



KOCHI CAMPUS
SCHOOL OF ARTS, HUMANITIES AND COMMERCE
DEPARTMENT OF COMMERCE AND MANAGEMENT
Curriculum Structure for Undergraduate Programme in
BACHELOR OF COMMERCE / BACHELOR OF COMMERCE (Honours)
FOR 2025 ADMISSION ONWARDS

The proposed Curriculum Framework for the Four-year Undergraduate Programme as per the UGC Guidelines under NEP 2020 intends to provide opportunities that can enable the students to acquire knowledge on Indian taxation system, business models, financial concepts, financial reporting methods and other skills essential to participate in the knowledge economy. Guidelines for the prescribed Discipline Specific Core courses as well as the optional Discipline Specific Elective courses, Skill Enhancement Courses, Ability Enhancement Courses, Value Added Courses, Generic Electives, Internship and Dissertation, are all specified in the given proposal.

A Bachelor of Commerce degree may be awarded to the students who exit at the third year and achieve the requisite credits as per the curriculum. The students who complete a four-year program and achieve the requisite credits as per the curriculum will be awarded a four-year undergraduate honours degree in the major discipline.

Exit With	Credit Requirement
BACHELOR OF COMMERCE on successful completion of three years (six semesters) of the four year undergraduate Degree Programme.	137
BACHELOR OF COMMERCE in (HONOURS) on successful completion of four Years (Eight semesters) of the Four year undergraduate Degree Programme.	177

Programme Educational Objectives (PEO)

After the successful completion of four-year B. Com (Honours) Programme, a student will:

PEO 1: Understand the various concepts related to Indian taxation laws, including direct and indirect taxes, financial accounting principles, Indian and international financial reporting standards and practices.

PEO 2: Acquire the skills to develop strong analytical skills to assess financial performance, conduct investment analysis, and make informed financial decisions.

PEO 3: Understand the importance of ethics and sustainability in finance and taxation, utilize business models and financial models to support business planning, valuation, and risk management.

PEO 4: Demonstrate in-depth knowledge of accounting, finance, audit, taxation, and business and corporate laws in alignment with global standards, enabling them to qualify as internationally recognized finance professionals.

Programme Objectives (PO)

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Problem Solving: Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired from humanities/ sciences/ mathematics/ social sciences.

PO3. Computational Thinking: Understand data-based reasoning through translation of data into abstract concepts using computing technology-based tools

PO4. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO5. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO6. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO7. Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.

PO8. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO9. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO10. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PO 11. Employment Ready Skills: knowledge and a basket of essential skills, required to perform effectively in a defined job relating to the chosen fields of study

PO 12. Research Related Skills: the ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships

PO 13. Digital Literacy: Use ICT in a variety of learning and work situations, access, evaluate, and use a variety of relevant information sources, use appropriate software for analysis of data.

PO 14. Leadership and Responsibility: Mapping out the tasks of a team or an organization and setting direction. formulating an inspiring vision and building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision, using management skills to guide people to the right destination

PO 15. Coordinating and Collaborating: work effectively and respectfully with diverse teams, facilitate cooperative or coordinated effort on the part of a group, act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

Programme Specific Outcome (PSO)

After successful completion of Three-Year Bachelor of Commerce / Four-Year Bachelor of Commerce (Honours), the graduate will be able to:

PSO 1: Demonstrate various skills set pertaining to disciplines of finance, accounting, investment, management, economics, communication, law, taxation etc.

PSO 2: Showcase ethical values while performing responsibilities as a professional by using mathematical, analytical, and statistical and information technology tools.

PSO 3: Understand the benefit of risk and portfolio management through application of different investment theories and models to evaluate various investment avenues.

PSO 4: Utilize the skills related to direct taxation and indirect taxation to build a platform for financial planning and management.

PSO 5: Examine how data-driven decision-making is used for better strategies to create maximum impact on business firms.

PSO 6: Illustrate how taxation and finance help in transforming business models, improve quality and drive product-service to fetch informed financial decisions.

**CURRICULUM STRUCTURE
For 2025 admissions onwards**

Semester I						
Course Code	Course Title	DSC/ DSE/ OE/ AEC/ SEC/ VAC	Theory/ Practical	L T P	Credit	ES
	Language I	AEC	T	2 0 0	2	
24ENG101	English I	AEC	T	2 0 0	2	
25COM101	Principles of Management	DSC	T	3 0 0	3	
25COM102	Accountancy	DSC	T	3 1 0	4	
25ECO101	Economics for Decision Making	DSC	T	3 0 0	3	
25MAT108	Mathematics for Business	DSC	T	2 1 0	3	
22ADM101	Foundations of Indian Heritage	VAC	T	2 0 1	2	
22AVP103	Mastery Over Mind	VAC	T+P	1 0 2	2	
25CSA189	Business skills using PC Lab	SEC	T	0 0 3	2	
Total Credits (A)					23	

Semester II						
Course Code	Course Title	DSC/DSE/ OE/ AEC/ SEC/ VAC	Theory/ Practical	L T P	Credit	ES
24ENG111	English – II	AEC	P	1 0 2	2	
	Language Paper – II	AEC	T	2 0 0	2	
25COM111	Advanced Accountancy	DSC	T	3 1 0	4	
25COM115	Capital Markets and Financial Services	DSE	T	2 1 0	3	
25COM103	Introduction to GST	DSC	T	3 0 0	3	
25MAT117	Business Statistics and Operations Research	DSC	P	3 1 0	4	
25CSA180	Data Analysis using Excel Lab	SEC	P	0 0 3	2	
22ADM111	Glimpses of Glorious India	VAC	T	2 0 1	2	

	Open Elective 1	GE (OE)	T/P	3 0 0 / 0 1 2	3	
Total Credits (B)					25	
Semester III						
Course Code	Course Title	DSC/DSE/ OE/ AEC/ SEC/ VAC	Theory/ Practical	L T P	Credit	ES
25COM201	Introduction to Corporate Accounting	DSC	T	3 1 0	4	
25COM205	Introduction to Income Tax Law and Practice	DSC	T	3 1 0	4	
25COM211	Fundamentals of Costing	DSC	T	3 1 0	4	
23LSK201	Life Skills – I	SEC	T	1 0 2	2	
	Amrita Values Programme - I	VAC	T	1 0 0	1	
25LAW201	Mercantile Laws	DSC	T	2 1 0	3	
	Elective 1	DSE	T		3	
	Open Elective II / MOOC	GE (OE)	T/P	3 0 0 / 0 1 2	3	
Total Credits (C)					24	

Semester IV						
Course Code	Course Title	DSC/DSE/ OE/ AEC/ SEC/ VAC	Theory/ Practical	L T P	Credit	ES
25CSA280	Accounting Package – Tally Lab	AEC	P	1 0 2	2	
25COM214	Advanced Concepts of Income Tax Law	DSE	T	3 1 0	4	
24ENV200	Environmental Science and Sustainability	VAC	T	3 1 0	4	
	Open Elective III */ Live-in Lab	GE (OE)	T/P	3 0 0 / 0 1 2	3	
25LAW202	Company Law	DSC	T	2 1 0	3	
	Elective -2	DSE	T		3	
23LSK211	Life Skills – II	SEC	T	1 0 2	2	
	Amrita Values Programme II	VAC	T	1 0 0	1	

Total Credits (D)					22	
Semester V						
Course Code	Course Title	DSC/DSE/ OE/ AEC/ SEC/ VAC	Theory/ Practical	L T P	Cre dit	ES
25COM301	Business Analytics	DSE	T	3 0 2	4	
25COM204	Management Accounting	DSC	T	3 1 0	4	
25COM390#	Open Elective IV*/ Live-in-Lab	GE (OE)	T/P	3 0 0 / 0 1 2	3	
	Elective – 3	DSE	T		3	
25COM306	Introduction to Research Projects	DSC	T	3 0 0	3	
23LSK301	Life Skills – III	SEC	T	1 0 2	2	
25COM395	Summer Internship	DSC	P		4	
Total Credits (E)					23	

Semester VI						
Course Code	Course Title	DSC/DSE/ OE/AEC/ SEC/VAC	Theory/ Practical	L T P	Cre dit	ES
25BUS312	Financial Management Concepts	DSC	T	3 1 0	4	
25BUS311	Entrepreneurship Development	DSC	T	3 1 0	4	
	Elective – 4	DSE	T		3	
25COM311	Auditing Principles and Applications	DSC	T	2 1 0	3	
25COM312	Performance Management	DSC	T	3 0 0	3	
25COM313	Introduction to International Financial Reporting Standards	DSC	T	3 0 0	3	
Total Credits (F)					20	

**AWARD OF B.COM Degree (after 3 years: 137 Credits) Grand Total
of A+B+C+D +E+F = 137 Credits**

Semester VII (HONOURS)						
Course Code	Course Title	DSC/DSE/ OE/ AEC/ SEC/ VAC	Theory/ Practical	L T P	Credit	ES
25COM401	Corporate Accounting	DSC	T	3 1 0	4	
25COM302	Business Ethics and Corporate Governance	DSC	T	3 1 0	4	
25COM495	Research Methodology I	DSC	T	3 1 0	4	
25COM336	Financial Derivatives and Risk Management	DSC	T	3 0 0	3	
25COM405	International Financial Management	DSC	T	3 0 0	3	
25COM481	Quantitative Research Tools Lab	DSC	T+P	2 0 4	4	
Total credits (G)					22	

SEMESTER VIII (HONOURS)						
Course Code	Course Title	DSC/DSE/ OE/ AEC/ SEC/ VAC	Theory/ Practical	L T P	Credit	ES
25COM499	Project	DSC	P		8	
25COM498	International Conference Presentation and Research Publication	DSC	P		10	
Total credits (H)					18	
AWARD of Bachelor of Commerce HONOURS (after 4 years: 177 Credits)						
Grand Total of A+B+C+D+E+F+G+H = 177 Credits						

Bachelor of Commerce – 3 Years

CODE	DIVISION DETAILS	NUMBER	CREDITS
	Discipline Specific Course	21	74
	Discipline Specific Elective	6	19
	Open Elective	4	12
	Ability Enhancement Compulsory Courses	5	10
	Skill Enhancement Courses	5	10
	Value Addition Courses	6	12
Total		47	137

Bachelor of Commerce (HONOURS) - 4 Years

CODE	DIVISION DETAILS	NUMBER	CREDITS
	Discipline Specific Course	29	114
	Discipline Specific Elective	6	19
	Open Elective	4	12
	Ability Enhancement Compulsory Courses	5	10
	Skill Enhancement Courses	5	10
	Value Addition Courses	6	12
Total		55	177

Paper I

24MAL101	Malayalam I	2 0 0	2
24HIN101	Hindi I	2 0 0	2
24KAN101	Kannada I	2 0 0	2
24SAN101	Sanskrit I	2 0 0	2
24TAM101	Tamil I	2 0 0	2
24ENG100	Additional English – I	2 0 0	2
Paper II			

24MAL111	Malayalam II	2 0 0	2
24HIN111	Hindi II	2 0 0	2
24KAN111	Kannada II	2 0 0	2
24SAN111	Sanskrit II	2 0 0	2
24TAM111	Tamil II	2 0 0	2
24ENG110	Additional English – II	2 0 0	2

ELECTIVES

SEMESTER III

Course Code	Course Title	DSC/DSE/OE/AEC/SEC/VA C	Theory/ Practical	L T P	Credit	ES
25COM231	Introduction to Human Resource Management	DSE	T	3 0 0	3	
25COM232	Financial Services	DSE	T	3 0 0	3	
25COM233	Hospital Management	DSE	T	3 0 0	3	
25COM234	Tourism Management	DSE	T	3 0 0	3	

SEMESTER IV

Course Code	Course Title	DSC/DSE/OE/AEC/SEC/VA C	Theory/ Practical	L T P	Credit	ES
25COM241	Investment Management	DSE	T	3 0 0	3	
25COM242	Financial Markets and Institutions	DSE	T	3 0 0	3	
25COM243	Public Finance	DSE	T	3 0 0	3	
25COM244	Banking Theory and Practices	DSE	T	3 0 0	3	

SEMESTER V

Course Code	Course Title	DSC/DSE/OE/AEC/SEC/VA C	Theory/ Practical	L T P	Credit	ES
25COM331	Corporate Sustainability: CSR and ESG	DSE	T	3 0 0	3	
25COM332	Insurance and Risk Management	DSE	T	3 0 0	3	
25COM333	Customer Relationship Management	DSE	T	3 0 0	3	
25COM334	Digital Innovations in Finance	DSE	T	3 0 0	3	

SEMESTER VI

Course Code	Course Title	DSC/DSE/OE/AEC/SEC/VA C	Theory/ Practical	L T P	Credit	ES
25COM341	Modern Marketing	DSE	T	3 0 0	3	
25COM342	International Finance	DSE	T	3 0 0	3	
25COM343	Financial Planning and Project Management	DSE	T	3 0 0	3	
25COM344	Applied Organizational Behavior	DSE	T	3 0 0	3	

AMRITA VALUE PROGRAMMES FOR UG PROGRAMMES

Course Code	Title	L-T-P	Credits
22ADM201	Strategic Lessons from Mahabharata	1-0-0	1
22ADM211	Leadership from Ramayana	1-0-0	1
22AVP210	Kerala Mural Art and Painting	1-0-0	1
22AVP201	Amma's Life and Message to the modern world	1-0-0	1
22AVP204	Lessons from the Upanishads	1-0-0	1
22AVP205	Message of the Bhagavad Gita	1-0-0	1
22AVP206	Life and Message of Swami Vivekananda	1-0-0	1
22AVP207	Life and Teachings of Spiritual Masters of India	1-0-0	1
22AVP208	Insights into Indian Arts and Literature	1-0-0	1
22AVP213	Traditional Fine Arts of India	1-0-0	1
22AVP214	Principles of Worship in India	1-0-0	1
22AVP215	Temple Mural Arts in Kerala	1-0-0	1
22AVP218	Insights into Indian Classical Music	1-0-0	1
22AVP219	Insights into Traditional Indian Painting	1-0-0	1
22AVP220	Insights into Indian Classical Dance	1-0-0	1
22AVP221	Indian Martial Arts and Self Defence	1-0-0	1
22AVP209	Yoga and Meditation	1-0-0	1

OPEN ELECTIVES-UG (Arts, Humanities and Commerce)

24OEL231	Introduction to Accounting	2 1 0	3
24OEL232	Business Studies	2 1 0	3
24OEL233	Personal Financial Management	2 1 0	3
24OEL234	Working Capital Management	2 1 0	3
24OEL235	Non-Profit Organization	3 0 0	3
24OEL236	Digital Banking	3 0 0	3
24OEL237	Basics of Company accounts	3 0 0	3
24OEL238	Money market and Capital market	3 0 0	3
24OEL239	Macroeconomics	3 0 0	3
24OEL240	Microeconomics	3 0 0	3
24OEL241	Retail Banking	3 0 0	3
24OEL242	Business management	3 0 0	3
24OEL243	Introduction to travel and tourism	3 0 0	3
24OEL244	Basics of Insurance Management	3 0 0	3
24OEL245	Introduction to costing	2 1 0	3
24OEL246	Advertising	3 0 0	3
24OEL247	Green Marketing	3 0 0	3
24OEL248	Modern Banking	3 0 0	3
24OEL249	Project Management	3 0 0	3
24OEL250	Indian Financial System	3 0 0	3
24OEL251	B2B Marketing	3 0 0	3
24OEL252	Business Ethics	3 0 0	3
24OEL253	Sales and Distribution Management	3 0 0	3
24OEL254	Basics of Human Resource Management	3 0 0	3
24OEL255	Basics of Management	3 0 0	3

24OEL256	Introduction to Entrepreneurship Development	3 0 0	3
24OEL257	Understanding Travel and Tourism	3 0 0	3
24OEL258	Supply Chain Management	3 0 0	3
24OEL259	Introduction to Marketing	3 0 0	3
24OEL260	Film Appreciation	0 1 2	3
24OEL261	Introduction to Media Studies	3 0 0	3
24OEL262	Introduction to Psychology	3 0 0	3
24OEL263	Introduction to Gender Studies	3 0 0	3
24OEL264	Constitution and Media Ethics	3 0 0	3
24OEL265	Introduction to Calligraphy	3 0 0	3
24OEL266	Introduction to Branding	3 0 0	3
24OEL267	Introduction to Indian Sculptures	3 0 0	3
24OEL268	Introduction to figure drawing	0 1 2	3
24OEL269	Introduction to product sketching	0 1 2	3
24OEL270	Basics of Water Color painting.	0 1 2	3
24OEL271	Basics of Landscape painting in water Color	0 1 2	3
24OEL272	Basics of Oil painting	0 1 2	3
24OEL273	Anchoring and Programme Casting	0 1 2	3
24OEL274	Basics of Photography	0 1 2	3
24OEL275	Basics of Videography	0 1 2	3
24OEL276	Introduction to Fashion Photography	0 1 2	3
24OEL277	Introduction to Advertising	3 0 0	3
24OEL278	Film Theory	3 0 0	3
24OEL279	Event Management	3 0 0	3
24OEL280	Documenting Social Issues	0 1 2	3
24OEL281	Communication Strategies for Event Management	2 1 0	3
24OEL282	Effective Leadership through Non-Violence in Communication	3 0 0	3
24OEL283	Basics of Psychology and Personality Development	3 0 0	3
24OEL284	Introduction to Sci-Fi Studies	3 0 0	3
24OEL285	Campus Novels	3 0 0	3
24OEL286	Technical Communication	3 0 0	3
24OEL287	English for Academic Writing	3 0 0	3
24OEL288	English for Informal Communication	2 0 1	3
24OEL289	Orientation in Creative Writing	2 0 1	3
24OEL290	English for Competitive Exams and Interviews	3 0 0	3
24OEL291	Introduction to Comic Studies	3 0 0	3
24OEL292	Introduction to Food Studies	3 0 0	3
24OEL293	Film and Literature	3 0 0	3
24OEL294	Computer Aided Language Learning	3 0 0	3
24OEL295	Theatre and Communication	3 0 0	3
24OEL296	Women's Writing in India	3 0 0	3

Course Objective:

To help the students to understand management theory from functional perspectives and to provide students with opportunities to develop the basic managerial skills of planning, organizing, staffing, directing, and controlling.

Course Outcomes:

The students will be able to:

CO1: Understand the evolution of management, including its conceptual nature as an art, science, and profession, and explore various approaches to management such as classical, neoclassical, and modern perspectives.

CO2: Understand the importance of planning and organizing in achieving organizational goals.

CO3: Familiarize the significance of staffing and directing in achieving organizational objectives and ensuring efficient utilization of human resources.

CO4: Understand the necessity of a good control system and effectively manage the resistance to control.

CO5: Familiarize students with emerging concepts in management, including Kaizen, TQM, change management, and lean management, among others.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	2	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO3	1	0	0	1	1	0	0	0	0	1	1	0	1	1	1
CO4	1	1	0	1	1	0	0	0	0	1	1	1	1	1	1
CO5	1	1	0	1	0	0	0	0	0	1	2	1	1	1	1

Unit 1**Concept and Evolution of Management**

Concept and nature of management – Management as an Art, Science, and Profession - Basic roles and skills of manager – Levels of management- Overview of functions of management - Approaches to management: Classical approach - Scientific, Administrative and Bureaucratic - Neoclassical approach: Human relation and Behavioral, Maslow's Need Hierarchy Theory, Theory X and Theory Y - Modern approach: Quantitative, System and Contingency.

Unit 2**Planning and Organizing**

Definition and nature of planning - significance - planning types – steps of planning - MBO – Definition and nature of organizing – Significance - Steps -Types of organization: Formal and Informal – Delegation - Centralization and Decentralization - Span of management and Departmentation.

Unit 3**Staffing and Directing**

Staffing-Meaning and Importance – Process of Staffing function - Recruitment & Selection – Training and Placement – Directing – Meaning, importance, and features of directing - Principles of directing

- Elements of directing: Supervision, Leadership, Communication, and Motivation - Concepts and importance.

Unit 4

Controlling

Meaning and importance, characteristics of controlling-Steps in control process- Traditional and Modern Techniques: Break-even analysis, Budgetary Control, Statistical Reports, Personal observation, Return on Investment, Ratio analysis, Responsibility Accounting, Management Audit, PERT and CPM, Management Information System

Unit 5

Emerging Concepts in Management

Recent trends in management: Kaizen – Quality Circle -Total Quality Management – Knowledge Management – Lean Management – Stress Management – Change Management – Open Book Management - Talent Management - Business process re-engineering.

Textbooks:

1. Stephen P. Robins, Marry Coutler – Management - Pearson
2. Samuel C Creto and S. Trevis Certo - Modern Management - Pearson

References:

1. Koontz, O Donnell – Management - McGraw-Hill
2. Appaniah, Reddy - Essentials of Management - Himalaya Publishing House.
3. Prasad, L. M. - Principles of management - Sultan Chand and Sons.
4. Srinivasan, Chunawalla - Management Principles and Practice - Himalaya Publishing House.
5. Tulsian, P.C., & Pandey, Vishal - Business Organization and Management - Pearson Education

Course Objective:

To equip the students with the skill of preparing accounts and financial statements of Sole Trader and Non-Profit Organizations.

