

**RVS COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS) SULUR,  
COIMBATORE-641402**

**SCHOOL OF BUSINESS MANAGEMENT**

**B.B.A. LOGISTICS**

**(BACHELOR OF BUSINESS ADMINISTRATION LOGISTICS)**



**Syllabus effective for the students admitted during 2024- 2025 Batch & onwards**

**(Batch: 2024 - 2027)**

**HOD**

**PRINCIPAL**

**COE**

**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>
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	Macro Economics	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>

## **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)

DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) IV: (V- SEMESTER)								
DSE – IV - EXTRA DISCIPLINARY COURSE :(EDC)								
Course	Course Name	L	T	P	CIA	ESE	Total	Credits
<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	சிறநிலக்கியம் 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 - மதமவேறு).

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).

அலகு - V - இலக்கியவரலாறு

பாடவேளைகள் - 10

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 End</b></span>	

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 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:** (premchand, 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 : III GADHYA 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 defeating 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:** (Shabdshiksha: 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 Sahityacharithram – KM Tharakan N B S Kottayam - 2000
- R2. Malayala kavithasahityacharithram | Edition: 2 | D C Books | LeelavathiM-2001

**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:**

### 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):** Its 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 denote 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

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>

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

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

#### **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>
<b>Programme: ALL I YEAR UG PROGRAMMES</b>	
<b>Semester End</b>	

No.	Course Outcomes (Cos): After completion of this course, the students will be able to	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	R
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; - செங்கொல்.)

நாலடியார் - (நாலடியார் பாடல்கள் - சிறப்புகள் - அறக்கருத்துகள் உணர்த்துதல் - இளமை நிலையில்லாதது - காம மயக்கத்தால் உடல் குன்றுதல் - இளமை நீங்கி முதுமை அடைதல் - கல்வியின் சிறப்பு - கற்பவர் நாள் சில - கல்விக்கு கரையில் - 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 பாசரம் - 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 வேண்டுதல்)
- 5.. இயேசுநாதர் சரிதை - (மணிவயிற்று உதித்த வள்ளல் - அகமும் புறமும் நிறைந்தவள் - 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 - ஆசிரியப்பணி - 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. இரணியவதம் - (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 பாப்பாவிற் கு 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 kepratikabir ki vani , samaj me sadhuvonkeprati kaliaan ki bhavana, jyadalalach ki bhavana se dur rehne ki maangishwar se kartehaia, jitnimehnat hum karengutna hi phal pavengeuskesiddhant ko yuvyaktartehai, ninakon ko paasrakhne ki salaah detehai, unkivajah se hum nirmal ho jayengebinasabuntathapaanike, manushyon ki jindagi bahut kumsamaykeliey, I hai, usme hum acchekarmon se duniya ka prem jitnahai, atmaparamatmake Milan ki baatkartehai, jaisejal me kumbkumb me jalkebarabarathamparamatmeketatvahai jo acchekarmo ki vajah se paramatka me vilin ho saktehai).

**RAHIM KE DOHE** (rahimkeanusaar prem bahut punithai, issebachakarrakhnachahiey, rahimkeanusaar madhurbaarbolicahieykhari 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 batatehaijisemanav 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, uskekhatir 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 ehsaa 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 tatya ko is kavitarashatihai).

### UNIT III

(LECTURE HOURS: 15)

**DAUD LAGHU UPANYAAS:** (mamtakaliadwaralikhitlaaghuupanyaas ek Madhya vargiyaparivaar ki kahani ko darshatahai. Ismepavanapne maa baap se dur naukrikeliyelahabad se ahmedabaad aa jaatahai aur puranevicharonketyajnayevicharon se phalibut ho jaatahai. Isliy maa baap aur uske beech ki duriyan bad jaatihai. Aur chotimotibaateapas me uthirehtihai. Vah ek ladki ko pasandkartahaiuskomaa pasandnahikarti, magaruskiparavasahuskonahivahaagebadkarsamuhikvivahkarlewtahai. Aaj kal ki pidi maa baap se badkar paise ka mahatvdetehai. Akhir chota beta bhivideshchalejaatahai, lautkarnahiaane ki sambhavananahihai. Maa bap 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=2ahUK Ewj0tq7U4pyAAxUL4TgGHWsfBSgQFnoECBMQAQ&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 : <b>II</b>	Course Group : <b>MIL - II</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>I 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	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 NIILAKANDA 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 *Konhayum 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*, *Konhayum 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 Nilakantappillai

