analysis**-P/V ratio, Break even analysis and Margin of safety (Concepts and Problems)

**UNIT : IV      LECTURE HOURS: 15**

**Financial Statement Analysis**-Comparative Analysis (Concepts and Problems)-Common size Analysis (Concepts and Problems)

**Ratio Analysis**-Liquidity Ratio(Concepts and Problems -Current ratio, Liquid ratio, Cash ratio)- Turnover ratio(Sales turn over, Debtors turn over, Creditors turn over, Working capital turnover ratio, Fixed asset turnover, Inventory turnover ratio )-Profitability ratio(Net profit, Gross profit ratio, Operating profit ratio ,EPS)

**UNIT : V      LECTURE HOURS: 15**

**Analysis of Statement-Fund flow statement** - Fund flow statement - Introduction (Introduction, meaning, Importance and uses of Fund Flow statement)- Schedule of changes in working capital (Concept and problems) - Fund Flow statement analysis (Concept and problems)

**Analysis of Statement - Cash Flow Statement** -Cash Flow statement Introduction (Introduction, meaning, Advantages & Limitations) - Cash from operations (Concept and problems) - Cash Flow statement analysis problems (Concept and problems)

**TEXT BOOK:**

T1. Cost & Management Accounting– MARGHAM Publications, T.S. Reddy and Y. Hari Prasad Reddy, 4th Edition, 2018.

**REFERENCE BOOKS:**

R1: Financial Management-Kalyani Publications—Shashi K.Gupta-Edition 2016

R2: Cost Accounting - Kalyani Publications- Jain S.P. and Narang K.L-2016

R3: Management Accounting –Sultan Chand and Sons Educational Publications – Dr.S.N.Maheswari 11th Edition, 1996

Online courses : Financial statement analysis &Reporting–Prof.A.K.Sharma

Online courses : Cost Accounting-Dr.C.A.Varadraj Bapat

**SEMESTER – VI**  
**DISCIPLINE SPECIFIC COURSE - XII**  
**COST AND MANAGEMENT ACCOUNTING – (P)**

Course Title (P) : COST AND MANAGEMENT ACCOUNTING	Course Code :
Semester : VI	Course Group : DSC
Teaching Scheme in Hrs (L:T:P) : 0:0:4	Credits : 2
Map Code : K (PRACTICAL APPLICATION)	Total Contact Hours : 60
CIA : 40 Marks	SEE #: 60 Marks
Programme: BBA(CA)	# - Semester End Exam

**LIST OF PRACTICALS:**

1. Prepare a cost sheet by collecting data of a manufacturing company.
2. Prepare a budget for a business activity.
3. Draw a Material Life-cycle charts by create visual representations of the life-cycle of common materials, illustrating the extraction,production,use and disposal stages to promote awareness of the environmental impact.
4. Design thinking exercise to create solutions for reducing material waste in local community.
5. Conduct a survey to understand customer price sensitivity for different products, analyze the data to determine optimal pricing strategies
6. Budgeting with CVP integration by create budgets considering the relationship between sales volume, costs and profits.
7. Comparative Break- Even analysis by compare break even points on their cost structures of any 3 firms.
8. Identify trends in key ratios for a company based on the financial statements over multiple years.
9. Create financial projections based on historical data to understand how financial statements can be used for future planning.
10. Create a marginal cost statement, highlighting variable and fixed costs.

## SEMESTER VI

### ELECTIVE-V INTERNATIONAL TRADE PROCEDURES

Course Title : <b>INTERNATIONAL TRADE PROCEDURES (T)</b>	Course Code: -
Semester : <b>VI</b>	Course Group: <b>DSE-V</b>
Teaching Scheme in Hrs. (L:T:P) : <b>5:1:0</b>	Credits <b>6</b>
Map Code : <b>C (THEORY CONCEPTS)</b>	Total Contact Hours: <b>90</b>
CIA : <b>25 Marks</b>	SEE# : <b>75 Marks</b>
Programme: <b>BBA LOGISTICS</b>	# - <b>Semester End Exam</b>

No.	Course Outcome (Cos): After completion of this course, the students will be able to	POs & PSOs	Cl. Ses /hrs	CL
CO1	Recall International Trade and its implications	PSO3	Remember	18
CO2	Understand Trade Policy and Documents Required for Trade procedures.	PSO3	Understand	18
CO3	Summarise the types of Import licenses and Export Control.	PSO3	Understand	18
CO4	Identify the evaluation of WTO and the Foreign Exchange Dealer Association.	PSO3	Apply	18
CO5	Utilise the International Payment System, Import and Export Finance, and its Salient Features.	PSO3	Apply	18

#### UNIT – I

**Lecture Hours 15+3**

**An Overview of International Trade:** Merchandise Trade(Growth of merchandise trade ,Trade -GDP Ratio,regionalTrends,Growing Intra - regional Trade, Growing Protectionism,Trade, and Investment). **Trade in Services**(Growth of Services Trade ,Major Services Traders,Barriers to Trade in Services)**Counter Trade: Forms of Countertrade**(Forms of countertrade,Reason for the Growth of countertrade,Drawbacks)**Foreign Trade:Meaning and Types**(Import and Export , Visible and Invisible)**Foreign Contracts**(Terms,Mode of Delivery, Frieght and Insurance, Mode of Payment)**International Trade Agreements/Institutions: Implications of WTO on Indian**



**Trade**(TRIMS, TRIPS , Services, Textile and Clothing, Agriculture).**Role of EXIM Bank** (Definition , Functions and Objectives).