Course Outcomes:

The students will be able:

- CO1:** To understand accounting concepts and conventions, such as entity, money measurement, going concern, and others, and explain their significance in financial reporting.
- CO2:** To apply the accounting concepts for preparation of the financial statement of a sole trader under double entry system.
- CO3:** To understand the distinction between single entry and double entry systems of accounting and apply knowledge of accounting principles to prepare trading, profit and loss account and balance sheet from incomplete records.
- CO4:** To Understand the objective and necessity for providing depreciation and the methods of charging depreciation, such as straight-line method and written down value method.
- CO5:** To understand the financial statements of non-profit organizations and analyse the financial position and performance of non-profit organizations based on their financial statements.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO2	2	2	3	1	0	0	0	0	0	1	3	0	1	1	1
CO3	2	2	2	1	0	0	0	0	0	1	3	0	1	1	1
CO4	1	1	2	1	0	0	0	0	0	1	2	0	1	1	1
CO5	2	2	3	1	0	0	0	0	0	1	2	0	1	1	1

Unit 1

Accounting – Meaning - objectives - advantages - limitations of accounting - Accounting Concepts and Conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures - Branches of accounting - Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India - International Financial Reporting Standards (IFRS) – Need - Distinction between Indian Accounting Standards (Ind ASS) and Accounting Standards (ASs). GST Accounting – Introduction – Journal Entries for recording GST at the time of Purchases and Sales (practical problems are excluded) – Input Tax Credit

Unit 2

Final Accounts of Sole Trader - Trading Account - Manufacturing Account - Profit and Loss Account - Balance Sheet - Adjusting entries - Closing Entries - Practical Problems with Adjustments - Closing Stock - Outstanding expenses - Prepaid Expenses – Depreciation - Accrued Income - Unearned Income - Interest on Capital -Interest on Drawings -Bad Debts - Provision for Doubtful Debts - Provision for Discount on Debtors - Provision for Discount on Creditors - loss of stock destroyed by fire – Goods sold on sale or return on basis.

Unit 3

Accounts from Incomplete Records - Single Entry System - Features - Advantages - Disadvantages - Distinction between Single Entry and Double Entry System- Ascertainment of Profit/loss - Statement of Affairs Method - Conversion Method - Preparation of Trading and Profit and Loss Account and Balance Sheet.

Unit 4

Depreciation - Causes of Depreciation - Characteristics of Depreciation - Objective and Necessity for Providing Depreciation - Methods of Charging Depreciation: Straight Line Method – merits - Written down value method – merits - Tax aspect of depreciation.

Unit 5

Financial Statements of Non-Profit Organization - Receipt and Payment Account- features of Receipts and Payments Account- Income and Expenditure Account- Features of Income, and Expenditure Account - Difference between Receipts and Payments Account and Income and Expenditure Account - Treatment of special items – Preparation of Financial Statements of Non- Profit Organization.

Textbooks:

1. Maheshwari, S.N., Maheshwari, S.K. - Advanced Accountancy - Vikas Publishing House
2. S. P. Jain, K. L. Narang - Advanced Accounting Vol. I - Kalyani Publishers

Reference:

1. Shukla, M.C., Grewal, T.S. - Advanced Accountancy – S. Chand and Company
2. Ashok, Sehgal, Deepak Sehgal - Financial Accounting - Taxmann
3. K M Vineeth, K R Shabu – Introduction to Accountancy - Kalyani Publishers
4. R. L. Gupta, M. Radhaswamy - Advanced Accountancy Vol. 1 - Sultan Chand and Sons
5. M. C. Shukla, T. S. Grewal - Advanced Accounts Vol. 1 - S. Chand and Co.

25ECO101

ECONOMICS FOR DECISION MAKING

3 0 0 3

Course Objective:

The main focus is on making the various theoretical concepts clear and intelligible to a student. The objective is to help the student to understand the various economic parameters effectively and efficiently.

Course Outcomes:

The student will be able:

CO1: To understand the importance of economic concepts for managing the firms

CO2: To understand various theories of economics that can be applied in the internal and external decisions to be made by managers

CO3: To analyze the demand and supply conditions and assess the position of a company

CO4: To design competition strategies, including costing, pricing, product differentiation, and market environment according to the nature of products and the structures of the markets.

CO5: To analyze real-world business problems with a systematic economic framework

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	1	0	0	1	0	0	1	1	1	0	0	0
CO2	2	2	2	1	0	0	0	0	0	1	2	1	0	0	1
CO3	2	2	2	2	1	0	0	0	0	2	2	1	0	1	1

CO4	3	3	3	2	2	1	1	0	0	1	2	1	0	2	2
CO5	3	3	3	2	2	1	1	1	1	2	2	2	1	2	2

Unit 1

Introduction to Economics: The problems of wants, scarcity and choice - Difference between microeconomics and macroeconomics. Importance and limitations of Microeconomics and Macroeconomics. Basic problems of Economics: What to Produce, How to Produce, For Whom to Produce, Level of Resource Use and Flexibility - Production possibilities curve. Economic systems - Capitalism – Command Economy - Mixed Economy - Emerging Economy, Economics and business.

Unit 2

Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – Change in demand and change in quantity demanded Law of demand: Basis for its operation and Factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve - Change in supply and change in quantity supplied – Law of supply, Factors influencing supply, Equilibrium.

Unit 3

Production, Cost and Revenue Analysis: Meaning of production – Production function – The Law of Variable Proportions or the Law of Diminishing Marginal Returns – Returns to scale – Cost and production: Various concepts of cost - Economies of scale. Revenue function: Total, Average and Marginal revenue – Profit maximization: TR TC and MR-MC approaches.

Unit 4

Theory of Markets: Meaning and types of markets – Main features of Competitive markets, Monopoly, Duopoly Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.

Unit 5

Macroeconomics: National income analysis: Meaning, Concepts and Measurement, Problems in measurement Concept of full employment Types of unemployment. Business cycles: Meaning and Phases. Inflation: Meaning, Types and control of inflation: Monetary and Fiscal policies.

Text Books:

- 1) P Balasubramanian, Somasekharan T M - Economics for Decision Making - Kalyani Publishers.
- 2) Varshney, Maheswari - Managerial Economics - Sultan Chand
- 3) Mehta P. L. - Managerial Economics - Sultan Chand & Sons.
- 4) Dwivedi D.N. - Managerial Economics - Vikas Publishing House

References:

- 1) Koutsoyiannis A. - Modern Micro Economics, Macmillan
- 2) Salvator, Dominick - Managerial Economics – McGraw Hill
- 3) Paul A Samuelson, Nordhans – Economics - Sultan Chand & Sons

Course Objective:

To develop a comprehensive understanding of Mathematics and to apply these concepts in Business problems.

Course Outcomes:

The student will be able to:

- CO1:** Understand the basic principles of sets, quadratic equations, and principles of counting using permutations and combinations and apply these principles in solving business problems
- CO2:** Understand the concept of matrices and determinants and use it to solve linear equations.
- CO3:** Understand the concept of simple and compound interest, sinking funds, annuities, and discounts on bills and apply them to real-life problems
- CO4:** The concept of derivatives has to be understood and must be applied to find marginal cost and revenue.
- CO5:** Learn integration and use the basic concepts in analyzing business problems to find revenue, cost, etc.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1	3	1	-3	-	-	-3	1	2
CO2	3	3	2	-	3	2	-2	-	-	-2	3	3
CO3	3	2	3	3	3	3	-3	-	-	-2	1	3
CO4	3	3	3	2	3	3	-2	-	-	-2	2	2
CO5	3	3	3	1	2	3	-2	-	-	-1	1	2

Unit1

Quadratic equations – solution of quadratic equation- Permutations and Combinations: Definition – Applicational Problems - Solving Business Problems using Permutations and combinations.

Unit 2

Matrices and Determinants: Definition of Matrix, Type of Matrix, Algebra of Matrix, Determinants, Properties of Determinants, Calculation of Determinants up to third matrix, Adjoint of a matrix, inverse and solution of a system of linear equations having unique solution (up to three variables).

Unit 3

Commercial Arithmetic: Simple and Compound interest – Sinking fund - Annuities – Discounting of bills.

Unit 4

Differential Calculus and its application for Business: First and second order derivatives (simple functions), Cost Function, Total Cost, Average Cost, and Marginal Cost. Revenue function: Maxima and Minima one variable functions.

Unit 5

Integral Calculus and its application for Business: Formulas – Indefinite Integral, cost Function, Marginal Cost, Total Cost, Average Cost, Marginal Revenue, Total Revenue.

Text Book:

1. P. R. Vittal - Business Mathematics and Statistics - Margham Publications.

References:

1. Dr. B H Suresh – Business Mathematics - Chetana Book house
2. V. K. Kapoor - Business Mathematics - Sultan Chand and Sons.
3. Mizrahi, John Sullivan - Mathematics for Business and Social Sciences - Wiley and Sons

25CSA189

BUSINESS SKILLS USING PC LAB

003 2

Course Objective:

To enhance the student’s understanding of the usefulness of information technology tools for business operations and to familiarize them with the processes needed to develop, report, and analyze business data that involves the use of spreadsheets and spreadsheet add-ins to solve business problems.

Course Outcomes:

The student will be able:

CO1: To understand the concepts of multimedia tools for business

CO2: To Create advertisement, brochure, email newsletter, website, gif advertisements

CO3: To Create a basic HTML page.

CO4: To embed ads in HTML page

CO5: To use various Google Business Tools Multimedia tools for business

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	0	1	0	0	0	0	1	2	0	1	0	2
CO2	3	2	0	3	3	3	1	3	1	2	3	1	1	2	3
CO3	0	0	0	1	1	0	0	0	0	1	2	0	2	1	2
CO4	3	3	0	3	3	3	1	3	1	2	3	0	3	1	3
CO5	3	3	0	3	3	3	3	3	3	2	3	3	3	2	3

Unit 1

Resizing and editing image for business presentation.

Unit 2

Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.

Unit 3

Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college. Internet and HTML

Unit 4

Introduction to Internet – Resources of Internet. Introduction to HTML – Basic Structural Elements and Their Usage.

Unit 5

Create a basic HTML page. Various Google Business Tools, Ad words, Picasa, Gmail, Drive, Docs, Sheets, Slides, Forms, Calendar, Translate, Blogger. Communication Tools. Training on various communication software tools like Skype, Hangout, etc. Social Media Tools. Training on various social

media tools like Face book, Twitter, Google Plus.

References: -

1. Andrew Mckinnon - Photoshop: Absolute beginners guide to mastering photoshop and creating world class photos – Create Space Independent Publishing Platform
2. Thomas A Powell - The Complete Reference: HTML & CSS - McGraw Hill
3. Mike Wooldridge – Creating Web Pages Simplified - John Wiley

25COM111

ADVANCED ACCOUNTANCY

3 1 0 4

Course Objective:

To equip the students with the skill of preparing accounts of partnerships, including admission of new partners, retirement or death of partners, dissolution of firms, and handling of hire-purchase transactions.

Course Outcomes:

The students will be able:

CO1: To understand the basic concepts of partnership accounts and apply these concepts on partnership accounts.

CO2: To understand the concept of goodwill of the partnership firm and evaluate the different goodwill valuation methods.

CO3: To understand the accounting procedures related to the admission of a new partner and apply the procedures for the preparation of partnership accounts.

CO4: To understand the accounting procedures related to retirement, death, and dissolution of the partnership firm and apply the procedures for the preparation of partnership accounts.

CO5: To understand the accounting treatment for hire purchase and instalment system and apply these accounting treatments for the preparation of their accounts.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO3	2	2	2	1	0	0	0	0	0	0	3	1	1	1	1
CO4	2	2	2	1	0	0	0	0	0	0	2	1	1	1	1
CO5	2	2	2	1	0	0	0	0	0	0	2	1	1	1	1

Unit 1

Partnership – Definition – Features - Types of Partnerships - advantages – limitations – Partnership Deed – content - Rules applicable in the absence of a Partnership Deed - Capital Accounts of Partners - Fixed Capital Method- Fluctuating Capital Method- Distribution of Profit among Partners - Profit and Loss Appropriation Account.

Unit 2

Goodwill – meaning - Factors Affecting the Value of Goodwill - Need for Valuation of Goodwill, Methods of Valuation of Goodwill - Average Profits Method - weighted average profits method- Super Profits Method - Capitalisation Method: Capitalisation of Average Profits method, Capitalisation of

Super Profits method - Reconstitution of a Partnership Firm.

Unit 3

Admission of a New Partner - New Profit-Sharing Ratio - Sacrificing Ratio – accounting treatment at the time of admission - Treatment of Goodwill - Revaluation Account - distribution of past profits or losses - Adjustment of Capital - accounting entries in the books of the firm.

Unit 4

Retirement and death of a partner – gaining ratio - accounting treatment on retirement and death – calculation of the amount due to the retiring/deceased partner - Dissolution of the firm - Realisation Account - accounting entries in the books of the firm - Insolvency of partners - Garner vs. Murray.

Unit 5

Hire-Purchase and Instalment System – meaning – hire purchase and sale - Calculation of Interest – computation of cash price - journal entries in the books of hire purchaser and hire vendor - Default and re-possession -Meaning of Complete or Full Repossession - Partial Repossession -Journal Entries Under Partial Repossession.

Textbooks:

1. S. P. Jain, K. L. Narang – Advanced Accountancy Vol. 1 - Kalyani Publishers
2. S. N. Maheshwari, S. K. Maheshwary: Advanced Accountancy - Vikas Publishers

References:

1. R. L. Gupta and M. Radhaswamy, Advanced Accountancy Vol. 1 - Sultan Chand and Sons.
2. M. C. Shukla, T. S. Grewal, Advanced Accounts Vol. 1 - S. Chand and Co.

Course Objective:

To give an understanding on Indian capital markets, fund raising processes, securities market, regulatory frameworks, mutual funds analysis, and critique of credit rating agencies.

Course outcomes:

The students will be able to:

- CO1.** Understand the significance of capital markets, including government securities, foreign exchange, and derivatives, distinguishing them from money markets and identifying key institutions.
- CO2.** Understand the structure of capital markets, including institutions and instruments, along with the process of raising finance through new issues, involving stockbrokers and underwriters.
- CO3.** Gain a comprehensive understanding of India's securities market, encompassing its origin, evolution, types of securities, stock exchange history, trading procedures, share listing, investment environment, and information sources for investors.
- CO4.** Gain a comprehensive idea on the regulatory framework of stock exchanges, including the Securities Contract Act and SEBI Act, and understand investor protection measures and

capital issue guidelines.

CO5: Analyze the significance of mutual funds, assess schemes, and evaluate the benefits and drawbacks. Examine credit rating agencies in India and critique their limitations.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	0	0	0	1	1	0	1	0	0	1	1	0	1	1	1
CO 2	0	1	0	1	1	0	0	0	0	2	1	0	0	1	1
CO 3	0	0	0	1	1	0	0	0	0	1	1	0	0	1	1
CO 4	0	0	0	1	1	0	0	0	0	1	1	0	0	1	1
CO 5	0	0	0	1	0	0	0	0	0	1	2	0	0	1	1

Unit 1

Introduction: Concept of capital market – importance and role – components of a capital market – Government Securities Market – foreign exchange market – derivatives market – concept of money market – distinction between capital market and money market – money market institutions.

Unit 2

Structure of Capital markets: Institutions in capital market – new issues market – instruments in capital market – role of new issues in raising finance – steps to be followed in floating a new issue – role of stockbrokers and underwriters.

Unit 3

Securities Market in India: Origin and emergence of the securities market – types of securities – history of stock exchange in India – trading in a stock exchange – procedure of listing shares – investment environment – sources of investment information for existing and new investors.

Unit 4

Regulation and Control of Stock Exchanges: Securities Contract Act, 1956 – SEBI Act, 1986 – Amendments to SEBI Act – guidelines relating to capital issues – steps to protect investors.

Unit 5

Mutual Funds: Importance and role of mutual funds – schemes – advantages and shortcomings – role of credit rating, Credit rating agencies of India – CRISIL – IICRA – CARE – Limitations of rating.

Textbooks:

1. Gordon and Natarajan – Financial Markets and Services - Himalaya Publishing House
2. Clifford Gomez – Financial Markets, Institutions and Financial Services – PHI

References:

1. Punithavathy Pandian – Financial Services and Markets – Vikas Publishing House
2. Bharati V Pathak – The Indian Financial System: Markets, Institutions and Services – Pearson.
3. G. S. Batra – Financial Services and Markets – Deep and Deep Publication.

25COM103**INTRODUCTION TO GST****3 0 0 3****Course Objective:**

To develop an understanding of the Premise and basic principles of GST Laws and develop the ability to comprehend the GST Law structure.

Course outcome:

The students will be able:

CO1: To understand GST's historical background and concepts related to GST

CO2: To Describe the transaction types which are related to GST

CO3: To know what transaction types are subjected to GST

CO4: To Indicate GST application, differentiation of application, and GST compliance and attendance

CO5: To Relate transaction amounts to GST liability.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	1	0	0	0	1	0	0	0	0	0
CO2	1	1	1	1	0	1	0	1	0	1	0	0	0	0	0
CO3	2	1	1	1	1	1	0	2	1	2	1	1	1	1	1
CO4	1	1	1	1	0	1	0	1	0	1	2	0	1	0	0
CO5	3	2	2	1	0	1	0	3	0	1	2	0	1	0	0

Unit 1

Meaning and Historical background of GST, Background of Erstwhile Service tax and VAT, Concept of Input Credit, need for GST, Salient Features, Taxes subsumed under GST, Advantages of GST, Constitutional Amendment, GST Council, GST Network, Acts and Rules passed for Implementing GST and their Interlinking.

Unit 2

Types of GST – Meaning of CGST, SGST, UTGST, IGST, Practical Examples on how GST works (to get an overview of the system), Meaning of Supply – Elements that constitute supply, Types of Supply, Activities that are neither supply of goods nor supply of services, Composite and Mixed Supplies, Principal supply.

Unit 3

Some important definitions – India, Turnover, Business, Business Vertical, Goods, Capital Goods, Inputs, Casual taxable person, consideration, Continuous supply, Exempt Supply, Job Work, Manufacture, Reverse Charge, Place of business, Input Service Distributor.

Unit 4

Levy and Collection of GST, Tax payable under Reverse Charge, Kinds of supply on which tax is leviable under GST, GST on Intrastate and Interstate supply, Zero rated supply.

Unit 5

Registration under GST, Input Credit, Goods and Services Exempt from GST, Power to grant exemption, Location of Supplier and Place of Supply of Goods and services, Composition scheme under GST – Eligibility, Impact.

Textbooks:

1. Dr. H. C. Mehrotra, Dr. S. P. Goyal, Income Tax Law and Practice – Sahitya Bhawan Publications
2. Dr. Vinod K. Singhanian - Students Guide to Income Tax - Taxmann Publications

References:

1. T. N. Manoharan - Income Tax, VAT & Service Tax - Snow White Publication
2. Madhukar N. Hiregange, Rajesh Kumar T. R., Sudhir V. S. - Practical Guide to Service Tax - Bharath Law House

25MAT117 BUSINESS STATISTICS AND OPERATIONS RESEARCH

3 1 0 4

Course Objective:

To develop an understanding of problem-solving methods, to understand the basic concepts of statistics and operations research, and to apply the results to real-life business problems.

Course Outcomes:

The student will be able to:

CO1: Introduce various methods of collection, classification, tabulation, and representation of data.

CO2: Explains and evaluates the measures of central tendency and measures of dispersion.

CO3: Understand the random experiment, sample space, and evaluation of the probability using the classical definition of probability and its application in real-life situations.

CO4: Analyze the data using methods of correlation and regression. Also describes mathematical considerations for analyzing time series and methods of Estimating trends.

CO5: Identify and develop operational research models from verbal descriptions of the real system and understand the mathematical tools that are needed to solve optimization problems.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	0	0	0	2	0	1	1	1	3	3	0	1
CO2	3	3	3	0	0	0	1	0	0	1	1	3	3	0	0
CO3	3	2	2	0	0	0	1	2	0	1	1	3	2	0	0
CO4	3	3	2	0	0	0	1	2	1	1	1	3	2	0	0
CO5	3	3	3	0	0	0	0	0	0	1	1	3	2	0	0

Unit 1

Data representations and analysis

Meaning and scope of statistics, collection of data, primary and secondary methods of data collection, classification of data, presentation of data by diagrams, bar diagram and pie diagram.

Unit 2

Averages

Arithmetic mean, median, mode, properties and uses, measures of dispersion - quartile deviation, standard deviation and co-efficient of variation.

Unit 3

Probability

Introduction, Classical definition of probability, Addition theorem, Multiplication theorem, independence of events, conditional probability.

Unit 4

Correlation, regression and time series Analysis

Correlation - meaning and definition, scatter diagram, Karl Pearson's correlation coefficient, computation and interpretation; Regression, the two regression equations.

Time series - meaning and components, business forecasting, methods of estimating trend, graphic, and semi average, moving average method.

Unit 5

Operations Research

Linear programming problem, introduction, mathematical formulation of the problem, graphical solution, standard form of LPP, solution of LPP by simplex method. Network Scheduling by CPM, introduction, Activities and events, network diagram.

Text Books:

1. S. P. Gupta - Statistical methods - Sultan Chand and Sons.
2. Kantiswaroop P.K Gupta, Manmohan - Operations Research - Sultan Chand and sons

References:

1. P.R. Vittal - Business mathematics and statistics - Margham Publications
2. L.R Potti - Operations Research - Yamuna Publications.

25CSA180

Data Analysis using EXCEL Lab

0 0 3 2

Course Objective:

The course covers spreadsheet fundamentals, analysis techniques, visualization, and task automation, preparing students for real-world applications.