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 Sahityacharithram – Edition – 6, Kerala Sahithyaacademi, 2000, Dr.M.M.Basheer
- R2. Malayalasaahityacharithram – 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 activites quotidiennes, Demander/Dire l'heure, Proposer/Accepter/Refuser une sortie, Decrire une personne.	PO2	12	R
CO2	S'informer sur un logement, exprimer des regles de vie commune, Expliquer un probleme domestique.	PO2	12	U
CO3	Exprimer une emotion, Parler de sa santé et de sport, Exprimer son accord ou son desaccord, Exprimer une obligation, une interdiction, Donner un conseil.	PO4	12	AP
CO4	Reserver une chambre d'hotel, Decrire une ville, un pays, Decrire un paysage, Exprimer la preference, Ecrire une carte postale.	PO4	12	AN
CO5	Parler de ses etudes et de son universite, Parler de ses competences, 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 COURSES III (DSC - III)**

**MACRO ECONOMICS**

<b>Course Title : MACRO ECONOMICS</b>	<b>Course Code : -23A</b>
<b>Semester : II</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 MACROECONOMY 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) FISH 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)

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

**Note: Theory 50%, Problem 50%**

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 accounting equation.	PO1, PO5, PO7 & PSO3, PSO4	17	Apply
CO2	Illustrate the accounting process by passing journal entries, prepare ledger accounts, trial balance and subsidiary books	PO1, PO5, PO7 & PSO3, PSO4	19	Apply
CO3	Examine the impact of depreciation calculation, differences in bank statement and cash book (BRS) on accounting.	PO1, PO5, PO7 & PSO3, PSO4	18	Apply
CO4	Illustrate the recording of data to financial statements of sole proprietor firms and overview of Business Process Management (BPM).	PO1, PO5, PO7 & PSO3, PSO4	18	Apply
CO5	Examine the basic terminologies used in BPM-IT and the application of BPM concepts in various processing areas	PO1, PO5, PO7 & PSO3, PSO4	18	Apply

**UNIT: I (LECTURE HOURS: 14, TUTORIAL:03)**

**Conceptual Framework of Accounting and Fair value Accounting; Financial Accounting Principles:**

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) - Financial Accounting Principles (Meaning of Accounting Principles, Need of Accounting Principles, Classification of Accounting Principles)

**Accounting Process:** Accounting Equation, Accounting Cycle (Meaning of accounting process, Basics of Accounting Equation, Basics of Accounting Cycle) - Classification of Accounts (Introduction, types, rules of accounting) - Introduction to Accounting standards (AS) (Meaning, Significance, Applicability, Development of AS, AS issued by ICAI, Implementation of Ind AS in India)

**Tutorial Hour:** Computerized Accounting and Accounting Documents (1. Prepare a report on application areas of various Accounting software. 2. List the various Accounting standards and Ind AS)

**UNIT – II (LECTURE HOURS: 16, TUTORIAL:03)**

**Journal, Ledger, Trial Balance:** Recording of Transactions (Rule of journalising, Compound journal entries, Trade and cash discount, Special transaction, Banking 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)

**Subsidiary Books:** Introduction to subsidiary books (Introduction, Types, Reasons for maintaining subsidiary books, Types of entries in general journal) - Preparation of subsidiary books – Cash Book (Types of Cash Book, Preparation of Cash book, Petty Cash Book – Simple problems) - Preparation of subsidiary books – Purchase and Purchase Return book; Sales and Sales Return book (Preparation of Purchase and Purchase Return book; Sales and Sales Return book – Simple problems)

**Tutorial Hour:** Final Accounts and Subsidiary books (1. As an owner of business, consider 20 days of business transaction and put journal, ledger and trial balance for those transactions. 2. Visit a nearby organization and prepare a report mapping content of subsidiary book with trial balance and income statement.)

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

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

**Bank Reconciliation Statement (BRS):** Introduction to Bank Reconciliation Statement (Introduction to BRS, Reasons for differences, Importance, Procedure for Preparation of BRS) - Bank Reconciliation Statement – basic problems (Debit balance as per cash book, Credit balance as per pass book and Overdraft – Simple problems) - BRS calculation – Adjusted cash book (Preparation of Adjusted Cash Book and BRS – Simple problem)

**Tutorial Hour:** Depreciation, Bank Reconciliation Statement (1. List out depreciable assets and appreciable assets; 2. Collect sample bank statement and cash book of any business organization, compare both and prepare reconciliation statement. 3. Collect the specimen of various types of cheques and prepare a poster presentation.)