**ACTIVITY – 1** Identify india's major import and export products

## **UNIT - II**

**Lecture Hours 15+3**

**Trade Policy (Free Trade versus Protection):Free Trade** (Arguments in favour of Free trade )**Protection**( Arguments for Protection , Demerits of protection)**Documents used in Foreign Trade :Documents required for Cross - Border Trade**(12Documents ) **Bill of Lading** (Types of Bill of Lading)**Airway Bill**(Types of Airway Bill)**Bills of Exchange** (Types of Bill of Exchange )**Import Licence :Types of Import Licences**(Terms and Types) **Import of Gold,Silver, Platinumjewellery, ForeignExchange, Indian Currency**(Five Points on Major Imports)**Export Control Terms and Procedures and Exporters Code Number**(objectives, Declaration,exportersCautionList, Export Trade Notices, IEC)

**ACTIVITY – 2** Download sample airwaybill-bill of lading from internet and try to identify the content in it.

## **UNIT - III Lecture Hours 15+3**

**Foreign Trade Policy 2015 -2020:Salient Feature**(New Trade Promotion Agency, New Initiatives for EOUs,EHTPs, STPs, Make in India Evaluation)**WTO (World Trade Organisation):GATT**(Objectives, evaluation)**WTO**(Functions, Principles, and Differences Between GATT and WTO)**TRIMS,TRIPS**(Definition and UR Agreement)**Intellectual Property and Patents :Overview of IPR**(Objectives, Indian Patent Law)**FEDAI (Foreign Exchange Dealer Association):Overview of FEDAI**.(Functions, Important Rules)

**ACTIVITY – 3** Collect recent activities of WTO and FEDAI

## **UNIT - IV**

**Lecture Hours 15+3**

**Import Finance (Documentary Credit) :Introduction** (Need of Imports and Barriers to International Trade)**Policy Provisions**((IEC No.) - Import Licence)**Methods of Financing by an Importer**(Letter of Credit (LC) and Types of LC).**Export Finance: International Banking Functions** (Bank Agencies, Foreign Branches etc.,).**Financing by banks in India**(Eligibility, Types Etc.).**International Payment System :Payment System** (Nostro Accounts, VostroAccounts,Payment Outward)**EXIM Banks Buyers Credit Scheme**(Salient Features)

**ACTIVITY - 4 Case Study**

## UNIT – V

Lecture Hours 15+3

**Export Promotion Incentives :Export Promotion** (Role of Government, RBI,Banks.)**Export Credit Guarantee Covers Issued by ECGC**(Standard and Specific Policy)**Exchange Control in India Introduction**(Definition, objectives, Methods,administration, Control of exchange earning etc., Transaction Subject to control).**Foreign Currency Accounts:Overseas**(Opening Accounts Overseas.**Exchange Rate Classifications**(Types of Exchange Rate.)**Foreign Exchange Management Act (FEMA):Introduction**(Objectives, Dealings etc.)**EURO Currency Market :Factors to Growth and Features**(Important Features and Factors contributed to the Growth)

**ACTIVITY -5**Collect notes on FEMA’S foreign currency trade regulations.

### TEXT BOOK:

**T1. International Trade and Export Management**, Francis Cherunilam, 19<sup>th</sup> Edition, 2015, Himalaya Publishing House Pvt, Ltd.,

T2.Foreign Trade and Foreign Exchange, O.P Agarwal, B.K.Chaudhuri,8<sup>th</sup> Edition 2017, Himalaya Publishing House Pvt, Ltd.,

### REFERENCE BOOK :

**R1. International Trade Theory and Policy**, Federico Trionfetti, Springer Second Edition,1998.

**R2. International Trade the Basics**, Jessie P.H.Poon, 1<sup>st</sup> Edition, 2017.

**SEMESTER – VI**

**DISCIPLINE SPECIFIC ELECTIVE - (DSE - VI)**

**ELECTIVE – VI PROJECT AND VIVA VOCE**

Course Title : <b>PROJECT AND VIVA VOCE</b>	Course Code : 63 R
Semester : <b>VI</b>	Course Group : <b>DSE – VI</b>
Teaching Scheme in Hrs (L:T:P) : <b>0:0:6</b>	Credits <b>6</b>
Map Code : <b>I (PROJECT)</b>	Total Contact Hours: <b>- 90</b>
CIA : <b>40 Marks</b>	SEE #: <b>60 Marks</b>
Programme: <b>BBA /BBA CA / BBA LOGISTICS</b>	<b># - Semester End Exam</b>

- During the VI Semester each Student will be assigned with a topic in any core concept to undergo a research study.
- The Project Report will be submitted at the end of the VI Semester and will be jointly evaluated by the Internal and External Examiner.