Course Outcomes:

The student will be able to:

- CO1:** Gain proficiency in basic spreadsheet operations, functions, and formula usage.
- CO2:** Learn advanced spreadsheet functions for efficient data organization and analysis across multiple sheets.
- CO3:** Explore filtering capabilities and construct PivotTables for in-depth data analysis.
- CO4:** Develop skills in creating and customizing various types of charts to visually represent data effectively.
- CO5:** Understand macros and learn to create, record, and run them to automate repetitive tasks, increasing productivity.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	1	1	2	1	0	0	0	0	1	1	0	1	0	0
CO2	0	1	2	2	1	0	1	0	1	2	3	1	2	0	0
CO3	0	2	2	3	1	0	1	1	1	2	3	2	2	2	0
CO4	0	3	2	3	1	0	1	1	1	2	3	2	2	0	0
CO5	0	3	3	3	1	0	0	0	0	1	3	0	1	0	0

Unit 1

Introduction to Spreadsheets

Introduction to spreadsheets, reading data, manipulating data. Basic spreadsheet operations and functions, Using Formulas, Formula Functions – Sum, Average, if, Count, max, min, Proper, Upper, Lower, Using AutoSum, Advance Formulas

Unit 2

Spreadsheet Functions to Organize Data

Moving between Spreadsheets, Selecting Multiple Spreadsheets, Inserting and Deleting Spreadsheets Renaming Spreadsheets, Splitting the Screen, Freezing Panes, Copying and Pasting, Data between Spreadsheets, Hiding, protecting worksheets, Introduction to functions such as the IF, nested IF, VLOOKUP and HLOOKUP, Concatenate, Match, Count if, Text, Trim functions in Excel.

Unit 3

Introduction to Filtering, Pivot Tables, and Charts

Introduction to the Data filtering capabilities of Excel, the construction of Pivot Tables to organize data and introduction to charts in Excel. Creating Pivot Tables, manipulating a Pivot Table, Using the Pivot Table Toolbar, Changing Data Field, Properties, Displaying a Pivot Chart, Setting Pivot Table Options, Adding Subtotals to Pivot Tables.

Unit 4

Advanced Graphing and Charting

Constructing various Line, Bar and Pie charts. Using the Pivot chart features of Excel. Understanding and constructing Histograms and Scatter plots. Creating Charts, Different types of charts, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table,

Unit 5

Macros

Making Macros, Recording Macros, Running Macros, Deleting Macro

Reference:

1. Ash Narayan Sah - Data Analysis Using Microsoft Excel - Excel publications.

25COM201

INTRODUCTION TO CORPORATE ACCOUNTING

3 1 0 4

Course Objective:

To help the students to develop a solid foundation in advanced accounting principles and practices applicable to corporate entities, enabling them to effectively analyze, interpret, and prepare financial statements, implement GST accounting procedures, navigate complex corporate restructuring scenarios, and apply specialized accounting principles relevant to banking institutions. **Course**

Outcomes:

The students will be able to

CO1: To apply the principles of issuing shares at par, premium, and discount, and understand concepts like over-subscription and under-subscription.

CO2: To understand the different methods of issuing debentures and distinguish between shares and debentures.

CO3: To apply the format prescribed by the Companies Act for preparing Profit and Loss Account

and Balance Sheet of joint stock companies.

CO4: Understand the concepts of amalgamation, absorption, purchase consideration, and inter-company owing in the context of external reconstruction and apply these concepts in its execution

CO5: To apply the concepts as per the Banking Regulation Act for preparing Profit and Loss Account and Balance Sheet for banking companies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO3	1	1	2	1	0	0	0	0	0	1	3	0	1	1	1
CO4	2	2	2	1	0	0	0	0	0	1	2	0	1	1	1
CO5	2	2	2	1	0	0	0	0	0	1	3	0	1	1	1

Unit 1

Company Accounts- Share Capital- Shares and types of shares- Equity and Preference shares- types of Preference shares – Issue of Shares - Issue at par, premium and discount – Over subscription and under subscription - Pro-rata allotment- Calls in arrears and calls in advance - Forfeiture and reissue of shares - Surrender of shares- Distinction between forfeiture and surrender - Redemption of preference shares - Redemption out of capital and out of profits- Capital Redemption Reserve - Bonus Issue.

Unit 2

Debentures: Definition – Types of debentures- Issue of Debentures - For cash, for consideration other than cash and issued as collateral security - Distinction between share and debenture - Terms of issue of debentures - Interest on debentures- Journal entries - Practical problems.

Unit 3

Final Accounts of joint stock companies - Preparation of Profit and Loss Account and Balance Sheet as per the format prescribed by the Companies (Amendment) Act 2013 - GST Accounting – Journal Entries and adjustment of Input Tax Credit (Practical Problems) - segmentation accounting – meaning – definition – objectives.

Unit 4

External reconstruction - Amalgamation as per AS14- meaning – Absorption - Purchase consideration - Entries in the books of purchasing and vendor companies – inter-company owings - Internal reconstruction - Reduction of capital- Capital Reduction Account – Difference between internal and external reconstruction.

Unit 5

Accounts of Banking Companies - Rebate on Bills Discounted - Preparation of Profit and Loss Account and Balance Sheet of Banking Company.

Textbooks:

1. S. P. Jain - K. L. Narang – Advanced Accounting Vol. 2 - Kalyani Publishers.
2. S. N. Maheshwari - S. K. Maheshwari – Advanced Accountancy Vol. 2 - Vikas Publishers.

References:

1. R. L. Gupta - M. Radhaswamy – Advanced Accountancy Vol. 2 - Sultan Chand and Sons

2. C. Shukla, T.S. Grewal – Advanced Accounts Vol. 2 - S. Chand and Co.
3. R S N Pillai - Bagavathi – Fundamentals of Advanced Accounts Vol. 2 - S. Chand Publishers.

25LAW201

MERCANTILE LAWS

2 1 0 3

Course Objective:

To provide general awareness about some important laws relating to trade and industry.

Course Outcomes:

The student will be able:

CO1: To understand various legal aspects related to the law of contract.

CO2: To acquire knowledge of various laws relating to Bailment, Pledge, and Agency.

CO3: To obtain knowledge about the Negotiable Instruments Act.

CO4: To learn Sale of Goods Act concepts.

CO5: To equip students to follow Mercantile law practices and ITAct-2000.

														D14	D15
CO1									2	2	0				
CO2									2	2	0				
									2	2	0				
									3	2	0				
									3	2	0				

Unit 1

Law of contracts: Definition, essentials of a valid contract, offer and acceptance, consideration, Doctrine of Privity of contract, capacity to contract, Free consent, kinds of contracts, Creation of contract, discharge and breach of contracts, Termination of contract, remedies for breach of contract.

Unit 2

Specific Contracts: Indemnity and guarantee: Distinction between indemnity and guarantee, kinds of guarantee. Bailment and pledge: Requisites of bailment and pledge, law relating to lien, termination of bailment. Contract of agency: Definition and essentials of agency creation of agency – classification of agency- rights and duties of agent and principal – Types of agents - termination of agency.

Unit 3

Negotiable Instruments Act: Definition and types, maturity and grace days, payment in due course, parties to negotiable instruments, holder and holder in due course, endorsement, dishonour of negotiable instruments, discharge of negotiable instruments.

Unit 4

Contract of Sale of Goods: Essentials of a contract of sale, contract of sale and agreement to sell, conditions and warranties, caveat emptor, exceptions, transfer of ownership, transfer of title by non-owner, performance of contract, Unpaid seller, meaning and rights.

Unit 5

Indian Partnership Act: Definition of partnership, formation of partnership, firm, partner and firm name, registration of firm, types of partnership, dissolution of firm, Main features LLP under the Limited Liability Partnership Act 2008; Difference between LLP and general

Partnerships. The Information Technology Act 2000: An overview - Digital signature, electronic governance.

Textbooks:

1. K.C. Garg, V.K .Sareen, Mukesh Sharma - Chawla - Business Law - Kalyani Publishers
2. M.C. Kuchal - Mercantile Law - Sultan Chand and Sons

References:

1. Tulsian - Business Law - Mc Graw Hill
2. M.C. Shukla - Mercantile Law - S. Chand
3. Gulshan - Mercantile Law - Excel Books.

25COM205

INTRODUCTION TO INCOME TAX LAW AND PRACTICE

3 1 0 4

Course Objective:

To enable the students to understand the Indian scenario of tax law and familiarise them with the basic concepts of Income Tax Law in India.

Course outcome:

The students will be able to:

CO1: Understand important definitions as per the Income Tax Act

CO2: Determine the residential status and tax incidence for individuals and other entities.

CO3: Compute taxable salary considering all components and deductions.

CO4: Compute the income from house property, including allowable deductions under Section 24.

CO5: Compute the income from business or profession considering all specific deductions.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	1	0	1	0	0	0	1	0	2	2	1	2	2	1
CO2	1	1	1	1	0	0	1	1	0	3	2	1	1	1	1
CO3	2	2	2	1	0	0	1	1	0	2	2	1	1	1	1
CO4	2	1	2	1	0	1	0	1	0	2	2	1	1	1	1
CO5	1	2	3	1	0	2	1	2	0	3	2	1	2	1	1

Unit 1

Introduction to tax laws - Brief History of Income Tax in India - Concept of tax - Direct and Indirect taxes - Important definitions in the Income Tax Act: Assessee - Deemed Assessee - Assessee in Default - Assessment - Assessment year - Income - Person - Previous Year - Financial Year - Gross Total Income - Total Income – Tax avoidance - Tax evasion.

Unit 2

Determination of Residential status – individual – HUF - Company – AOP or BOI – any other person - Incidence of tax - Exempted income under section 10.

Unit 3

Salaries – Principles of salary - Scope of salary -Definition of term salary - Perquisites – Allowances – Profits in lieu of salary - Gratuity – Pension – Earned Leave salary - Retrenchment compensation - Leave Travel Concession - Provident fund - Deduction from Gross Salary - computation of taxable salary.

Unit 4

Income from house property – let out house and self-occupied house – annual value – Deemed to be let-out House Property- Unrealized rent - Deemed ownership and Co-ownership - Doctrine of mutuality - house properties exempted from tax - deduction u/s 24 - Computation of income from House Property.

Unit 5

Profits and gains from Business or Profession u/s 28 – Definitions – allowable expenses and disallowable expenses – Income Chargeable under the Head Profits & Gains of Business or Profession u/s 28 - Specific Deductions u/s 29 - Depreciation - Block of Assets - provision related to depreciation – Expenditure on Scientific Research u/s 35 - Other deductions u/s 36 - General deductions u/s 37(1) - computation of Income from Business or Profession Presumptive taxation: u/s's 44AD, 44ADA, 44AEAC.

Textbook:

1. Dr. H. C. Mehrotra, Dr. S. P. Goyal - Income Tax Law and Practice - Sahitya Bhawan Publications

References:

1. Dr. Vinod K. Singhania - Students Guide to Income Tax - Taxmann
2. Dr. Bhagwati Prasad - Direct Taxes law and Practice – Vishwa Prakashan

25COM211

FUNDAMENTALS OF COSTING

3 1 0 4

Course Objective:

To provide the students the knowledge of cost ascertainment, cost presentation and cost control and to understand different costing methods adopted by various concerns and its utilities.

Course Outcomes:

The student will be able to:

CO1: Understand the basic concepts of cost accounting and preparation of cost sheet

CO2: Gain knowledge on purchase procedure and control of material and pricing of material issues

CO3: Familiarise with the various methods of wage calculation

CO4: Understand the procedures in allocation, apportionment, re-apportionment and absorption of overheads

CO5: Construct operating cost sheet and process cost accounts

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	1	1	0	0	0	0	0	1	1	0	1	0	0
CO2	2	2	1	1	0	0	0	0	0	1	1	0	1	1	0
CO3	1	2	1	1	0	0	0	0	0	1	2	1	1	0	0
CO4	1	1	1	1	0	0	0	0	0	1	2	1	1	0	0
CO5	1	2	1	1	0	0	0	0	0	1	1	0	1	0	0

Unit1

Costing – meaning – objectives – cost - costing and cost accounting - advantages and disadvantages - cost accounting and financial accounting - cost accounting and management accounting - methods

of costing - cost classification - cost centre and cost unit - cost sheet- unit costing - expenses excluded from cost.

Unit 2

Materials - purchase procedure - centralized purchasing- decentralised purchasing - stock levels: minimum level - maximum level - Re-order Level, Average stock level - Danger level – EOQ - issue of materials–pricing of material issues: LIFO – FIFO - Simple Average -Weighted Average.

Unit 3

Labour - Time keeping and time booking - methods of wage payment: Time rate and piece rate system – Taylor’s differential piece rate system - Merrick’s multiple piece rate system - incentive systems (Halsey and Rowan) – overtime - idle time.

Unit 4

Overheads - meaning and classification - allocation and apportionment of overheads - primary and secondary overhead distribution summary – Direct re-distribution -Step ladder - Reciprocal services method – Repeated distribution - Simultaneous equation - Absorption of overheads - methods of absorption - machine hour rate - concept of over and under absorption of overheads.

Unit 5

Operating Costing - Transport costing - calculation of cost per kilometre - cost per passenger kilometre and cost per tonne-kilometre - Process Costing – meaning – features – advantages – disadvantages – principles- elements of production cost – process loss – normal and abnormal loss – abnormal gain.

Textbook:

1. S.P. Jain and K.L. Narang - Cost Accounting - Kalyani Publishers

References:

1. S.P. Iyengar - Cost Accounting Principles - Sultan Chand and Sons
2. Khanna Ahuja and Pandey – Practical Costing - S. Chand
3. B. S. Raman – Cost Accounting - United Publishers.

24ENV200

ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

3 1 0 4

Course Objective:

To provide a general understanding of our environment, problems during exploitation of natural resources, the importance of biodiversity and the need for its conservation, pollution and its impacts, and approaches for environment sustainability.

Course Outcomes:

The student will be able to:

CO1: Understand the over-exploitation of our natural resources and the need for Sustainable development.

CO2: Understand the concept of ecosystem, its structure and function and threats to Ecosystems.

CO3: Understand the concept of bio-diversity, its importance and conservation.

CO4: Classify pollution and its impacts

CO5: Inferring different approaches for attaining environmental sustainability.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	1	1	0	1	1	1	1	1	1	0	0
CO2	1	1	0	1	1	1	1	1	2	1	1	1	1	1	1
CO3	1	1	0	1	1	1	1	1	2	1	1	1	1	1	1
CO4	2	2	0	1	1	1	1	1	2	1	1	1	1	1	1
CO5	2	2	1	2	2	2	1	2	2	1	1	1	1	2	2

Unit 1

Multidisciplinary nature of environmental studies, Renewable and non-renewable Natural resources, Overexploitation and conservation of the following natural resources: forest, water, food, energy, mineral and land resources, Concept of sustainability, sustainable development, Concept of three R's (Reduce, Reuse, and Recycle), Concept of zero waste, Need for environmental education.

Unit 2

Concept of ecosystem. Components, structure and function of an eco-system, A brief description of forest ecosystem and desert ecosystem, Food chain and food web, Ecological Pyramids, Biogeochemical Cycles (examples-Carbon, Nitrogen and Phosphorous), Ecosystem Services (example forest), Threats to ecosystems, Conservation of ecosystems.

Unit 3

Concept of Biodiversity, hot spots of biodiversity, India as a mega diversity nation, Threats to biodiversity, Value of biodiversity, Brief description of economic valuation of biodiversity, Red Data Base and Red data Book, International Union for Conservation of Nature (**IUCN**), Red List of Threatened Species (Brief description), Conservation of biodiversity.

Unit 4

Pollution of air, acid rain, global warming and climate change, ozone layer depletion, Water pollution, Soil pollution. Industrial and urban solid wastes, Hospital wastes, Hazardous waste, Collection, segregation of solid wastes, Different household disposal methods for degradable solid wastes, Commercial water purification devices for households, Plastic pollution, microplastics and its environmental and health effects, E-waste.

Unit 5

Ecological foot prints, brief description of Carbon Footprint and Water Footprint, Linear and Circular resource management, System thinking, Industrial ecosystems, Environmental Impact Assessment (EIA), Environment Management Plan (EMP), Green Technology, Green Business, Green Accounting, Green Buildings, Eco-Labeling, Sustainable (Green) Cities, Role of individuals in the up keeping of environment.

Textbooks:

1. Palanisamy P. N., Manikandan P., Geetha A., Manjula Ran – Environmental Science - Pearson Education.
2. Harikumar P.N., Susha D., Manoj Narayanan K. S. – Environment management and human rights - Himalaya Publishing House.
3. Asthana D.K - Meera Asthana – A Textbook of Environmental Studies - S. Chand & Company

References:

1. Bala Krishnamoorthy – Environmental Management: Text and Cases - PHI
2. Jacob Thomas – Environmental management: Text and Cases - Pearson.

25COM214

ADVANCED CONCEPTS OF INCOME TAX LAW

3 1 0 4

Course Objective:

To develop students' proficiency in the application of Indian tax laws, focusing on the accurate computation of taxable income from various sources, including capital gains, other sources, and agricultural income and understanding the provisions for deductions, set-offs, and exemptions.

Course Outcomes:

The students will be able to

CO1: Understand the concept of capital gain and Computation of LTCG and STCG.

CO2: Compute the income from other sources.

CO3: Understand the provisions related to the set-off and carry forward of losses.

CO4: Identify various deductions available under Sections 80C to 80U for the computation of total income.

CO5: Explain the treatment of agricultural income and its impact on total income.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	0	0	1	0	2	2	1	2	2	1
CO2	1	2	2	1	0	0	1	1	0	3	2	1	1	1	1
CO3	2	2	2	1	0	0	1	1	0	2	2	1	1	1	1
CO4	2	2	2	1	0	0	1	1	0	2	2	1	1	1	1
CO5	1	2	1	1	0	0	1	1	0	2	2	1	2	1	1

Unit 1

Capital Gains - Capital Assets - Transfer of capital asset - Transactions not Regarded as Transfer (Sec. 46 & 47) - Cost of acquisition - Cost of improvement - Indexed Cost of Acquisition - Indexed Cost of Improvement - Exemptions in respect of capital gains - Treatment of capital loss (Section 74) - Tax on capital gains (Section 111 A) - Capital gain in exceptional cases - computation of capital gains.

Unit 2

Income from other sources - Incomes falling under the head income from other sources -dividend - interest on securities - Bond Washing Transactions – TDS- Deductions from income from other sources - Computation of income from other sources.

Unit 3

Set off and carry forward of losses –Clubbing of Income- Computation of GTI.

Unit 4

Deductions to be made from GTI - Deduction U/S 80C to 80U (in Detail)

Unit 5

Agricultural Income – Partly Agricultural Income and Partly Non-Agricultural Income - Computation of Agricultural Income – Rebate and relief of Tax – Computation of Total income of Individuals.

Textbooks:

1. H. C. Mehrotra, Dr. S. P. Goyal - Income Tax Law and Practice Sahitya Bhawan Publications

2. Vinod K. Singhania - Students Guide to Income Tax - Taxmann

References:

V. P. Gaur, D. B. Narang - Income Tax Law and Practice - Kalyani Publishers

1. T. S. Reddy, Y. Hari Prasad Reddy - Income Tax Theory Law and Practice - Margham Publication
2. Bhagwati Prasad - Direct Taxes Law and Practice – Vishwa Prakashan
3. Girish Ahuja, Dr. Ravi Gupta - Simplified Approach to Income Tax – Sahitya Bhawan Publishers

25LAW202

COMPANY LAW

210 3

Course Objective:

To gain proficiency in Company Law and regulations.

Course Outcome:

The students will be able to:

CO1: To understand basic concepts of the company and related documents.

CO2: To understand the rules regarding different types of Shares & Membership of companies.

CO3: To know the functions of directors and the conduction of company meetings.

CO4: To gain knowledge about the amalgamation and winding of companies

CO5: To analyse the global trends and developments in Company Law

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	0	0	0	0	0	0	1	3	0	0	0	0
CO2	0	0	0	0	0	0	0	0	0	1	2	0	0	0	0
CO3	0	0	0	0	0	0	0	0	0	2	3	0	0	0	0
CO4	0	0	0	0	0	0	0	0	0	1	2	0	0	0	0
CO5	0	0	0	0	0	0	3	0	0	1	1	0	0	0	0

Unit 1

Introduction to Company - Meaning, Definition, and characteristics- Types and Formation of Company - Concept of Corporate Veil - Definitions and Key Concepts- Memorandum of Association and Articles of Association - Alteration of Memorandum of Association and Articles of Association, Doctrine of Constructive Notice; Doctrine of Indoor Management.

Unit 2

Shares and Share Capital: Meaning and types of Capital – Promotion, Promoter - functions- Position and liabilities of promoters-Formalities of issuing prospectus- Mode of acquiring membership – Rights and privileges of members and shareholders - Issue of Share certificates; Transfer and Transmission of securities; Buyback of securities; dematerialization and re-materialization of shares; Members and Shareholders - Register of Members; Declaration of Beneficial Interest; Rectification of Register of Members - Shareholders Democracy; Shareholder’s agreement, Subscription Agreements, Veto powers.

Unit 3

Director - appointment, qualification and types- Power and Functions, Duties and Liabilities - Company meetings: Kinds of meeting; Requisites of a Valid meeting; Notice; Agenda; Quorum; Resolutions; Minutes of the Board Meeting.