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

**Financial Statements – Sole Trader:** Introduction of financial statements and Manufacturing Account (MA), Trading Account (TA) (Financial statements of Sole Proprietorship Entities – Trading Entities and Manufacturing Entities; MA-Introduction, Direct Materials, Direct Labour, Direct Expenses, Overheads, Performa, Simple problems; TA- Introduction, Method of preparation, Content, Items written on credit side, Closing Entries, Simple problems with adjustment) - Profit and Loss Account (Need and importance, Content, Specimen, Closing Entries, Simple problems with adjustment) - Balance sheet (Definition and meaning, Preparation of Balance sheet, Classification of assets and liabilities - Simple problems)

**Business Process Management (BPM) Industry:** BPM Overview, Structure of the IT-BPM Industry (Outsourcing, Evolution and History of Outsourcing, Structure of the IT BPM Industry, Sub-sectors within the IT-BPM Industry, BPM Industry in India, Business Process Manager – Duties and Responsibilities) - Careers in the BPM Industry: Scope and Prospects (Knowledge before choosing BPM as a Career, Reasons for BPM as Career, Eligibility and Skillset, Roles in Business Process Management, Outlook and Prospects) - Finance and Accounting (F&A) (Role of F&A, Career map for F&A Finance and Accounting operations Outsourcing (FAO): A business imperative)

**Tutorial Hour:** Financial statements and BPM (1. Collect and examine the balance sheets of business organizations to study how these are prepared by them; 2. Accounting Monopoly - Role play of various parties involved in business; 3. Discuss the job roles, skills and qualification for finance and accounting in BPM-IT industry)

## **UNIT – V (LECTURE HOURS: 15, TUTORIAL: 3)**

**Basic Terminologies used in BPM-IT industry:** Procure to Pay (P2P), O2C, O2C Cycle - Overview (P2P meaning, P2P Cycle, Meaning of O2C, steps included in O2C cycle) - Overviewing 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)

**BPM – Various Processing and Application Areas:** Introduction to Purchase Order (PO), Invoice Processing (Meaning of PO, Types of PO, Creating a PO, Meaning of Invoice Processing (IP), Categories of IP) - Vendor Management (VM), Credit and Risk Management (Need for VM, Process of VM, Vendor Verification, Credit Management and its process, Risk Assessment) - Collection and Deduction Management (Collection Process, Importance of Collections, Disputes Handling, Deductions Management, Deductions Life Cycle, Reasons and Resolution, Challenges in Deduction Management)

**Tutorial Hour:** BPM Terminologies and application areas (1. Prepare a poster presentation on the process of P2P, O2C and R2R that takes place in your organization (Imagine, you own a company); 2. Prepare a report on use of debit note, credit note, invoice, delivery challans, PO, CFO/RFQ, Airway bill, Bill of lading, E-way bill)

### **TEXT BOOK:**

1. Financial Accounting – Dr. Alok Kumar, Singhal Publications, Sixth Edition, 2022-23
2. Advanced Accountancy Principles of Accounting (Including GST), Vol.I – S.P.Jain, K.L.Narang, Simmi Agrawal, Monika Agrawal, Kalyani Publishers, Twenty first revised Edition, Reprinted 2023

### **REFERENCE BOOKS:**

1. Accounting for Management – CMA. M N Arora, Himalaya Publishing House, Fourth Revised Edition, 2022
2. Financial Accounting: An International Introduction - David Alexander, Christopher Nobes, Pearson Publication, 7<sup>th</sup> edition, 2020
3. Fundamentals of Financial Accounting – Fred Phillips, Robert Libby, Patrica A. Libby, Mc Graw Hill Education, 6<sup>th</sup> edition, 2019
3. Business Process Management - Concepts, Languages, Architectures, Mathias Weske, Springer Heidelberg Dordrecht London New York, Second Edition, 2018
4. International Financial Management - P G Apte, Sanjeevan Kapshe, McGraw Hill Education (India) Private Limited; 8th edition, 2020
5. Financial Accounting - Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari, Vikas Publishing House Pvt Limited, 2023
6. Fundamentals of Business Process Management - Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo A. Reijers, Springer-Verlag GmbH, DE part of Springer Nature, Second Edition, 2018

### **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://biz.libretexts.org/Bookshelves/Accounting/Accounting\\_in\\_the\\_Finance\\_World](https://biz.libretexts.org/Bookshelves/Accounting/Accounting_in_the_Finance_World)
4. <https://www.hcltech.com/blogs/finance-and-accounting-operations-outsourcing-a-business-imperative>
5. <https://askfilo.com/user-question-answers-mental-ability/structure-of-the-it-bpm-industry-the-companies-within-the-it-33343134343135>
6. <https://networkinterview.com/what-is-bpm-business-process-management/>
7. <https://networkinterview.com/business-process-manager/>
8. <https://accountingprofessor.org/business-process-management-is-it-a-great-career-move/>
9. <http://fundamentals-of-bpm.org/supplementary-material/#english>