Unit 4

Amalgamation and winding up: Merger and demerger – Amalgamation - Introduction of Compromises, Arrangement - Winding up - meaning, types and procedure – Payment of liabilities in the event of winding up - role of official liquidator.

Unit 5

Offences and penalties of Company under Companies Act 2013 - Global Trends and Developments in Company Law. Case Laws, Case Studies and Practical Aspects,

Textbooks:

1. Avtar Singh – Company Law – Eastern Book Company
2. GK Kapoor, Sanjay Dhamija – Company Law - Taxmann
3. C A Kamal Garg - Allied and Economic Laws - Bharat Law House

References:

1. ND Kapoor – Elements of Company Law – Sultan Chand and Sons
2. PPS Gonga – A Text Book of Company Law - S. Chand
3. Shukla, Jain – Company Law – Sahitya Bhavan

25CSA280

ACCOUNTING PACKAGES – TALLY LAB

1 0 2 2

Course Objective:

To enable students to understand the application of accounting through the accounting package – Tally.

Course Outcomes:

The student will be able:

CO1: To understand the fundamentals of bookkeeping and its importance in business operations.

CO2: To develop proficiency in Tally accounting software, including a chart of accounts, ledgers, and voucher entry.

CO3: To learn the effective management of inventory using Tally, including creating vouchers, handling purchase and sales orders, and invoicing.

CO4: To know Tally's reporting and printing capabilities, including bank reconciliation, budgeting, and cash flow analysis.

CO5: To practice the skills in applying taxes, including TDS and GST, and utilize advanced features like security controls and data export/import in Tally.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	1	0	0	1	0	0	0	0	0	0	0	0	0	0
CO2	3	2	1	0	2	1	0	0	0	0	0	0	0	0	0
CO3	3	2	2	1	2	1	0	0	0	0	0	0	0	0	0
CO4	2	2	2	2	2	1	1	0	0	0	0	0	0	0	0
CO5	3	3	2	2	3	2	1	1	0	0	0	0	0	0	0

Unit 1

Introduction – Basics of book keeping – importance – types of records – Getting started with Tally – Company information – Features and configuration.

Unit 2

Tally accounting - Chart of accounts – Ledgers – vouchers – financial and trading vouchers - advanced voucher entry.

Unit 3

Tally inventory – basics of inventory – inventory vouchers – purchase and sales orders invoicing – bill of materials – price list – Cost category and cost centres.

Unit 4

Display and reporting – reporting and printing – bank reconciliation – budgeting – cash and funds flow – payroll voucher and pay report.

Unit 5

Application of taxes – TDS – Goods and Service Tax (GST) – Introduction, Tax rate structure and setup in tally prime, invoicing in GST, Input Credit mechanism, GST Adjustment -Expert features – security controls – tally audit – export and import of data – splitting financial years.

Textbook:

1. Nadhani – Tally ERP 9 Training Guide – BPB Publication

References:

1. Roopa - Tally for everyone –Add to Cart Publishing
2. Kogent Learning Solutions – Tally ERP 9 in Simple Steps - Dreamtech Publication
3. Dinesh Maidasani – Mastering Tally ERP 9 - Firewall Media.

25COM301**BUSINESS ANALYTICS****3 0 2 4****Course Objectives:**

To enable the students to strengthen their basic knowledge on analytical skills and apply this knowledge to the spectrum of business.

Course Outcomes:

The students will able:

CO1: To understand business analytics and its applications

CO2: To understand sources and collection of data

CO3: To familiarize Data mining concepts and Data warehousing techniques

CO4: To understand data integrations and Dimensional Model

CO5: To understand data visualization using WEKA

	PO 1	PO2	PO 3		PO5	PO6	PO7	PO8	PO9								
C											1	1	1	1	1	1	1
O											1	1	2	3	4	5	5
1											1	1	1	1	1	1	1
C											1	1	1	1	2	1	1
O											1	1	1	1	1	1	1
2											1	1	1	1	1	1	1
C											1	1	1	1	1	1	1

O 3																			
C O 4										0	1	1	0	1	0				
C O 5										0	1	1	0	0	0				

Unit 1

Introduction to Business Analytics – Meaning – Definition-Need for Business Analytics – Benefits- Data Scientist vs. Data Engineer vs. Business Analyst - Career in Business Analytics-Types of Business Analytics-Analytics in various fields.

Unit 2

Data Collection-Data Management - Sources of data - Importance of data quality - Dealing with missing or incomplete data - Data Visualization - Data Classification.

Measures of central tendency and dispersion of a data set – Probability- conditional probability- Bayes theorem- Simple linear regression- coefficient of determination-Multiple linear regression -coefficient of multiple coefficients of determination.

Unit 3

Data Mining – Meaning- Data Warehouse- Related technologies - Machine Learning – DBMS – OLAP – Statistics- Stages of the Data Mining Process-Data Mining Techniques- Data cleaning- Data transformation.

Introduction to OLTP and OLAP – OLTP – OLAP – Different OLAP Architectures – OLAP operations -OLTP and OLAP – Data models for OLTP and OLAP – Role of OLAP Tools in BI Architecture

Unit 4

Data Integration – Data Warehouse – Goals – Data sources – Extract – Transform, Load – Data Integration – Technologies – Data Quality maintenance – Data profiling - Data Modelling – Basics – Types – Techniques – Fact table – Dimension Table – Typical Dimensional Models – Dimensional modelling life cycle – Designing the Dimensional Model

Unit 5

Data Mining Tool: Introduction to WEKA – Loading the data (Simple) - Filtering attributes (Simple) - Selecting attributes (Intermediate) – Training a classifier (Simple) - Building your own classifier (Advanced) - Tree visualization (Intermediate) - Testing and evaluating your models (Simple)Regression models (Simple) - Association rules (Intermediate) - Clustering (Simple) - Reusing models (Intermediate) - Data mining in direct marketing (Simple) - Using Weka for stock value forecasting (Advanced).

References:

1. Pang-Ning Tan - Introduction to Data Mining - Pearson Education
2. Jiawei Han, Micheline Kamber, Jian Pei - Data Mining Concepts and Techniques - Elsevier
3. Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann - Business Analytics – Cengage Learning

Course Objective:

The objective of the course is to acquaint the students with an understanding of the applications of various tools and techniques of management accounting.

Course Outcomes:

The student will be able:

CO1: To understand the basic concepts of management accounting and its role in the management process, as well as the relationship between management accounting and cost accounting.

CO2: To understand the concept of marginal costing and apply marginal costing techniques to prepare marginal cost statements and perform cost-volume-profit analysis.

CO3: To understand the classification of ratios and their use in evaluating financial performance and apply ratio analysis techniques to analyse financial statements and make informed business decisions.

CO4: To understand the fund flow statement and cash flow statement and apply the same for decision-making.

CO5: To understand different types of budgeting techniques and apply the same for budgetary control.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	1	1	1	0	0	0	0	0	1	2	1	1	1	1
CO3	2	2	2	1	0	0	0	0	0	1	3	1	1	1	1
CO4	2	2	2	1	0	0	0	0	0	1	2	1	1	1	1
CO5	2	2	2	1	0	0	0	0	0	1	3	2	1	1	1

Unit 1

Management Accounting: Meaning – definition – Advantages – disadvantages – Functions – Scope - Role of Management Accounting in Management Process - Relationship between Management Accounting and Cost Accounting - Recent Trends in Management Reporting.

Unit 2

Marginal Costing - Features - Advantages – Disadvantages - Determination of Cost and Profit Under Marginal Costing – Contribution - Profit/Volume Ratio - Marginal Cost Statement - Break Even Analysis - Angle of Incidence -Margin of Safety - Cash Break Even Point - Composite Break Even Point - Cost-Volume Profit Analysis (CVP Analysis) – Assumptions.

Unit 3

Ratio analysis – meaning - Use and Significance of Ratio analysis – limitations - Classification of Ratios - Liquidity Ratios - solvency ratios - Activity Ratios - Profitability ratios - Market test ratios.

Unit 4

Fund flow statement – meaning – importance - Difference between funds flow statement, balance sheet and income statement – Statement of changes in working capital– Fund from operation – preparation of fund flow statement - limitations - Cash flow statement – meaning

– uses - cash from operation - preparation of cash flow statement

Unit 5

Budget and Budgetary Control - Advantages of Budgetary Control - Objectives - Limitations of Budgetary Control - Functional budgets - Sales Budget - Production Budget - Materials Budget - Purchase Budget - Cash Budget - Preparation of Cash Budget - Flexible Budget – Preparation of flexible budget - Difference between Fixed and Flexible Budgets - Zero-based Budgeting.

Textbooks:

1. R.S.N. Pillai and Bagavathi – Management Accounting - S. Chand
2. Jain and Narang – Cost and Management Accounting - Kalyani Publishers

References:

1. S. N. Maheswary – Principles of Management Accounting - Sultan Chand
2. Murthy and Gurusamy – Management Accounting – McGraw Hill

25COM306

INTRODUCTION TO RESEARCH PROJECTS

3 0 0 3

Course Objective: To equip students to conduct research in different areas of business effectively.

Course outcomes:

The student will be able:

CO1: To understand the basic concepts of research and types of research.

CO2: To describe the data collection methods and employ the various data collection tools.

CO3: To identify the appropriate sampling techniques to be used for the research problem.

CO4: To analyze the data collected by applying the appropriate statistical tools and test the formulated hypotheses.

CO5: To develop the skill of drafting research reports.

	PO1		PC4				PO9			PO12				
	1	1	1			1	1	0	1	1			0	0
	1	1	2			0	1	0	1	1			1	1
	2	1	1			1	1	0	1	1			2	2
	2	3	2			1	1	0	1	2			2	2
	1	1	2			1	1	1	1	2			2	2

Unit 1

Meaning of research –objectives of research – importance of research in different fields with

special reference to commerce and management. Types of research – defining a research problem – literature review – research design- Different steps.

Unit 2

Meaning and importance of data in research. Collection of data – observation methods, interview method, questionnaire, and schedule method of data collection. Census method of data collection.

Unit 3

Sampling design and different sampling techniques – their advantages and disadvantages. Probability methods – random sampling, systematic sampling, and stratified sampling, non-probability methods – convenience sampling, judgment sampling, quota sampling – merits of sampling.

Unit 4

Classification and analysis of data. Tabulation – advantages, types of tables – inclusive and exclusive tables – open end tables – qualities of a good table, parts of a statistical table – design of tables. Types of analysis of data – Time series analysis – diagrams and graphs – construction of graphs, bar diagrams, histograms, frequency polygon, and frequency curves – ogives. Hypothesis, testing of hypothesis.

Unit 5

Components of a research project, Preparation of project report. Appendices and bibliography.

Text Books:

1. Khunte LG, S Sree Priya, Muthulakshmi R and Susan Mathew – Research Methodology and Publication Ethics - Rest Publisher
2. K. M. Vineeth and M. C. Dileep Kumar – Research Methodology - Kalyani Publishers
3. Andy Field - Discovering Statistics using IBM SPSS STATISTICS - Sage Publication (4th Edition)

References:

1. Kothari – Research Methodology - New Age Publishers
2. Ranjit Kumar – Research Methodology: A Step-by-Step Guide for Beginners - Pearson
3. Anil Tandon – Research Methodology: Methods and Techniques - S. Chand Publication.
4. Paneerselvam – Research Methodology - PHI

25BUS312

FINANCIAL MANAGEMENT CONCEPTS

3 1 0 4

Course Objective:

The objective is to develop students with the knowledge and skills expected of a finance manager, working in finance function, in relation to understanding finance function and its environment, managing working capital, investment, financing, dividend policy decisions and managing risks. It also equips students with latest technology and employability skills to meet industry expectations.

Course Outcomes:

The student will be able to:

CO1: To familiarize the role and purpose of the financial management function within a business and understand economic conditions under which the decisions are made

CO2: To discuss, evaluate and apply various working capital management techniques and equip the skills to use various investment appraisal techniques to select a project adjusting for risk and uncertainty and understand specific investment decisions.

CO3: To understand the various sources of business finance, including dividend policy and how much finance can be raised from within the business and understand cost of capital and other factors that influence the choice of the type of capital raised by the business

CO4: To examine principles underlying the valuation of business and financial assets, including the impact of cost of capital on the value of business and to introduce different risks in business and to comprehend main types of forex and interest rate risks evaluate main techniques used to manage risks in business

CO5: To introduce appropriate digital and employability skills in preparing for and taking the

professional manner to tackle the examination.

				PO5			P O 8	P O 9		P O 11		PO13			
C C 1		0		0	0		0	0		2	0			1	1
C O 2		0		1	0		0	0		1	0			1	1
C O 3		0			0		0	0		1	0			1	1
C O 4		0		1	0		0	0		1	0			1	1
C O 5		0		0	0		0	0		2	0			1	1

Unit 1: Financial management function and its environment

The nature and purpose of financial management – relationship between financial management and management accounting

Financial objectives and relationship with corporate strategy and objectives – shareholder wealth maximization - profit maximization – earnings per share growth

Stakeholders and impact on corporate objectives – conflict between different objectives – agency theory – measuring corporate objectives – ratio analysis – corporate governance regulations

Financial and other objectives in not-for-profit organisations – value for money audits – three Es for not-for-profit-Organisation

The economic environment for business – macroeconomic policy targets - role of fiscal, monetary, interest rate and exchange rate policies in achieving macroeconomic policy targets - competition policy - government assistance for business - green policies – corporate governance

The nature and role of financial markets and institutions market – role of financial intermediaries – variety of security in terms of risk and return – impact of fintech

The nature and role of money markets - the role of banks and other financial institutions in the operation of the money markets - interest-bearing instruments - discount instruments - derivative products

Unit 2: Working capital management and Investment appraisal

The nature, elements and importance of working capital – cash operating cycle – accounts payables and receivables management techniques - liquidity and activity ratios – Economic Order Quantity – Just In Time – preparing cash flow forecasts– trade credit – bulk discounts – early settlement discounts - managing foreign accounts payables - - centralized treasury management - Baumol model and the Miller-Orr model – investing short term

Determining working capital needs and funding strategies - calculate the level of working capital – working capital cycle working capital funding strategies - distinction between permanent and fluctuating current assets - matching principle - relative costs and benefits of aggressive, Value – reasons for capital rationing

conservative and matching funding policies - management attitudes to risk Investment appraisal techniques – relevant cash flows – payback period – discounted payback period – accounting rate of return – Net Present Value – Internal Rate of Return – allowing for inflation and taxation — superiority of Discounted Cashflow methods over non-Discounted Cashflow methods - risk and uncertainty- sensitivity analysis to investment projects - probability analysis to investment projects - techniques of adjusting for risk and uncertainty in investment appraisal – simulation - adjusted payback - risk-adjusted discount rates
Specific investment decisions (Lease or buy, asset replacement, capital rationing) - leasing and borrowing to buy using the before- and after-tax costs of debt - asset replacement decisions - investment decisions under single-period capital rationing – Profitability Index – Net Present

Unit 3: Business finance

Sources of, and raising, business finance -short-term sources of finance – overdraft - short-term loan - trade credit – lease finance - long-term sources of finance - equity finance - debt finance - lease finance - venture capital - methods of raising equity finance – rights issue – placing – public offer – stock exchange listing - Islamic finance – concept of riba – Murabaha – Ijara – Mudaraba – Sukuk - Musharaka .- internal sources of finance – retained earnings – increasing working capital efficiency - relationship between dividend policy and the financing decision – alternatives to cash dividends - legal constraints, liquidity, shareholder expectations and alternatives to cash dividends

Estimating cost of capital – dividend growth model – systematic and unsystematic risks – capital asset pricing model – estimating cost of debt – estimating Weighted Average Cost of Capital using book value and market value weightings

Sources of finance and their relative costs – risk-return relationship – creditor hierarchy – problems high levels of gearing – impact of sources of finance on financial position – gearing ratio analysis – cash flow forecasting - lease or buy – relationship between cost of capital and value of company – project specific cost of capital – Capital Asset Pricing Model and cost of capital

Capital structure theories – traditional view – Modigliani and Miller capital structure theories – pecking order theory

Finance for small and medium sized businesses - business angel financing -government assistance - supply chain financing - crowdfunding & peer-to-peer funding.

Unit 4: Business Valuation

Nature and purpose of the valuation of business and financial assets - reasons for valuing businesses and financial assets – limitations of information

Models for valuation of shares - asset-based valuation models - net book value (statement of financial position) basis - net realisable value basis - net replacement cost basis - income- based valuation models – Price / Earnings ratio method – earnings yield method - cash flow-based valuation models - dividend valuation model - the dividend growth model - discounted cash flow basis.

The valuation of debt and other financial assets - valuation methods - irredeemable debt - redeemable debt - convertible debt - preference shares

Efficient Market Hypothesis (EMH) and practical considerations in the valuation of shares - weak form efficiency, semi-strong form efficiency and strong form efficiency - practical considerations in the valuation of shares - significance of investor speculation – behavioural finance

Unit 5: Risk management and technology and employability skills

The nature and types of risk and approaches to risk management – foreign exchange risk - translation risk - transaction risk - economic risk – interest rate risk - gap exposure - basis risk. Causes of exchange rate differences and interest rate fluctuations - balance of payments - purchasing power parity theory - interest rate parity theory - four-way equivalence - forecast exchange rates - purchasing power parity - interest rate parity - structure of interest rates and yield curves - expectations theory - liquidity preference theory - market segmentation

Hedging techniques for foreign currency risk - currency of invoice - netting and matching
- leading and lagging - forward exchange contracts - money market hedging - asset and liability management - foreign currency derivatives used to hedge foreign currency risk

Hedging techniques for interest rate risk - matching and smoothing - asset and liability management - forward rate agreements – interest rate swaps – collars

Use computer technology to efficiently access and manipulate relevant information

Work on relevant response options, using available functions and technology, as would be required in the workplace

Navigate windows and computer screens to create and amend responses to exam requirements, using the appropriate tools

Present data and information effectively, using the appropriate tools

Text Book:

1. R. M. Srivastava – Financial Management - Oxford University Press.

References:

1. Shashi K. Gupta, R. K. Sharma – Financial Management Theory and Practice - Kalyani Publishers
2. IM Pandey – Essentials of Financial Management - Vikas Publishing
3. P. C. Tulsian – Financial Management - S. Chand
4. Prasanna Chandra – Fundamentals of Financial Management - TMH
5. S. C. Kuchhal – Financial management: An Analytical and Conceptual Approach - Vikas Publishing House.
6. Financial Management material (2022-23) from Kaplan Publishers
7. ACCA: Financial Management material (2022-23) from BPP Publishers
8. ACCA: Financial Management material (2022-23) from Becker Publishers

Course Objective:

To equip students with the knowledge and skills for entrepreneurial endeavours.

Course Outcomes:

The student will be able to:

CO1: Understand the basic concepts of entrepreneurship and entrepreneurs.

CO2: Gain knowledge about the different sources of business ideas and business evaluation.

CO3: Understand various factors for starting up a business and to gain knowledge about entrepreneurship development programs

CO4: Gain knowledge on various institutional support and incentives.

CO5: Understand the role of MSMEs in promoting entrepreneurship.

	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O11	O12	O13	PO14	O15
CO1	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0
CO2	1	0	0	1	1	0	0	0	0	1	1	1	1	1	1
CO3	1	0	0	2	1	0	0	0	0	2	2	0	1	1	1
CO4	1	0	0	1	0	0	0	0	0	2	1	0	1	1	1
CO5	1	0	0	1	0	0	0	0	0	1	1	1	1	1	1

Unit 1

Entrepreneurship – Definition – Entrepreneurial Characteristics and Skills - Functions of An Entrepreneur - Types of Entrepreneurs – Entrepreneurship - Advantages and Disadvantages –

Women Entrepreneurship - Need - Prospects and Problems and remedies of Women Entrepreneurs- Role of Entrepreneurship in economic development of the country.

Unit 2

Business Idea - Sources of Business Idea - Business Idea Evaluation - Porter's Five Force Model - SWOT Analysis - Brainstorming. Intellectual Property – Trademarks – Patents – Copyrights - Geographical Indications. Business Plan - Process of Writing a Business Plan - Uses – Kinds.

Unit 3

Starting up of a Business – Basic Start-up Problems - Buying a Business - Process of Buying - Franchising - Challenges of Buying a Business. Entrepreneurship Development Programmes – Needs- Stages and Limitations.

Unit 4

Institutional support and incentives to entrepreneurs-Types of finance- long term and short term – District Industries Centre (DIC) – Small Industries Development Corporation (SIDCO)- National Small Industries Corporation (NSIC)- Small Industries Development Bank of India (SIDBI)- Khadi Village Industry Commission (KVIC)- Small Industries Service Institute (SISI) – National Entrepreneurship Development Board (NEDB), Classification of Incentives.

Unit 5

MSMED Act 2006- Micro Small and Medium Enterprises (MSME)- Definition- Functions - Role of MSMEs in economic development – Causes of Sickness among MSMEs – Remedies to overcome sickness- Rehabilitation programmes.

Textbooks:

- 1) Rajeev Roy – Entrepreneurship - Oxford University Press.
- 2) Vasant Desai - Entrepreneurial Development - Himalaya Publishing House

References:

- 1) Dr. S. S. Khanka - Entrepreneurial Development - S. Chand Publications.
1. Robert D. Hisrich – Entrepreneurship - McGraw Hill

25COM311 AUDITING – PRINCIPLES AND APPLICATIONS**2 1 0 3****Course Objective:**

The aim of paper is to develop knowledge and understanding of the process of carrying out assurance engagements such as external audits and internal audits & their application in the context of the professional regulatory framework.

Course Outcomes:

Students will be able to:

- CO1:** Understand the concept of audit and assurance, its framework and regulations.
- CO2:** Understand how the auditor obtains and accepts audit engagements, assesses audit risk and plans an audit
- CO3:** Describe and evaluate internal controls & understand internal audit
- CO4:** Identify and describe the audit evidence obtained by the auditor through audit Procedures
- CO5:** Understand the importance of subsequent events review, going concern principle, written representations, and the final review.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	0	1	1	0	0	0	0	0	1	2	0	1	1	1
CO3	1	0	2	1	0	0	0	0	0	1	2	0	1	0	1
CO4	1	0	1	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	0	0	1	0	0	0	0	0	1	1	1	1	1	0

Unit 1: Audit framework & regulation

Concept of audit & assurance - objective and general principles of external audit engagements - nature and development of audit and other assurance engagements - objectives of an assurance engagement - Elements of an assurance engagement - Types of assurance engagement

External Audits - regulatory environment within which external audits take place - reasons and mechanisms for the regulation of auditors - statutory regulations governing the appointment, rights, removal and resignation of auditors - limitations of external audits

Corporate Governance - objectives, relevance and importance of corporate governance - good corporate governance requirements relating to directors' responsibilities (e.g. for risk management and internal control) and the reporting responsibilities of auditors - corporate governance deficiencies and recommendations to allow compliance with codes of corporate governance - the structure and roles of audit committees.

Professional ethics - fundamental principles of professional ethics - the conceptual framework, including the threats to the fundamental principles - the safeguards to offset the threats

fundamental principles - the auditor's responsibility with regard to auditor independence, conflicts of interest and confidentiality.

Unit 2: Audit planning & risk assessment

Obtaining, accepting and continuing audit engagements – preconditions for an audit - importance and purpose of engagement letters and their contents - the overall objectives and importance of quality management procedures in conducting an Audit

Assessing audit risk –the components of audit risk. - the audit risks in the financial statements and auditor's response to each risk - concepts of materiality and performance materiality - calculating materiality levels from financial information

Understanding the entity & its environment - obtaining an initial understanding of the entity, its environment and the applicable financial reporting framework - the nature and purpose of analytical procedures in planning - Compute and interpret key ratios used in analytical procedures.

Audit planning & documentation - the need for, benefits of and importance of planning an audit - the contents of the overall audit strategy and audit plan - the difference between interim and final audit - the impact of the work performed during the interim audit on the final audit - the need for, and the importance of, audit documentation - the form and contents of working papers and supporting documentation

Unit 3: Internal control & Internal Audit

Systems of Internal control - the components of internal control - recording internal control systems including the use of narrative notes, flowcharts, organigrams and internal control questionnaires - Evaluate internal control components, including deficiencies and significant deficiencies in internal control – limitations of internal control

Test of control –computer systems controls including general IT controls and information processing controls - control objectives, control procedures, control activities, direct controls and tests of control in relation to various systems in an organization

Communication on internal controls

Internal audit and governance - differences between external audit and internal audit - the scope of the internal audit function, outsourcing and internal audit assignments

Unit 4: Audit evidence and Audit Procedures

Assertions and audit evidence - the assertions contained in the financial statements for transactions and account balances - various audit procedures to obtain audit evidence - differences between tests of control and substantive procedures

Audit sampling - the need for sampling - the differences between statistical and non- statistical sampling – the application of the basic principles of statistical sampling and other selective testing procedures

Audit of specific items - Audit of receivables, inventory, payables & accruals, bank & cash, tangible & intangible assets, share capital & reserves, directors' remuneration – details of audit checks for these items and reporting thereof – use of management representation

Automated tools and techniques

The work of others – experts - service organizations – Internal Auditors

Not-for-profit organization – audit techniques

Unit 5: Review & reporting

Subsequent events - the purpose of a subsequent events review - responsibilities of auditors Page 44 of 88

regarding subsequent events - the procedures to be undertaken in performing a subsequent events review

Going Concern - importance of and the need for going concern reviews - respective responsibilities of auditors and management regarding going concern - potential indicators that an entity is not a going concern - procedures to be applied in performing going concern reviews

Written representations - circumstances where written representations are necessary and the matters on which representations are commonly obtained

Final review – the importance of the overall review – the significance of uncorrected misstatements.

Independent auditors report – basic elements contained in the independent auditor's report - circumstances in which a modified audit opinion may be issued in the auditor's report - impact on the auditor's report when a modified opinion is issued - format and content of key audit matters, emphasis of matter and other matter paragraphs

References:

- Audit and Assurance: Kaplan Publishing
- Audit and Assurance: BPP learning media
- Audit and Assurance: Emily Woolf International
- S.K Basu: Auditing Principles & Techniques, Pearson
- Pankaj Garg., "Auditing and Assurance", Taxmann Publisher, 10th edition, New Delhi, 2022
- Jagdish Prakash – Auditing - Kalyani Publishers
- Kamal Gupta - Contemporary Auditing - McGraw Hill
- B. N. Tandon - A Handbook of Practical Auditing - Sultan Chand & Sons
- Sudharsanam, Tandon - A Handbook of Practical Auditing - S. Chand

Textbooks:

1. D P Jain - Auditing - Konark Publishers
2. R. G. Saxena - Principles and Practice of Auditing - Himalaya Publishing House

25COM312

Performance Management

3 0 0 3

The aim of the paper is to provide the means through which better results can be obtained from the organization, teams and individuals by understanding and managing performance within an agreed framework of planned goals, standards and competence requirements.

Course Objective:

- CO1:** This paper underpins the knowledge and skills in the area of management accounting techniques.
- CO2:** Apply the same to evaluate the performance of both commercial and public entities with the help of budgetary control measures and standard costing tools.
- CO3:** The aim is to set out performance measurement both financially and non- financially in the context of business objectives.
- CO4:** Application of risk scenarios in pricing decisions impacting the business performance.
- CO5:** Students will understand the technology and employability as the need for the hour relevant with performance management

Unit 1: Information system, data analytics and specialist cost and management accounting techniques

Sources of information, Information systems

Transaction Processing System, Management Information System, Executive Information System, Expert System.

Uses and benefits of big data and data analytics for planning, costing, decision-making and performance management

Challenges and risks of implementing and using big data and data analytics in an organization

Activity-based-costing – cost drivers, calculation of costs per driver & per unit

Target costing – derive a target cost in manufacturing & service industry Life

cycle costing – costs involved at different stages of life cycle

Throughput accounting – theory of constraints –Throughput Accounting Ratio (TPAR) – application in a multi-product entity;

Environmental accounting – management of environmental costs – accounting for environment costs

Unit 2: Advanced budgetary control and standard costing

Budgetary systems such as top-bottom, bottom-up, rolling, zero based, activity based, incremental budgets, flexed budgets

Quantitative analysis using high-low method

Applying learning curve model

Advanced variance analysis with material mix & yield variances, sales mix & quantity variances, planning & operational variances

Performance analysis with variances – assigning the variances to the managers

Unit 3: Pricing and decision-making techniques

Concept of relevant costs – determination of relevance with regard to a contextual decision – opportunity costs

Cost-volume-profit (CVP) relationship – Break-even point and margin of safety – estimation of target profit in single & multi-product scenario

Resource optimization in light of limiting factors – single or multiple factors

Make or buy decisions.

Factors affecting pricing of product or services

Price elasticity of demand – demand equation – calculate optimum selling price with $MR = MC$ equation

Pricing strategies such as skimming, penetration, differential, cost-plus pricing

Unit 4: Performance analysis and divisional performance

Understand & apply financial & non-financial performance indicators (KPIs)

Using Norton's Balanced Scorecard model and Fitzgerald & Moon's Building Block model for performance measurement

Using Value-for-money approach for not-for-profit organizations

Economy, efficiency & effectiveness approach

Mechanism for evaluating the performance of a business division and the divisional managers – tools such as Return on Investment (ROI), Residual Income (RI)

Impact of transfer pricing on divisional performance – methods of setting transfer prices

Unit 5: Risk analysis in business decisions, behavioral considerations and Employability and technology

Understand the risk & uncertainty in short term and their impact on business decisions

Apply techniques of Maximax, maximin and minimax regret

Use of expected value technique

Decision tree

Value of perfect & imperfect information

Need to factor external considerations in performance management such as environment, market conditions and stakeholder impact

Illustrate how behavioral aspects affect the performance of an organization

External considerations and the impact on performance.

Reference Books:

- ACCA Study Material 2022-23 by Kaplan
- Performance Management - Dr. C. Appa Rao
- Performance Management - Soumendra Narain Bagchi
- Cost & Management Accounting Taxman Publications Pvt. Ltd. By N.S. Zed
- Cost & Management Accounting Taxman Publications Pvt. Ltd. By Deepak Jain
- Cost and Management Accounting; Kalyani Publishers

**25COM313 INTRODUCTION TO INTERNATIONAL FINANCIAL REPORTING STANDARDS
3 0 0 3****Course Objective:**

The paper aims to develop knowledge and skills in the understanding and application of accounting standards and the conceptual and regulatory frameworks of accounting for the preparation of financial statements of single and group entities. The aim of the syllabus is to develop knowledge and skills in understanding and applying IFRS Standards and the theoretical framework in the preparation of financial statements of entities, including groups and how to analyze and interpret those financial statements.

Course Outcome:

The students will able:

CO1: Assess the importance of conceptual framework and its relevance to financial Reporting

CO2: Acquire a sound knowledge about the IFRS/IAS principles and apply them to account for various business transactions

CO3: Understand the preparation of individual financial statements of a company using the knowledge about IFRS/IAS

CO4: Understand the preparation of consolidated financial statements of a company using the knowledge about IFRS/IAS

CO5: Using ratios and non-financial information, analyse and interpret the financial statement of a company

Unit 1: Conceptual and Regulatory Framework for Financial Reporting

Conceptual Framework – Meaning, Need and Alternatives – Qualitative Characteristics of financial information (Fundamental and Enhancing characteristics) - Recognition and measurement criteria of elements of FS - Measurement bases in financial statements including relative advantage and disadvantage of each base

Need for Regulatory Framework - Role of various regulatory bodies - Difference between principle based and rule-based framework – Standard setting process

Unit 2: Application of accounting standards for transactions

Asset based standards such as

Property, plant, and equipment,

Intangible assets,

Borrowing costs,

Investment property,

Impairment of assets,

Non-current assets held for sale and discontinued operations,

Inventory & biological assets,

Provisions & contingencies,

Events after reporting period,

Accounting policies, estimates & errors,

Incomes Taxes including accounting for current tax and deferred tax,

Government Grants,

Effects of changes in foreign exchange rates,

Leases,

Financial Instruments (excluding hedge accounting & impairment of financial assets),

Earnings Per Share – Basic and Diluted

Fair Value Measurement

Revenue recognition for contracts where performance obligations are satisfied over time or at a point in time

Unit 3: Preparation & presentation of individual financial statements

Thorough knowledge of preparation & presentation of financial statements by incorporating the effects of the accounting standards (covered in module 2& 3 only) – Preparing full or extracts of statement of profit or loss and other comprehensive income, statement of financial position and statement of changes in equity - Prepare extracts from a statement of cash flows for a single entity (not a group) in accordance with relevant IFRS Standards using the indirect method only

Unit 4: Preparation of consolidated statement of financial position

Concept of group – concepts of parent, subsidiary & associate – concept of control of parent over subsidiary – concept of non-controlling interest – basics of consolidation – identify which entity should prepare consolidated financial statements, Concept of pre and post-acquisition profits - circumstances where it is permitted not to consolidate a subsidiary

Consolidated financial statements (excluding group cash flow statement) for a simple group with one subsidiary and/or one associate – computation of fair value of net assets, Consolidated goodwill and Non-Controlling Interest (NCI) on date of acquisition -Computation of group retained earnings and other reserves on date of consolidation – fair value adjustments on consolidation – effects of intra-group trading on consolidation – effect of disposal of parent’s investment in subsidiary in parent’s individual financial statements and in consolidated financial statements – Impact of goodwill impairment - effect of the disposal of a parent’s investment in a subsidiary in the parent’s individual

financial statements

Unit 5: Analysis of financial statements of single entity and group

Problems of Historical cost accounting, Manipulations in FS using creative accounting and window dressing – Impact of seasonal trading and major acquisition on interpretations – Limitations of interpretation techniques while using consolidated FS - Calculation and interpretation of accounting ratios and trends to address users’ and stakeholders’ needs, Analyse the financial performance and position of an entity using the financial statements – Using non-financial information in interpretation - Use of ratios in performance evaluation, Trend analysis, Comparison with competition or industry average - Limitation of interpretation techniques - Interpretation of the financial statement of a specialised, not for-profit or public sector organisation

Reference Books:

- Kaplan Publishing ACCA Financial Reporting - Study text and Exam Kit – (2022-2023 exams)
- BPP Publishing Media – ACCA Financial Reporting – Workbook and Practice Revision Kit – (2022-2023)
- M P Vijay Kumar: Financial Reporting, Snow white Publications
- Sehgal and Sehgal (Volume 1 and 2). Advanced Accountancy. Taxmann
- Hanif and Mukherjee. Financial Accountancy Advanced Accountancy. Taxmann Publishers
- S. N. Maheswari. Advanced Accountancy. Himalaya Publishing Company
- Frank Wood. Business accounting Volume 1. Pearson Publishers

25COM401

CORPORATE ACCOUNTING

3 1 0 4

Course objective:

To provide students with a deep understanding of advanced accounting principles and practices, including voyage accounts, life insurance accounts, holding company accounts, liquidation procedures, and the double account system.

Course outcomes

The students will able:

CO1: To apply knowledge of voyage accounts to analyze and prepare final accounts for farms.

CO2: To apply accounting principles to prepare final accounts for life insurance companies.

CO3: To understand the concept of holding companies and apply accounting principles to consolidate financial statements for holding companies.

CO4: To understand the procedures involved in the liquidation of companies, including preparing statements of affairs and deficiency/surplus accounts.

CO5: To understand the features of the double account system and its differences from the single account system and apply double account system principles to prepare revenue accounts and general balance sheets.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	3	1	0	0	0	0	0	1	1	0	1	1	1

CO2	2	2	2	1	0	0	0	0	0	1	3	0	1	1	1
CO3	2	2	3	1	0	0	0	0	0	1	2	0	1	1	1
CO4	2	2	2	1	0	0	0	0	0	1	3	0	1	1	1
CO5	2	2	3	1	0	0	0	0	0	1	2	0	1	1	1

Unit 1

Voyage Accounts – Meaning of important terms – Voyage in Progress – Farm Accounts – Characteristics – Advantages and Disadvantages – Final Accounts of Farms.

Unit 2

Accounts of Life Insurance companies – Types of Insurance: Life Insurance, General Insurance - Final Accounts of Life Insurance Companies: Revenue Account, Profit and Loss Account and Balance Sheet.

Unit 3

Holding Company Accounts – Definition – Minority interest – Pre-acquisition or Post-acquisition Profits – Cost of control or goodwill – Preparation of consolidated Balance Sheet

Unit 4

Accounting for liquidation of companies – Preparation of Statement of Affairs – Deficiency/Surplus Account - Liquidator's Final Statement of Account – Receiver's Statement of Accounts.

Unit 5

Double Account system – Features of Double Account system – Difference between single entry system and double account system – Receipts and Expenditure on capital Accounts – Revenue Account – Net Revenue Account – General Balance Sheet – Replacement of an asset – Accounts of Electricity companies – Special financial provisions relating to electricity companies.

References:

1. S P Jain, K L Narang - Advanced Accounts Vol. 2 - Kalyani Publishers
2. Maheswari, Maheswari - Advanced Accountancy - Vikas Publishing House.
3. M C Shukla, S C Gupta - Advanced Accounts Vol.2 - S. Chand
4. Gupta, Agarwal - Advanced Accounts Vol.2 - Sultan Chand

25COM302 BUSINESS ETHICS AND CORPORATE GOVERNANCE

3 1 0 4

Course Objective:

The primary objective is to help students understand the relevance of ethics in their personal as well as professional lives.

Course Outcomes:

The student will be able:

CO1: To understand the concepts of business ethics and values.

CO2: To gain knowledge on ethical behavior in corporates.

CO3: To familiarize with the functional areas in Business Ethics.

CO4: To have a basic knowledge of Corporate Governance.

CO5: To familiarize with the theories and practices followed in the corporate sector.

	PO 1	P O 2	PO 3	PO 4	PO 5	PO 6	P O 7	P O 8	P O 9	PO1 0	PO1 1	P O 12	PO1 3	PO1 4	PO1 5
C O 1	1	0	0	1	0	0	0	3	0	1	2	0	0	1	1
C O 2	0	2	0	1	1	0	0	3	0	2	1	0	0	1	1
C O 3	0	2	0	1	1	0	0	3	0	1	1	0	0	1	1
C O 4	0	2	0	1	1	0	0	3	0	1	1	0	0	1	1
C O 5	0	2	0	1	0	0	0	3	0	1	2	0	0	1	1

Unit 1

Introduction – Concepts of ethics – Importance, Ethics and morality, Ethics and law, Ethics and ethos, Business Ethics – Meaning, scope, and benefits, Ethical theories, Values and its relevance in Management, role of Ethics in Business and Indian Value system, Various approaches to ethics- Indian examples.

Unit 2

Ethical Corporate Behaviour- stages of ethical behaviour, Ethical leadership with examples, Ethical Decision Making, Work ethics: nature and scope, Ethical issues at the workplace, Ethics and cultural issues, Environmental Ethics, Ethical dilemma, ethical displacement.

Unit 3

Ethics in Functional Areas: Operations, Marketing, Finance, HR & Information Technology, Recent challenges in ethics, Ethics in different countries.

Unit 4

Corporate Governance – concepts, relevance and importance – emergence of corporate governance in 21st century - Corporate Governance initiatives in India and abroad. Corporate Governance failures with examples, General ethical issues and the court verdicts in the domain of business ethics, obligation to stakeholders.

Unit 5

Theories of corporate governance – models - social audit – Ethical Issues-Corruption, - whistle blowing-competition-privacy-trade secrets, corporate governance in public sector undertakings and banks, Harassment & Discrimination.

Textbook:

1. Manisha Paliwal - Business Ethics - New Age International

References:

1. Joseph Petrick, John F Quinn - Management Ethics: Integrity at work - Sage Publishers
2. Sherlekar - Ethics in Management - Himalaya Publishing.

Course Objective:

To equip the students with an in-depth knowledge of derivatives and risk management, by giving them the knowledge of basics in options, Forwards, futures, and swaps.

Course Outcomes:

The students will be able to:

CO1: Understand the key terminology and definitions related to financial derivatives and risk management strategies.

CO2: Identify the pricing models of future contracts.

CO3: understand the role of options in hedging against market risk

CO4: Assessment of option market

CO5: Assess the effectiveness of risk management functions of swap transactions.

	P	P	P	P	P	P	P	P	P	0	1	2	3	4	P
C	1	0	0	0	0	0	0	0	0						0
C	1	0	1	0	0	0	0	0	0						1
C	1	0	0	0	0	0	0	0	0						1
C	1	0	1	0	0	0	0	0	0						1
C	1	0	1	0	0	0	0	0	0						1

Unit 1

Introduction to risk management - Meaning and need – significance -Types of risk - Types of risk management instruments -Forwards - Futures - Options – Swaps.

Unit 2

Financial derivatives - Meaning – Need- Evolution of financial derivatives markets in India – Derivative markets – Exchange - Participants - Functions - The regulatory framework of derivative trading in India - forward contracts – future contracts - Difference between forwards and futures - financial future - Future trading – currency futures- Interest rate futures - Pricing and valuation of future contracts - Value at risk - Hedging risk – Hedging with stock index future.

Unit 3

Options - meaning - need and significance – options and futures - fundamental option strategies - types of option – put – call - trading strategies of risk instruments - positions in options.

Unit 4

Pricing of options- intrinsic value and time value - pricing at the expiry of contract - factors affecting option pricing – put – call-parity pricing-models of pricing - binomial option - pricing models - Black Scholes pricing methods.

Unit 5

Swap - meaning and definition – development - the structure of swap dealing for risk management - interest rate swap - forward swap and swap option contracts - cancellable and extendable swaps- no generic swaps transactions, Currency swaps - Valuation and pricing of swaps.

Textbooks:

1. S L Gupta – Financial Derivatives: Theory, Concepts and Problems - PHI
2. Rajeev Srivastava - Derivatives and Risk Management - Oxford University Press

References:

1. S. S. S. Kumar – Financial Derivatives - PHI
2. Parasuraman N – Fundamentals of Financial Derivatives - Wiley India
3. Bishnupriya Mishra – Financial Derivatives - Excel Books
4. Bansal – Derivatives and Financial Innovations – McGraw Hill

25COM405 INTERNATIONAL FINANCIAL MANAGEMENT 3 0 0 3

Course Objective:

To provide a detailed outlook on the concepts of international financial management.

Course Outcomes:

The students will be able to:

CO1: Familiarise with international business and its modes

CO2: Understand the exchange rate mechanism

CO3: Understand the foreign exchange market

CO4: Understand the International Portfolio Management and Foreign Direct Investments

CO5: Understand the concepts of international financial markets and instruments

			P O 3			P O 7							PO 14	
C O 1			0		0	1			1	1	0		1	1
C O 2			1		0	1			1	1	1		1	1
C O 3			1		1	2			1	2	1		1	1
C O 4			1		0	1			1	2	1		1	1
C O 5			1		0	2			1	2	1		1	1

Unit 1

International Business and its Modes – Nature of International Financial Functions – Scope of International Financial Management – IFM and Domestic Financial Management – Fast Strides in

International Financial Functions. International flow of funds – Structure of Balance of Payments – Equilibrium, Disequilibrium and Adjustment – Approaches to Adjustment – Capital Account - Convertibility.

Unit 2

Developments in International Monetary System – Specie Commodity Standard – Gold Standard – Bretton Woods System of Exchange Rates – Exchange rate regime since 1973 – International Liquidity. Exchange Rate Mechanism – Exchange rate quotations – Nominal, Real and Effective exchange rates – Determination of exchange rate in the spot market – Factors influencing exchange

rate – Theories of exchange rate behaviour.

Unit 3

Foreign Exchange Market – distinctive features – major participants – spot market – forward market – Market for currency futures – the market for currency options. Forecasting Exchange Rates – Need for forecasts – Techniques of forecasting – Concept, Nature and Measurement of Foreign Exchange Exposure – Management of Foreign Exchange Exposure.

Unit 4

International Investment Decision: FDI – Theories of FDI – Costs and Benefits of FDI – Strategy for FDI - Evaluation and Management of Political Risk - International Portfolio Investment – Modes – Problems – Concept of Optimal Portfolio.

Unit 5

International Financial Market – Channels for flow of funds – selection of sources and forms of fund. International Banking – process of Internationalization – Financial Intermediation Function – Direction and purposes of lending – Lending Risk – Intermediation in the Foreign Exchange Market. International Financial Instruments: International equities – International Bonds - ADR, GDR and Gold Bullion market instruments – Financial Swaps.

Textbooks:

1. Uptakes Sharan – International Financial Management - PHI
2. Francis Cherunilam – International Business - PHI

References:

1. Madhu Vij - International Financial Management - Excel Books
2. P.G. Apte – International Financial Management – McGraw Hill
3. Seth – International Financial Management - Galgotia

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25COM481

QUANTITATIVE RESEARCH TOOLS LAB 204 4

Course Objective:

The main objective of the course is to equip the students to design a questionnaire to get primary data; design tables to represent the data collected with the questionnaire, prepare a manuscript of a Research paper for publication, and to calculate the impact factor of journals.

Course Outcomes:

The student will be able:

- CO1:** To Pre-test a questionnaire to get primary data analysis using SPSS
- CO2:** To analyse the questionnaire using AMOS
- CO3:** To design a research paper using Templates available.
- CO4:** To Prepare of manuscript of the Research paper for Publication.

CO5: To calculate the Impact factor of journals for publication with high credentials

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	1	2	1	0	0	0	1	0	1	1	3	1	1	1
CO2	1	1	2	1	0	0	0	1	0	3	2	3	1	1	1
CO3	1	1	2	1	0	0	0	1	0	1	1	3	1	1	1
CO4	2	1	3	1	0	0	0	1	1	2	2	3	1	1	1
CO5	2	1	2	1	1	1	0	2	1	1	1	3	1	1	1

Unit 1

Introduction to SPSS – Checking of – reliability – normality – Validity – identifying the appropriate tools for analysing the collected data – interpreting the results.

Unit 2

Introduction to AMOS – Checking of reliability – normality – Validity – identifying the appropriate tools for analysing the collected data – interpreting the results.

Unit 3

Designing of Research Papers with templates of UGC CARE and Scopus Indexed journals.

Unit 4

Preparation of Manuscript for Publication.

Unit 5

Understanding the Impact Factor of Journals and high credentials journals in specific areas.

Textbooks:

1. Khunte L G, S. Sree Priya, R. Muthulakshmi, Susan Mathew - Research Methodology and Publication Ethics - REST Publishers.
2. Kothari – Research Methodology - New Age Publishers

References:

1. Dr. Lalit Prasad, Dr. Priyanka Mishra - Data Analysis using SPSS: Text and Cases, For Researchers, Teachers and Students – Nirali Prakashan
2. Joel Collier - Applied Structural Equation Modeling using AMOS: Basic to Advanced Techniques - Routledge

25COM495

RESEARCH METHODOLOGY – I

3 1 0 4

Course Objective:

To equip students with the skills and knowledge necessary to design, conduct, analyse and ethically present research using theoretical frameworks and appropriate statistical tests.

Course Outcomes:

The student will be able:

CO1. To understand the concept of theoretical and conceptual framework in research.

CO2. To understand the basic concepts of measurement and scaling.

CO3. To gain knowledge of time series analysis

CO4. To perform parametric and non-parametric tests with secondary data collected for the purpose.

CO5. To interpret data without statistical fallacies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15

CO 1	1	1	1	1	0	0	0	0	0	1	1	2	1	1	1
CO 2	1	1	2	1	0	0	0	0	0	1	1	2	1	1	1
CO3	1	1	2	1	0	0	0	0	0	1	1	2	1	1	1
CO 4	1	1	2	1	0	0	0	0	0	1	1	2	1	1	1
CO 5	1	1	2	1	0	0	0	0	0	1	2	2	1	1	1

Unit 1

Theoretical framework in research – develop a conceptual framework in research – To develop theoretical and conceptual framework with two or three research problems.

Unit 2

Measurement and scaling – meaning – classification of measurement scales – testing of sound measurements – techniques of scaling – rating scales – arbitrary scales – differential scales – Likert type scales – cumulative scales – factor scales – multidimensional scaling.

Unit 3

Time series analysis – seasonal variations, cyclical variations- Random (irregular variations) – Measurement of trend method of curve fitting by the principle of least squares.

Unit 4

Parametric Tests – Student t-tests – Analysis of Variance (ANOVA) – Regression Analysis – Correlation Analysis – done with two or three groups of data designed by the class – Nonparametric Tests – advantages and limitations of nonparametric Tests – Mann-Whitney U Test – Kruskal-Wallis Test – Chi-Square Test – Spearman's Rank Correlation – done with two or three groups of data designed by the class.

Hypothesis Testing – done with two or three groups of data designed by the class.

Unit 5

Interpretation of data and statistical fallacies – Factors leading to mis-interpretation of data or statistical fallacies.

Text Books:

1. Khunte L G,S. Sree Priya, R. Muthulakshmi, Dr. Susan Mathew - Research Methodology and Publication Ethics - REST Publishers
2. Kothari - Research Methodology - New Age Publishers
3. L.R. Potti - Research Methodology - Yamuna Publications
4. L.R. Potti - Quantitative Techniques and Operations Research - Yamuna Publications
5. S.C. Gupta - Fundamentals of statistics - Himalaya Publishing House.

References:

1. Ranjit Kumar - Research Methodology: A Step-by-Step Guide for Beginners - Pearson
2. Anil Tandon - Research Methodology: Methods and Techniques - Anmol Publication

Course Objective:

The objective of this course is to equip the students with the essential skills and knowledge required to successfully present their research/project at international conferences and publish their findings and suggestions in reputed international academic journals.

Course Outcomes:

By the end of this course, students will be able to:

- CO1:** Understand the concepts and principles of research methodology for conducting research/project.
- CO2:** Apply research methodologies to conduct research/project in the areas like Finance, Management, marketing, human resource management etc.
- CO3:** Analyse and interpret the collected data to provide meaningful results.
- CO4:** Prepare research reports exhibiting the major findings and suggestions to the research problem.
- CO5:** Enhance their communication and presentation skills through sharing their research outputs.

Evaluation Pattern:

- Research Paper Proposal (20%): Students will have to submit a research or project proposal including the research question, methodology, and expected outcomes.
- Research Paper Final (30%): Students will have to conduct their research work and submit the paper with findings and suggestions.

- International Seminar Presentation (20%): Students will have to present their research findings in an international seminar/conference. The International seminar/conference should be relevant to the field of Commerce and Management/Social Science.
- Research publication (30%): The research paper will have to be published in reputed international academic journals in the field of Commerce and Management/Social Science.

25COM499

PROJECT

8 Credits

Course Objective:

To understand the practical knowledge regarding the particular real-life problems in the industry, business or social sciences.

Course Outcomes:

CO 1: To understand the practical problem in the relevant area of social sciences.

CO2: To apply the knowledge about the plan of identifying the problem and methodology in the functional areas.

CO3: Analyse and interpret the collected data to provide meaningful results.

Every student will have to do an assigned project work on a particular topic relevant to the area of their study. The project is meant to evaluate the concepts learnt by the student during all the semesters and the application of such concepts in a real-life situation. The final project evaluation will be done at the end of the semester on the basis of the report submitted by the student duly signed by the project supervisor.

ELECTIVES

25COM231 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 3 0 0 3

Course Objective:

To equip students with comprehensive knowledge and practical skills in Human Resource Management, enabling them to effectively manage and develop human resources within an organization.

Course outcome:

The students will be able:

CO1: To understand the role and functions of the HR department in an organization.

CO2: To Identify and describe different sources of recruitment and methods of job analysis.

CO3: To understand various training methods such as apprenticeship, job rotation, and role-playing in real-world scenarios.

CO4: To develop a compensation plan that aligns with organizational goals and employee needs.

CO5: To Identify current trends and challenges in HRM, such as Strategic HRM, Electronic HRM, and Green HRM.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	P O 9	P O 10	PO11	P O 12	P O 13	PO14	P O 15
CO 1	1	0	0	1	1	0	0	0	0	1		0	1		0
CO 2	1	1	0	1	1	0	0	0	0	1		1	1		0

CO 3	1	1	1	1	0	0	0	0	0	1		1	1		0
CO 4	1	0	0	1	0	0	0	0	0	1		1	1		0
CO 5	1	0	1	1	1	0	0	0	0	1		1	1		0

Unit 1

Human Resource Management: Meaning - definition - importance - scope and objectives of HRM - Evolution and Development of HRM - Approaches to HRM- Personal management Vs Human Resource Management - HRM and competitive advantage - HR department- organisational composition – role - functions

Unit 2

HR planning - Meaning and Importance - Job analysis- process of job analysis, job description - job specification - methods of job analysis - Conventional Vs strategic planning; Recruitment – sources - Selection –Difference between recruitment and selection – process –induction -

Unit 3

Training and Development – meaning – need and importance - Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role-playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring; Management Development Programs; Training process outsourcing.

Unit 4

Performance appraisal – meaning – definition - need and Importance – objectives - process and methods - Compensation- Objective – Principles – classification - factors Influencing Employee Compensation.

Unit 5

HRM Trends and Challenges - Strategic HRM - Electronic HRM - Green HRM - Human Resource Information System - HR Audit - workforce diversity – downsizing - work-life balance.

Textbooks:

1. Aswathappa K. - *Human Resource Management* - McGraw Hill
2. Rao, V.S.P. - *Human Resource Management* - Excel Books

References:

1. Dessler, Gray - *Human Resource Management* - Dorling Kindersley
2. Flippo, Edwin B - *Personnel Management* – McGraw Hill
3. Gupta, C.B. - *Human Resource Management* - Sultan Chand and Sons.

25COM232

FINANCIAL SERVICES

3 0 0 3

Course objective:

The objective of this course is to familiarize the students with the nature and scope of various types of financial services and to understand the regulatory environment in which they are undertaken.

Course outcomes:

The students will be able:

CO1: To understand the different financial services and its structure.

CO2: To understand leasing agreements considering tax implications and legislative requirements

CO3: To understand the various aspects of credit rating of financial instruments and securitization of debts

CO4: To understand depository services, SEBI guidelines and different types of mutual funds.

CO5: To understand the different aspects of factoring and forfeiting.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	1	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	1	0	1	1	0	1	1	1
CO3	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO4	1	0	0	1	0	0	0	1	0	1	1	0	1	1	1
CO5	1	0	0	1	0	0	1	0	0	1	1	0	1	1	1

Unit 1

Introduction to Financial Services. Nature of Financial Services. Scope of Financial Services. Types of Financial Services: Fund Based Financial Services, Fee-Based Financial Services- Venture Capital: Procedure to obtain Venture Capital Finance - Importance and advantages.

Unit 2

Leasing: Meaning and Types of Leasing- Legislative Frameworks related to leasing. Depreciation implecability with reference to Leasing. Problems associated with Tax Imposition on Leasing. Introduction to Hire Purchasing: Concept and features of Hire Purchase. Implication of Tax and depreciation - Problems associated with Hire Purchase.

Unit 3

Meaning and Process of Credit rating of financial instruments. Rating methodology. Introduction to various Rating Agencies. Rating Symbols of different companies. Securitization of Debts- Meaning and Features. Special Purpose Vehicle, Pass through certificate and mechanism. Benefits of Securitization. Issues of Securitization.

Unit 4

Depository services: Role and Advantages of the Depository system, NSDL and CDSL, Depository participants and their roles. Stock broking services including SEBI guidelines. Mutual Fund: Structure of Mutual Funds, Types of Mutual Funds, Exchange Traded Funds, Hedge Funds and Advantages of Mutual Funds.

Unit 5

Factoring: Meaning – Definition- Types - Parties involved in factoring - Mechanism, Advantages and Disadvantages - Forfeiting: Meaning and Definition – Types - Parties involved in forfeiting- Mechanism - Advantages and Disadvantages - Key differences between factoring and forfeiting.

Textbooks:

1. Khan, M.Y. - Financial Services - McGraw Hill
2. Santhanam, B. - Financial Services - Margham Publications

References:

1. Mishra, M.N. - Law of Insurance - S. Chand & Company
2. Machiraju, H.R. - Indian Financial System - Vikas Publishing House

25COM233

HOSPITAL MANAGEMENT

3 0 0 3

Course Objective:

Hospital Management is a multidisciplinary field that focuses on the efficient and effective delivery of healthcare services within hospital settings. This course provides students with an understanding of the fundamental principles, strategies, and challenges involved in managing hospitals and healthcare organizations.

Course Outcome:

The students will able to:

CO1: Understand the organizational structure and functions of hospitals.

CO2: Analyse the healthcare industry's regulatory environment and its impact on hospital management.

CO3: Apply management principles and techniques to improve hospital operations.

CO4: Evaluate strategies for quality improvement and patient safety in hospitals.

CO5: Explore financial management strategies specific to healthcare organizations and to Develop leadership and communication skills necessary for effective hospital management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	3	3	1	3	2	3	3	3	2	3	3	3
CO2	2	2	2	3	2	1	2	2	2	2	2	1	2	2	3
CO3	3	3	3	2	2	1	2	1	2	3	3	2	1	3	2
CO4	3	2	2	3	3	1	3	3	3	2	2	2	2	1	3
CO5	3	3	2	2	2	1	2	2	3	2	3	3	3	2	3

Unit 1

Concept of Healthcare Delivery as a system - Different types of scenarios from Primary healthcare to Clinics, Small, Medium and Large Professional and Teaching Hospitals - Hospital as an Organisation for Healthcare delivery – Various systems of healthcare practices like traditional, indigenous and modern scenarios using private and government support - Structure, Behaviour and Complexity of Departmental Facilities in a hospital.

Unit 2

Administrative Service areas of the Hospital – General Management and Facilities - Human Resources (HR) Management and Staff Development - Quality Assurance Finance Management – Hospital Information Systems (HIS). Hospital Operations Management - Process improvement methodologies (e.g., Lean, Six Sigma), Supply chain management in hospitals, Information technology in hospital operations.

Unit 3

Typical Organisational Structures and working of Out-patient and In-patient Management services – Emergency and Critical Care – Clinical departments – General Nursing and Specialty Nursing Services - Surgical Facilities and Operation Theatres (OT) – Intensive Care Units (ICU) - Laboratory Medicine and Clinical Labs – Radiology and Diagnostic Radiology – Medical Records (MR) department.

Unit 4

Supportive Services of the Hospital - Central Surgical Sterile Department (CSSD) – Pharmacy – Materials Management – Kitchen, Food and Dietary Department – Laundry - House Keeping Services. Engineering and Biomedical Equipment's services - General Maintenance Services of the Hospital – Electrical, Water Supplies – Medical Gas - Security, Fire Alarm, Transport - General and Clinical Waste Treatment Procedures.

Unit 5

Integrated Marketing Communication (IMC), Public Relations (PR), Patient Education, Community and Social Outreach - Ethical and Legal aspects of Hospital Management - Visits to Hospitals offering different types of healthcare delivery systems - Case Studies.

Textbooks:

- 1) G. D. Kunders - HOSPITALS - Facilities Planning and Management - McGraw Hill
- 2) B. M. Sakharkar - Principles of Hospital Administration and Planning - Jaypee Brothers

References:

- 1) R. C. Goyal - Hospital Administration and Human Resources Management - PHI
- 2) B. T. Basavanthappa - Nursing Administration - Jaypee Brothers.

Course Objective:

To create a basic knowledge of the genetic, growth, and development of tourism; to have an understanding of various national and international tour organizations: to define the term "tourist" and measurement of tourism phenomenon.

Course Outcomes:

The student will be able:

CO1: To understand about the growth and development of tourism

CO2: To get a thorough knowledge of the organization of tourism

CO3: To analyze the need for measuring statistics of tourists

CO4: To study the relationship between tourism and economic development

CO5: To understand the role of travel agencies of in tourism.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	1	3	2	1	2	1	3	3	3	3	3	2	3
CO2	2	2	2	3	3	1	2	2	2	2	3	1	1	2	3
CO3	3	1	1	2	2	1	2	1	3	2	3	2	2	2	3
CO4	1	2	2	3	3	1	3	2	3	2	3	2	2	3	3
CO5	3	3	2	3	2	1	2	1	3	2	3	2	2	2	3

Unit 1**Growth and Development of Tourism**

Tourism as an ancient phenomenon - pleasure travel - religion as a motivator industrial Revolution and development of tourism – effects of Great World Wars on transport system - advent of jet and high-speed trains - causes of rapid growth - meaning, nature and component of tourism - basic travel motivations.

Unit 2**Organization of Tourism**

Need for organization - factors influencing types of organization - the national tourist organization - tourist organization in India - International organization of tourism - International Union on Official Travel Organization (IUOTO) - World Tourism Organization (WTO) - Pacific Area Travel Association (PATA) International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

Unit 3**Measurement of Tourism**

Need for measuring tourism phenomenon - methods of measurement - the importance of tourist statistic - types of tourist statistics - definition of the terms: tourist, domestic tourism and international tourism - tourism planning and development - planning or tourism - assessment of tourist demand and supply – basic infrastructure financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4

Tourism and Economic Development

Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

Unit 5

Role of travel agencies in tourism

Thomas Cook and organization of travel - Introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in kcal - Travel Agents' Association of India (TAAI).

Textbooks:

1. Vara V V Prasad - Travel and Tourism Management - Excel Books
2. Ghosh, Biswanath - Tourism and Travel Management - Vikas Publishing House

References:

1. Douglas Foster - Travel and Tourism Management - Palgrave Macmillan
2. B.S. Badan, Harish Bhatt - Travel Agencies and Tourism Management - Common wealth Publishers.

25COM241

INVESTMENT MANAGEMENT 3 0 0 3

Course Objective: To familiarize the students with the world of investments; and to provide a theoretical framework for the analysis and valuation of investments.

Course outcome:

The students will be able

CO1: To understand the significance of Investment Management, investment principles, investment process, and the relationship between risk and return.

CO2: To familiarize students with various investment instruments available in the capital and money markets, and to provide an overview of various investment alternatives.

CO3: To provide an introduction to security analysis and to equip the students with the skills to conduct economic analysis, industry analysis, and technical analysis.

CO4: To introduce the concept of credit rating, its significance, and the process Involved and also to provide an overview of the credit rating scenario in India, the regulatory framework, and the role of SEBI.

CO5: To understand the primary and secondary securities market, recent capital market reforms, and new capital issues.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	0	2	1	0	1	2	1	0	1	2	1	0
CO2	2	3	2	1	0	2	1	0	1	2	1	0	1	2	1
CO3	1	2	3	2	1	0	2	1	0	1	2	1	0	1	2
CO4	0	1	2	3	2	1	0	2	1	0	1	2	1	0	1
CO5	2	0	1	2	3	2	1	0	2	1	0	1	2	1	0

Unit 1

The concept of Investment: Introduction – types of investments – elements of investment – need for investment – investment principles – investment process – risk and return

Unit 2

Investment Instruments: Capital market instruments – money market instruments – introduction to derivatives – investment alternatives.

Unit 3

Security Analysis: Introduction – economy analysis – industry analysis – technical analysis

Unit 4

Credit Rating: Introduction – significance – credit rating process – credit rating in India – regulatory framework – SEBI.

Unit 5

Capital Market Reforms: Primary and Secondary Securities Market - recent capital market reforms – New Capital issues – Book Building – Depository System. Securities Contracts (Regulation) Amendment Act 2007 – IPO Grading – investment options for Navaratna and Miniratna - Global Security markets.

Textbooks:

1. Yogesh Maheshwari – Investment Management - PHI
2. V. K. Bhalla – Fundamentals of Investment Management - S. Chand

References:

1. Gangadhar and Ramesh Babu – Investment Management - Anmol Publishers
2. Hiriappa – Investment Management: Securities and Portfolio Management - New Age
3. Prasanna Chandra – Investment Analysis and Portfolio Management – McGraw Hil

25COM242

FINANCIAL MARKETS AND INSTITUTIONS

3 0 0 3

Course Objective:

To introduce students to the role and functioning of financial markets, financial products that are traded in such financial markets and institutions associated with financial markets

Course Outcomes:

The students will be able:

CO1: To understand the different types of financial markets in India and their importance.

CO2: To understand the RBI regulations in the working of money market

CO3: To understand different types of capital markets and the regulatory role of DFI, SEBI, SFC, IDFC, SIDBI, NBFC, and ICICI.

CO4: To understand the industrial securities market- Primary and secondary and its functions.

CO5: To understand the types of financial institutions and the challenges faced by these institutions in facilitating economic transactions.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	0	0	1	1	0	1	1	2
CO3	1	0	0	1	0	0	0	0	0	1	1	0	1	1	2
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	1	2
CO5	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1

Unit 1

Financial System: Meaning and components of financial system- Financial Markets in India - Role and Importance of Financial Markets - Types of Financial Markets: Money Market - Capital Market

Unit 2

Money Market: meaning, importance and role of money market – call money market- treasury bills market – discount market – commercial paper market – certificate of deposit – money market in India –RBI regulation on money market.

Unit 3

Capital Market: meaning and classification – Government securities market –Industrial loan market – Mortgage market – Credit guarantee market – bond market – DFIs in India: IFCI, SFCs, IDFC, ICICI, SIDBI and NBFCs – role of DFI in industrial development in India- Capital market regulations: SEBI – role and functions.

Unit 4

Industrial Securities Market: Primary market – meaning, importance and functions – methods of floating new issues– pricing of issues and book building process. Secondary market and stock exchanges - role and functions – trading mechanism – settlement system – various innovative financial instruments, bitcoin, cryptocurrency etc.

Unit 5

Financial institutions: Definition - Significance – Types: Banking and Non-Banking Financial institutions- Functions- Services: Banking Services, Insurance Services, Investment Services and Other Services- Role of financial institutions in the economy- Challenges faced by the institutions.

Textbooks:

1. Bhole L.M. and Mahakud J. - Financial Institutions and Markets: Structure, Growth and Innovations (6th Edition) - McGraw Hill
2. Saunders, Anthony, Cornett, Marcia Millon - Financial Markets and Institutions (3rd ed.) - McGraw Hill

References:

1. Pathak, Bharati V. - Indian Financial System: Markets, Institutions and Services - Pearson Education
2. Khan, M. Y. - Financial Services - McGraw Hill

Course Objective:

To enable students to gain practical knowledge about public and private finance and components of finance.

Course Outcomes:

The students will be able

CO1: To understand the importance of the public sector in a developing nation like India

CO2: To understand the different sources of public revenue and the effects of public expenditure on economic growth.

CO3: To understand the effect of public debt on Money Supply, Economic Growth and Economic Stability.

CO4: To understand the principles of efficient disbursement of financial resources between Centres and States.

CO5: To understand intricacies of budget and planning

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	0	0	0	0	0	1	1	1	1	0	0
CO2	1	0	1	1	0	0	0	0	0	1	1	1	1	0	0
CO3	1	1	1	1	0	0	0	0	0	1	1	1	1	0	0
CO4	1	1	2	1	0	0	0	0	0	1	1	1	1	1	1
CO5	1	1	1	1	1	1	0	0	0	1	1	1	1	1	1

Unit 1

Nature, Definition, Scope of Public Finance - Role of Public Finance in Economic Development – Distinguish between public and Private Finance - Principles of Maximum Social Advance

Unit 2

Public Revenue-Sources of Public Revenue-Taxes Classification and Importance of Taxes – Significance, merits and demerits of direct and indirect taxes - Incidence and effects of taxation Significance of Direct Tax and GST & Local Taxation Public Expenditure -Classification and Cannons of Public Expenditure -Effects of Public expenditure on – Production, Distribution and Economic Growth.

Unit 3

Public Debt-Need, Sources and repayment, Effects of Public debt on Money Supply- Economic Growth and Economic Stability.

Unit 4

Federal Finance: Financial Issues in a Federal Setup - Principles of efficient disbursement of financial resources between Centre and States - Problems of financial imbalances and measures for adjustments.

Unit 5

Budgets- Budgets and Planning-Classification of Budgets - Budget and National Accounts - Fiscal Policy - Objectives of Fiscal Policy - Deficit Financing – Need, Significance and Limitations.

Textbooks:

1. Musgrave, R.A., and Musgrave, P.A. - Public Finance in Theory and Practice - McGraw Hill,.
2. Buchanan, J.M - The Public Finance - Richard D. Irwin, Inc.

References:

1. Hansen, A.H. - Fiscal Policy and Full Employment - W.W. Norton and Company
2. Bhargava, R.N. - Theory and Working of Union Finance in India - Chaitanya Publishing House

25COM244 BANKING THEORY AND PRACTICES 3 0 0 3

Course Objective:

To provide students with a comprehensive understanding of the concept of the Banking System.

Course Outcomes:

The student will be able:

CO1: To gain insight into the development of banks and different types of banks prevailing in India

CO2: To understand the concept of central banking and their roles in Indian economy

CO3: To understand the different functions of commercial banks.

CO4: To define and classify negotiable instruments, including promissory notes, bills of exchange, and checks, and explain their legal characteristics.

CO5: To understand the concept of electronic banking (e-banking) and its significance in modern financial services.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	2	0	0	1	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO3	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO4	1	0	0	2	0	0	0	0	0	1	2	0	1	1	1
CO5	1	0	0	1	0	0	0	0	0	2	2	0	1	1	1

Unit 1

Overview of Banking System - Origin and development of banks - Banking Regulations Act 1949 - Definition of Banking - Different Types of Banks in India - Commercial Banks - Co-Operative Banking System - National Bank for Agriculture and Rural Development (NABARD).

Unit 2

Central banking in India – Reserve Bank of India (RBI) - functions – Methods of credit control – traditional and promotional methods - RBI monetary policy – opening of new branches – new licensing policy.

Unit 3

Commercial Banks - Functions of Commercial Banks - Universal Banking - Management of Deposits and Advances – Classification and nature of Deposit accounts - Advances – Types of Advances – Lending practice – Principles of sound bank lending.

Unit 4

Negotiable Instruments – Definition – Features – Promissory Note – Bills of Exchange and Cheque – Holder and Holder in due course – Crossing of a Cheque – Types of Crossing – Endorsement – Negotiation and Dishonour - discharge of Negotiable Instrument – Protection of Collecting Banker and Paying Banker.

Unit 5

E-Banking – Meaning – benefits - electronic transfer - National Electronic Funds Transfer (NEFT) - Real Time Gross Settlement (RTGS) - Electronic Clearing System (ECS) - Indian Financial System Code (IFSC) – ATM - Debit card and Credit card - Mobile banking – WAP - Tele banking - Internet banking - Bank assurance - Banking ombudsman scheme - Demat account.

Textbooks:

1. Sundaram, Varshney - Banking Theory, Law and Practice - Sultan Chand and Sons
2. Rajesh. R, Sivagannasithi. T - Banking Theory, Law and Practice - McGraw Hill

References:

1. Dr. P. Srivastava - Banking Theory and Practice - Himalaya Publishing House
2. K.C. Shekar, Lakshmi Shekar - Banking Theory and Practice - Vikas Publishing House.

25COM331

CORPORATE SUSTAINABILITY: CSR AND ESG

3 0 0 3

Course Objective:

To equip students with a comprehensive understanding of CSR and ESG principles, strategies, and practices, enabling them to effectively integrate environmental, social, and governance considerations into business operations and to attain corporate sustainability. Students will learn to develop and implement sustainable and responsible business strategies that create long-term value for both organizations and society, while ensuring compliance with global standards and enhancing stakeholder engagement.

Course Outcomes:

The student will be able to:

- CO1:** Understand the concepts of CSR and ESG and to realize its importance in achieving corporate sustainability.
- CO2:** Apply principles of environmental sustainability, manage corporate impact, and develop climate and green technology strategies.
- CO3:** Design and implement strategies for employee welfare, diversity, community engagement, and corporate philanthropy.
- CO4:** Understand corporate governance, ethical decision-making, risk management, and effective stakeholder engagement.
- CO5:** Align CSR and ESG with corporate strategy, develop sustainability goals, and analyse best practices and future trends.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	0	0	1	2	1	1	0	0
CO3	1	1	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	0	0	1	1	1	1	1	0

Unit 1

Introduction to Sustainability, CSR and ESG - Sustainability – Corporate Sustainability – Theories – Stakeholder Theory – Triple Bottom Line - Understanding CSR (Corporate Social Responsibility) - Definition and Evolution of CSR - The Importance of CSR in Modern Business – CSR in India – Mandate – Companies Act 2013 – SDG alignment - Understanding ESG (Environmental, Social, Governance) - Definition and Key Components of ESG - ESG vs. CSR - Differences and Overlaps - The Rise of ESG in the Investment Community - Overview of Global CSR and ESG Standards - Importance of Transparency and Reporting in CSR and ESG – Business Responsibility and Sustainability Reporting (BRSR)

Unit 2

Environmental Strategies

Environmental Sustainability - Principles of Environmental Sustainability in Business - Sustainable Resource Management and Circular Economy - Climate Change and Carbon Management - Risks and Opportunities for Business - Carbon Footprint Reduction Strategies - Case Studies: Companies Leading in Climate Action - Green Technologies and Innovation - Renewable Energy Solutions and Energy Efficiency - Sustainable Supply Chains.

Unit 3

Social Strategies

Social Responsibility in Business - Employee Welfare and Human Rights - Diversity, Equity, and Inclusion (DEI) Initiatives - Community Engagement and Development - Corporate Philanthropy and Volunteering - Strategic Philanthropy - Aligning with Business Goals - Volunteer Programs and Their Impact - Partnerships with Non-profits and NGOs - Health, Safety, and Well-being - Workplace Health and Safety Program - Promoting Mental Health and Well-being - Responding to Social Crises (e.g., COVID-19)

Unit 4

Governance Strategies

Corporate Governance Fundamentals - The Role of Governance in CSR and ESG - Board Structure and Responsibilities - Ethical Decision Making in Business - Risk Management and Compliance - Identifying and Mitigating ESG Risks - Compliance with Legal and Ethical Standards - Transparency and Accountability in Governance. Stakeholder Engagement - Identifying Key Stakeholders - Effective Communication and Reporting Strategies - Building Trust and Maintaining Stakeholder Relationships

Unit 5

Integrating CSR and ESG into Business Strategy

Strategic Alignment - Aligning CSR and ESG with Corporate Strategy - Creating Shared Value for Business and Society - Long-term Planning and Sustainability Goals - Performance Measurement and Metrics - Key Performance Indicators (KPIs) for CSR and ESG - Tools and Techniques for Measuring

Impact - Continuous Improvement and Benchmarking - Case Studies and Best Practices - In-depth Analysis of Leading Companies in CSR and ESG - Lessons Learned from Successes and Failures - Future Trends in CSR and ESG Strategies.

Textbooks:

1. Kamal Garg - Corporate Social Responsibility - Bharat Law House
2. Andreas Rasche, Mette Morsing, Jeremy Moon, Arno Kourula - Corporate Sustainability: Managing Responsible Business in a Globalised World - Cambridge University Press
3. Garima Dadhich and Ravi Raj Atre - Demystifying ESG - Combining a theoretical understanding with practical applications to address each aspect of ESG essential for the Indian business landscape - Taxmann Publication

References:

1. Robert Buckley - The Power of ESG Investing: Navigating Environmental, Social, and Governance Factors for Sustainable and Responsible Investing - Book Bound Studios Publication
2. David Chandler - Strategic Corporate Social Responsibility: Sustainable Value Creation - Sage Publishers
3. Garima Dadhich, Ravi Raj Atre - Benchmarking ESG & CSR: A Compendium of Best Practices in ESG & CSR in India - Taxmann Publication.

25COM332 INSURANCE AND RISK MANAGEMENT 3 0 0 3

Course Objective:

The objective of this course is to equip students with a thorough understanding of risk management and the fundamentals of insurance, encompassing various types of insurance contracts and provide a comprehensive knowledge of the principles and legal frameworks governing the insurance industry, including life, marine, fire, and miscellaneous insurance policies.

Course Outcomes:

The students will be able to:

- CO1** - Understand different types of risks and apply appropriate risk management methods and principles of insurance to formulate effective risk management strategies.
- CO2** - Explain the essentials of life insurance contracts.
- CO3** - Understand the comprehensive marine and fire insurance policies and various clauses associated with this insurance.
- CO4** - Distinguish between different types of miscellaneous insurance policies, including employer’s liability, aviation, motor, rural, and health insurance.
- CO5** - Understand the main legislative acts governing the insurance sector in India.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	0	1
CO2	1	0	0	1	1	0	0	0	0	1	0	0	1	0	1
CO3	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	0	0	1	0	0	0	0	0	1	1	1	1	1	0

Unit 1

Risk Management and Introduction to Insurance: Concept of risk - meaning - types of risk - methods of handling risk - risk management process - Meaning of Insurance – functions - nature of insurance - principles of insurance - essentials of a valid contract - Insurance contract - essentials of an insurance contract.

Unit 2

Life Insurance Contract: definition - essentials of life insurance contract - selection of risk – Annuities - classification of annuities - sources of risk information.

Unit 3

Marine Insurance Contract: definition - procedure to effect marine insurance - elements of marine insurance - different classes of policies - policy conditions - description of various clauses.

Fire Insurance: Definition - causes of fire - prevention of loss - private activities and public activities - fire insurance contract - various types of policies in fire insurance.

Unit 4

Miscellaneous insurance: Employer's liability insurance - Employees State Insurance Act - Aviation insurance - Motor insurance - kinds of policies under motor insurance - Rural insurance and health insurance.

Unit 5

Insurance Legislation in India: Insurance Act 1938 - Marine Insurance Act 1968 - General Insurance Business (Nationalisation) Act, 1972 - IRDA Act.

Textbooks:

1. M. N. Mishra, S. B. Mishra - Insurance Principles and Practice - S. Chand and Company
2. Mark S. Dorfman - Introduction to Risk Management and Insurance – Prentice Hall of India.
3. Nalini Prava Tripathy, Prabir Pal - Insurance Theory and Practice – Prentice Hall of India.

References:

1. George. E. Rejda - Principles of Risk Management and Insurance - Pearson Education.
2. M. N. Mishra - Modern Concepts of Insurance - S. Chand and Company Ltd.
3. Neelam C Gulati - Principles of insurance Management - Excel Books.

25COM333 CUSTOMER RELATIONSHIP MANAGEMENT 3 0 0 3

Course Objective:

The course focuses on helping recognize the key elements that need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers

Course Outcomes:

The students will be able to:

CO1: Understand the concept of CRM in the digital era with modern changes in the recent world.

CO2: To analyze the CRM link with the other aspects of marketing.

CO3: To impart the basic knowledge of the Role of CRM in increasing the sales of the company.

CO4: Analyze the recent initiatives taken by MNCs to improve customers' satisfaction coping up to their expectations.

CO5: To make the students aware and analyze the different issues in CRM.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	1	3	3	1	2	2	3	3	3	3	3	3	3
CO2	2	2	2	3	2	1	2	2	2	2	2	1	2	2	3
CO3	2	3	3	2	2	1	2	1	2	2	3	2	1	3	2
CO4	2	2	2	3	3	1	3	3	3	2	2	2	2	1	3
CO5	3	2	2	2	2	1	2	2	3	2	3	3	2	2	3

Unit1

Introduction to CRM: CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Scope of CRM, CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.

Unit 2

CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty and Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.

Unit 3

Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.

Unit 4

Emerging Perspectives: Rural CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, and aviation industry.

Unit 5

CRM Planning and Implementation: Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.

Textbooks:

1. Jagdish N. Sheth, Atul Parvatiyar, G. Shainesh - Customer Relationship Management Emerging Concepts, Tools and Application - McGraw Hill
2. Dilip Soman, Sara N Marandi - Managing Customer Value – Cambridge University Press

References:

1. Alok Kumar Rai - Customer Relationship Management: Concepts and Cases - PHI.
2. Chaturvedi - Customer Relationship Management - Excel Books
3. Sheth J N, Parvatiyar A, ShaineshG - Customer relationship management Emerging Concepts, Tools and Applications – McGraw Hill

Course Objective:

To familiarize students about digital innovations in finance in the areas of banking and investment sectors.

Course Outcomes:

The students will be able:

CO1: To gain an understanding about the innovations revolutionizing the financial sectors over the years.

CO2: To identify the modern trends in Digital Finance in the areas of banking and investment sectors.

CO3: To ascertain the regulatory issues and systems governing digital financial infrastructure.

CO4: To explain the skills on technology applications for portfolio management.

CO5: To understand the role of technology in insurance sector

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	0	0	0	0	0	0	1	1	0	1		
CO2	1	1	0	0	0	0	0	0	0	2	2	0	2		
CO3	0	2	0	0	0	0	0	0	0	2	2	0	1	1	1
CO4	1	1	0	0	0	0	0	0	0	1	1	0	1		
CO5	1	1	0	0	0	0	0	0	0	1	1	0		1	1

Unit 1

Overview of Innovations in Finance over the years – Role of digitization in Finance – Importance – Need – Advantages – Technology applications in banking and financial services.

Unit 2

Innovations in Digital Finance – Fintech – Digital banking – Robo advising- P2P Lending – Insurtech – Payment tech.

Unit 3

Regulations for a robust digital Finance ecosystem – Regtech- Role of financial institutions – startups – regulators – best practices for designing robust digital financial infrastructure.

Unit 4

Technology applications in investment management – wealth tech – Robo advisors- Discount brokers – Online Financial Advisors- Their role and importance.

Unit 5

Drivers of innovations in the insurance sector – concept of insurtech – startups and insurtech – Insurtech and traditional insurance – Insurtech and wealth management.

Textbooks:

1. Agustin Rubini - Fintech in a Flash: Financial Technology Made Easy - Zaccheus.
2. Susanne Chishti and Janos Barberis - The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries - John Wiley.

References:

1. Theo Lynn, John G. Mooney, Pierangelo Rosati, Mark Cummins - Disrupting Finance: FinTech and Strategy in the 21st Century - Palgrave
2. Parag Y Arjunwadkar - FinTech: The Technology Driving Disruption in the financial service

industry - CRC Press.

3. Sanjay Phadke - Fintech Future: The Digital DNA of Finance Paperback - Sage Publications
4. Pranay Gupta, T. Mandy Tham - Fintech: The New DNA of Financial Services – De G Press
5. RBI (2017). Report of working group on FinTech and Digital Banking

25COM341

MODERN MARKETING

3 0 0 3

Course Objective:

The objective of this course is to provide students with a comprehensive understanding of the principles and practices of marketing, and to equip them with the skills necessary to effectively navigate and make strategic decisions in diverse marketing environments. It also aims to expose students to various marketing concepts, strategies, and tools, including digital and ethical marketing practices.

Course Outcomes:

The students will be able to:

- CO1:** Upon completion of this unit, students will understand the fundamental concepts and importance of marketing, including various approaches and concepts such as societal marketing, holistic marketing, relationship marketing, integrated marketing, internal marketing, and performance marketing. They will also learn about the classification of markets and the goals of marketing.
- CO2:** This unit will equip students with an understanding of the various types of marketing environments and their impact on marketing strategies. Students will also gain knowledge about market segmentation, consumer behavior, and the factors influencing consumer buying decisions.
- CO3:** After studying this unit, students will comprehend the concept of the marketing mix and its elements, including product planning, new product development, branding, packaging, and labeling. They will also learn about product positioning, product differentiation, and various factors and methods of pricing.
- CO4:** This unit will enable students to understand the nature and importance of promotion, including various promotion tools like advertising, personal selling, direct marketing, public relations, and sales promotion. They will also learn about the concept of promotion mix, distribution channels, and the functions of middlemen.
- CO5:** Upon completion of this unit, students will be aware of ethical marketing, green marketing, rural marketing, content marketing, digital marketing, and social media marketing. They will also understand the different models of e-commerce, including B2B, B2C, C2C, C2B, B2A, and C2A.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	1	3	2	1	0	1	2	1	0	1	2	1	0	1
CO2	1	2	1	3	2	1	0	1	2	1	0	1	2	1	0
CO3	3	2	1	1	3	2	1	0	1	2	1	0	1	2	1
CO4	2	3	2	1	1	3	2	1	0	1	2	1	0	1	2
CO5	1	1	3	2	2	1	3	2	1	0	1	2	1	0	1

Unit 1

Marketing: Meaning and Definition – Importance and Goals – Classification of Markets - Approaches to Marketing - Functions – Concepts of Marketing – Societal Marketing, Holistic Marketing, Relationship Marketing, Integrated Marketing, Internal Marketing and Performance Marketing.

Unit 2

Marketing Environment: Meaning – Types – Demographic, Economic, Natural, Political, Legal and socio-cultural environments – Market Segmentation – Meaning and Definition – Importance – Bases of Market Segmentation – Consumer Behaviour – Factors influencing Consumer Behaviour – Buying Decision Process.

Unit 3

Marketing Mix: Meaning and Elements - Product, Product Mix, Product Line, Product Life Cycle (PLC) - Product Planning - New Product Development - Branding, Packaging and Labelling – Types – Importance - Product Positioning, Product Differentiation – Concept and Importance - Pricing – Factors Influencing Pricing - Methods of Pricing.

Unit 4

Promotion: Nature and Importance - Promotion Tools: Advertising, Personal Selling, Direct Marketing, Public Relations & Sales Promotion – Concept and Characteristics - Promotion mix – Concept and Factors affecting Promotion Mix Decisions. Distribution - Channels of Distribution - Meaning and Importance - Types – Influential Factors in Selection of Distribution Channel – Functions of Middlemen.

Unit 5

Ethical Marketing - Green Marketing – Rural Marketing - Content Marketing – Digital Marketing - Social Media Marketing – E-Commerce: Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), Consumer to Business (C2B), Business to Administration (B2A), Consumer to Administration (C2A).

Textbooks:

1. R.S.N. Pillai, Bagavathi – Modern Marketing: Principles and Practices - S. Chand
2. Carl D. McDaniel, Charles W. Lamb, Joseph F. Hair - Marketing Essentials - Cengage

References:

1. Ramaswamy V. S., Namakumari S - Marketing Management - McGraw-Hill
2. Armstrong Gary, Kotler Philip - Principles of Marketing - Pearson
3. Kotler Philip, Armstrong Gary, Agnihotri y. Prafulla, Ehsan Ul Haque - Principles of Marketing - A South Asian Perspective - Pearson

25COM342

INTERNATIONAL FINANCE

3 0 0 3

Course Objective:

To provide students with a comprehensive understanding of the complexities and dynamics of international finance.

Course outcomes:

Students will be able to:

CO1: Explain the mechanisms of the foreign exchange market, determine exchange rates, and analyse the impact of different exchange rate systems.

CO2: Describe the roles and functions of major international economic organizations.

CO3: Understand different types of foreign private investment, assess the significance and limitations of foreign capital.

CO4: Understand India's trade strategy, foreign trade policies, and export promotion measures.

CO5: Explain the ethical, social, and environmental issues in international business

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	0	0	0	0	0	0	1	1	1	1	0	1
CO2	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0
CO3	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0
CO4	1	1	0	1	0	0	0	0	0	1	1	0	0	0	0
CO5	1	0	0	1	1	0	0	0	0	1	1	0	0	0	0

Unit 1

Foreign Exchange Markets: Foreign exchange market, determination of exchange rate, exchange control, exchange rate systems, exchange rate classification, exchange rate and convertibility of the rupee, foreign exchange, management Act.

Unit 2

International Economic Organisation: International monetary fund, World Bank, International financial corporation, Asian development bank, UNCTAD, UNIDO, International trade centre.

Unit 3

International Investment and Finance: Types of foreign private investment, significance of foreign investment, Trade and investment, factors affecting international investment, limitations and dangers of foreign capital, Portfolio investment, foreign investments in India and by Indian companies.

Unit 4

Trade policy and regulations in India: Trade strategy of India, Foreign trade policy, Import substitution, regulation and promotion of foreign trade, export house, evaluation of export promotion measures.

Unit 5

Issues in International Business: Business ethics, social responsibility of business, environmental issues, Labour issues.

Textbooks:

1. Francis Cherunillam – International Business Text and Cases - PHI
2. Dr. C.B. Gupta – International Business - S. Chand

References:

1. Kevin – Fundamentals of International Financial Management - PHI
2. Apte – International Financial Management - TMH
3. Avadhani - International Financial Management - Vikas Publishing

25COM343 FINANCIAL PLANNING AND PROJECT MANAGEMENT 3 0 0 3

Course objectives:

- To help the students enrich the concept of project management and help them in project planning and scheduling.
- To familiarize the students with the concept of financial planning and retirement planning and help them create strategies for implementing good decisions.

Course Outcome:

The students will be able:

CO1: To Understand the concept of financial planning.

CO2: To apply financial planning in focused areas.

CO3: To write a good financial plan

CO4: To identify the project management concepts.

CO5: To differentiate project management techniques.

	PO1	PO2	PO3	4	5	6	7	8	9	PO10	O11	12	13	PO14	PO15
CO1		1	0							1	1				
CO2		1								2	2				
CO3		2								2	2			1	1
CO4										1	2			2	2
CO5		1								1	1			1	1

Unit 1:

Financial planning

Meaning - objectives—Importance - benefits -scope - components of a financial plan — steps of financial planning - Limitations of financial planning.

Unit 2

Focus areas of financial planning

Retirement and financial planning—Integrating tax and financial planning—Estate planning—Risk management and insurance needs—Cash management, budgeting and debt management—education planning and income splitting—investment planning and asset allocation.

Unit 3

How to write a financial plan

Steps to create a financial plan—Defining the goals of investment—understanding the current circumstances—management of risk—preparation of the budget—prioritization of goals—adjustment of needs—the 50 30 20 rules—The triple P in financial planning.

Unit 4

Introduction to Project management

Concept of project management - meaning, scope and importance - phases of project management - project planning - steps of project planning - the 7Cs of project management.

Unit5:

Core areas of Project management: Accounting in project management - project finance - project management information system - project risk management - project planning and execution - project contracting - project control systems – PERT - CPM

Textbooks:

1. Chandra, Prasanna - Fundamentals of Financial Management - McGraw Hill
2. Rustagi, R.P. - Fundamentals of Financial Management - Taxmann

References:

1. Gupta, Shashi K., Sharma, R.K., and Gupta, Neeti - Financial Management: Theory and Practice - Kalyani Publishers.
2. Heagney, Joseph - Fundamentals of Project Management - AMACOM..
3. Pinto, Jeffrey K. - Project Management: Achieving Competitive Advantage - Pearson.

25COM344 APPLIED ORGANISATIONAL BEHAVIOUR 3 0 0 3

Course Objective:

The course deals with human behavior in a variety of organizations. It aims to provide students with the essential content and experiences they need to become a successful manager and an effective employee.

Course Outcomes:

The student will be able:

CO1: To comprehend the practical uses of OB in the organizational structure and the discipline's conceptual framework.

CO2: To understand the individual behavior, perception, attitudes and OCB.

CO3: To thoroughly understand how individuals, groups, and structures work together to accomplish organizational goals effectively and efficiently.

CO4: To examine and apply various theories and models of leadership and motivation.

CO5: To apply the knowledge of creating an ethical and spiritual organizational culture to attain a positive work environment.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	1	3	3	1	2	1	3	3	3	3	1	2	3
CO2	3	2	2	3	3	1	2	2	2	2	3	1	1	2	3
CO3	3	1	1	2	2	1	2	1	3	2	3	2	2	2	3
CO4	1	2	2	3	3	1	3	2	3	2	3	2	2	3	3
CO5	3	3	2	2	2	1	2	1	3	2	3	2	2	2	3

Unit 1

Introduction to Organizational Behaviour, meaning – Definition – National culture and its impact on Organisational Behaviour, managing work with cultural differences, emerging organisation structures and challenges of Organisational behaviour

Unit 2

The Individual Behaviour, Perception, linkage between perception & organizational outcome, Attitudes at work, organizational commitment, OCB (Organizational Citizenship Behavior), values and emotional intelligence, and personality.

Unit 3

Interpersonal Behaviour - interpersonal communication, transactional styles in interpersonal relationships, Managerial types and styles.

Unit 4

Understanding groups and teams, roles in groups, types of teams, turning individuals into Team Players, Leadership, leadership and motivational theories and their application in organizations, Conflict and Negotiation.

Unit 5

Organization Structure, organizational designs, why do structures differ, Organization culture, creating and sustaining culture, creating an ethical, positive organizational culture, Spiritual organization.

Textbooks:

1. Margie Parikh & Rajen Gupta – Organisational Behaviour – McGraw Hill Education
2. Stephen P. Robbins - Organizational Behaviour Concepts - Prentice Hall of India
3. Pareek - Understanding Organisational Behaviour - Oxford University Press

References:

1. L.M. Prasad - Management Process and Organizational - Sultan Chand & Sons.
2. Aswathappa K – Organisational Behaviour - Himalaya Publishing House.
3. Nair, S. R – Organisational Behaviour Text and Cases - Himalaya Publishing House.

25COM395

Summer Internship

4 credits

Course Objective: The objective of the summer internship is to provide students with practical, hands-on experience in the field of commerce and management, enabling them to apply theoretical knowledge to real-world business scenarios. This internship aims to develop essential professional skills, enhance understanding of business operations, and foster a deeper appreciation of ethical practices in the commercial environment.

Course Outcomes:

Students will be able to:

CO1: To apply concepts learned in the classroom to practical business organisation.

CO2: To exhibit effective communication, teamwork, time management, problem-solving, and decision-making abilities.

CO3: To gain insights and experience into the day-to-day operations of businesses, and its functional areas.

CO4: Build a professional network by interacting with industry professionals experience and peers. **CO5:** To identify personal strengths and areas for improvement and develop a career plan based on insights gained during the internship.

24MAL101

Malayalam I

2002

Course Objectives:

- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.
- Enable students to communicate in the language they have studied in a range of contexts and for a variety of purposes
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

Course outcomes:

CO1: Develop the ability to read and critically appreciate a given text

CO2: Develop fluency in speaking the language

CO3: Ability to blend language and Indian spirituality.

Unit	Topic
1	Adhyatmaramayanam , Tharopadesam(Enthinnu Sokam...thulom) ----- Jnanappana (sthanamanangal...Trishnakondubhramikkunnathokkeyum)
2	Modern Poets: Mampazham-Vyloppilly Sreedharamenon Critical analysis of the poem.
3	Short stories from period 1/2/3: Poovanpazham -Vaikaom Muhammed Basheer
4	Literary Criticism: Bharatha Paryatanam - <i>Vyasante Chiri</i> -Ithihasa studies-Kuttikrishna Marar- Outline of literary Criticism in Malayalam Literature
5	Error-freeMalayalam: 1 .Language; 2 .Clarity of expression; 3 .Punctuation-Thettillatha Malayalam – Writing- a . Expansion of ideas; b .PrecisWriting; c . Essay Writing

Text books/Reference :

1. Adhyatmaramayanam – Thunjath Ramanujan Ezhuthachan
2. Ramayanavichinthanam-Dr. A. M. Unnikrishnan
3. Thunjan Padhanangal-Prof.Panmana Ramachandran
4. Complete Works including Jnanappana-Poonthanam
5. Vyloppilly-M.N.Vijayan
6. Vyloppilli-Vyakthi,Kavi-Dr.M.Leelavathi/S.Gupthan Nair
7. Basheerinte Poonkavanam-Prof.M.N.Karasseri
8. Basheer-Life & Works
9. Bharatha Paryatanam-Kuttikrishna Marar
10. Lavanyasastrathinte Yukthisilpam-Dr.Thomas Mathew
- 11)Thettillatha Malayalam – Prof.Panmana Ramachandran Nair(His all books on Error Free Malayalam)

Course Objective: The course will enable the students to understand the basics of grammar and usage, to appreciate the literary compositions, and to understand the intricacies of language and literature.

Course Outcomes: By the end of the course the students will be able to:

1. Distinguish various literary genres.
2. Explore tradition and culture through literature.
3. Apply the basics of grammar.
4. Critically analyse the prescribed literary texts.

UNIT 1

Hindi Sahithya ki Panch shresht Kahaniyam:

- a. Sughmay Jeevan –Chandradhar Sharma ,Guleri
- b. Dhan ki Bhent-Rabindranath Tagore
- c. Anbola –Jayashankar Prasad
- d. Swamini (Manasrovar bhagh-1) Premchand

UNIT 2.

Hindi Kavitha:

- a. 'Aarya' –Maithili Sharan Gupt
- b. "Meribhi abha he Ismein' .,"Mubarak Ho Naya Saal"-_Nagarjun
- c. "Nishaa Ki rod eta Rakesh- Nihar se' .,Shoonya Mandir meinBanoongi-Sandhya Geet se - Mahadevi varma
- d. 'KhoobLadi Mardani vahtho Jhansi Vali rani thi' -subhadra Kumari chohan

UNIT 3.

Hindi Ekanki:

- a) Mohan Rakesh :Andeke Chilke
- b) Vishnu Prabhakar :Sarkari Noukari

UNIT 4.

Grammar:1)Karak2) Upasarg3)Pratyay4)Vakya Rachana 5)Padaparichay.6)Sarvanam7)kriya 8)Adjective 9)Adverb10)Tenses

REFERENCE

1. Sugam Hindi Vyakarn, :Prof.Vanshidhar & Dharmapal Shastri
2. Vyavaharik Hindi Vyakarantatha Rachana: Dr.Hardev Bahari
Shiksharthi HindiVyakaran:Dr. Nagappa
3. Hindi Sahithya ki Panch shresht Kahaniyam: Edited by: Dr.Sachidanandh Shuklu
(Printed and Published by V&S publishers, Abridged, AnsariGanj, Delhi)
4. Hindi Samay.com,/Hindikahani.com/exotic indiaart.com

24KAN101

Kannada I

2002

Objectives:

- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.
- Enable students to communicate in the language they have studied in a range of contexts and for a variety of purposes
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

Course Outcome

CO1	Develop the ability to read, listen and write in Kannada and to understand and use the language in a variety of contexts and situations
CO2	enable the learners to understand the grammatical structures of classes of words
CO3	Develop ability to speak fluently and interactively in both personal and professional context

Course Contents

UNIT – 1

Adalithadalli Kannadada balake: (Use of Kannada in business and administration)
Bhashe – swaroopa, stityantaragalu,
Aadu bhashe, pradeshika bhashe, Grantika bhashe
Paaribhaashika padagalu

UNIT – 2

Padagala rachane, deshiya – anya deshiya padagalu
Lekhana Chinnhegalu
Kannada bharavanigeya shuddha mattu ashuddha roopagalu,
Dwiruktigalu, jodunudigalu

UNIT – 3

Nudigattgalu, gaade vistarane
Listening to radio speech, tongue twister - practice

UNIT – 4

Patra Lekahna - aupachaarika haagu anoupachaarika
Kandikegala rachane
Prabandhagalu: vivaranaatmaka haagu niroopanatmaka

UNIT – 5

Poems

- Vachanagalu – kaalugalembavu gaali kandaya – Allamaprabhu, Ratnada sankoleyaadade todarallve – Akkamahadevi, ole hatti uridare nilabahudallade - Basavanna
- Keerthanegalu – Tanuva nirolagaddi phalavenu – Purandaradasa, Tallanisadiru kandya taalu manave - Kanakadaasa
- Tripadigalu – Saalavanu kombaaga haalogarundante - Sarvagna
- Janapada geetegalu - Yaake badtaadi tamma

Short stories

- Sambhanda – Shrikrishna Alanahalli
- Moksha – Sethuram

Prabandhagalu

- Namma Maneya Deepa – Ha.Ma.Nayak
- Bhadhuku Kanasalla, Ondhu Kale – N K Kulakarni

References:

1. H.S.Krishnaswamy Iyangaar – Adalitha Kannada – Chetana publication, Mysuru
2. Kannada Vyakarana mattu Rachane – N.Gopalakrishna Udupa, M.C.C.Publication
3. G.H.Naayak – Kannada Sanna Kathegalu – Chetana Book House
4. Shatamaanada Lalitha Prabandha – Gurulinga Kaapase - Karnataka Sahitya Academy
5. Naavalla – Kathasankalana – Sethuram
6. Basavannanavara Vachanagalu – G.V.Shastri – Paaruv prakashana
7. Kannadada Balake – H.S.Krishnaswamy Iyangaar – Chetana book house
8. Sarvagnana Vachanagalu – Venkata Subbaiha, Vijayavaahini Publications

24SAN101

SANSKRIT I

2 0 0 2

Course Objectives:

- To enable the students to acquire basic skills in functional language
- To develop independent reading skills and reading for appreciating literary works.
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech
- Grasp the connection between Sanskrit language and Indian philosophy

Course Outcomes:

CO 1 Read and understand Sanskrit verses and sentences and communicate in Sanskrit

CO 2 Imbibe values of life and Indian tradition propounded by the scriptures

Module I

Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit

Module II

Verbs- Singular, Dual and plural — First person, Second person, Third person.

Tenses – Past, Present and future – Atmanepadi and parasmaipadi-karthariprayoga.

Module III

General group words for communication and moral stories.

Module IV

ChanakyaNeeti chapter III (part I), Bhagavad Gita chapter 14 (part I)

Module V

Translation of simple sentences from Sanskrit to English and vice versa.

Course Objectives:

To teach Tamil for effective communication in different spheres of life: - cultural relations in society.

Course Outcomes:

1. Giving exposure to history of Tamil literature and Introduction of select Classics
2. Initiating Students to the spirit of Bhakti literature
3. Encouraging creativity of students by teaching Contemporary Literature poetry, modern poetry, Short Story, Prose, Novel, etc
4. Introduction of basic Grammar, Letter writing and essay writing skills of Tamil language.

அலகு-1

தமிழ்இலக்கியவரலாற்றில்சங்கஇலக்கியம்: முதல், இடை, கடைசங்கம்.

சங்கஇலக்கியங்கள்பத்துப்பாட்டு.

குறுந்தொகை (6,8பாடல்கள்),

புறநானூறு (184,192பாடல்கள்).

சங்கம்மருவியகாலஇலக்கியம்:

சிலப்பதிகாரம் (வழக்குறைக்காதை),

பதினெண்கீழ்கணக்குநூல்கள்,

திருக்குறள் (மருந்து)

UNIT-1 History of Tamil Literature: First, Intermediate, Last sangam. Sangam Literature, Pattappaattu. Kuruntogai, Puranaanuru.

Literature of the Sangam Maruviya period – Silappathiagam (vazhakkuraikaathai), PatinēṅkiizhKaṇakkuNuulkaḷ. Tirukkural (Marunthu)

அலகு 2

பக்திஇலக்கியம்:-

பன்னிருதிருமுறைகள்அறிமுகம்,

மாணிக்கவாசகர் (திருவாசகம்- சிவபுராணம்)

UNIT 2 Bhakti Literature – Introduction to PanniruThirumuraikal, Manikkavasagar (Thiruvagasam- Siva Puranam)

அலகு -3

தற்காலஇலக்கியம்:-

கவிதை : பாதியார் (குயில்பாட்டு), பாரதிதாசன் (தமிழின்இனிமை).

உரைநடை: ஞா.தேவநேயப்பாவாணர் (தமிழும்திருவிடமும்சமமா?),

பரிதிமாற்கலைஞர் (தமிழ்மொழியின்வரலாறு (ஆதிவரலாறு)).

சிற்பி (வள்ளுவர்வகுக்கும்இன்பம்)

சிறுகதை: அழகியபெரியவன் – (வனம்மாள்)

நாவல்: இமையம் (பெத்தவன்)

UNIT-3 Contemporary Literature: Poetry - Bharathiar(kuyilpāṭṭu), Bharathidasan (tamiḷiṇiṇimai, inṭattamiḷ) Pattukottai

Kalyanasundaram.

Prose: G. Devaneyabhavanar (TamizhumDhiravidamumsamamaa?), Paritimārkalaiñar (paranarkettaparisu), chirbi (valluvarvakukkuminbam)

Short Story: Azhagiya Periyavan – (VanammaaL)

Novel: Imaiya (Peththavan)

அலகு – 4தொல்காப்பியம்:

எழுத்து – பிறப்பியல்.

நிறுத்தக்குறிகள்மற்றும்

கடிதம்எழுதுதலும்கட்டுரைஎழுதுதலும்

UNIT – 4tolkāppiyam: Alphabet – pirappiyal. Punctuation marks and Letter writing and essay writing.

REFERENCE

இமையம், *பெத்தவன்*, க்ரியாவெளியீடு 2019.

அழகியபெரியவன், *அழகியபெரியவன்கதைகள்*, நற்றிணைபதிப்பகம், 2016

சி.பாலசுப்பிரமணியன், *கட்டுரை-வளம்*, நறுமலர்ப்பதிப்பகம், பத்தாம்பதிப்பு 1994

பரிதிமாற்கலைஞர், *தமிழ்மொழியின்வரலாறு*, பூம்புகார்பதிப்பகம், ஆறாம்பதிப்பு 2013.

அகலங்கன், *பன்னிருதிருமுறை – அறிமுகம்*, இந்துமாமன்றம்வவுனியா, 1994

ரா. சீனிவாசன், *தமிழ்இலக்கியவரலாறு*, <https://ta.wikisource.org/s/99uk>

மாணிக்கவாசகர் (திருவாசகம்- சிவபுராணம்

பொன்மணிமாறன் “அடோன்தமிழ்இலக்கணம் “அடோன்பப்ளிஷிங்குரூப், வஞ்சியூர், திருவனந்தபுரம், 2007.

<http://www.tamilvu.org/libirary/libindex.htm>.

http://www.gunathamizh.com/2013/07/blog0post_24.html

24ENG100

Additional English – I

2 0 0 2

Objectives:

- To expose students to various genres of English literature
- To expose the students to Indian English Writing of different timelines.
- To develop a sensibility to read and understand literary works.
- To introduce a few linguistic devices to enable them to appreciate literary forms stylistically

COs	Course Outcomes
CO 1	Identify and distinguish various genres of English Literature for better understanding
CO 2	Demonstrate an ability to comprehend and analyse literature independently
CO 3	Develop or enhance the ability to appreciate and use linguistic devices for stylistic analysis

Unit-I

Introduction to Literature – Nature & Elements of Literature, literature as an expression of personal & historic aspects. Narrative structure & technique. Introduction to Indian Literature: Pre-independence, postindependence, themes, writers, and problems.

Unit-II

Linguistic Devices: Theme, Diction, syntax & syntactical deviations, Rhetorical devices, figures of speech

Unit-III

Poetry:

The Frog and the Nightingale by Vikram Seth

An Indian Love Song by Sarojini Naidu

Death of the Wolf by Toru Dutt

Unit IV

Short stories:

Detail-

A Dog's Life by Mulk Raj Anand

Interpreter of Maladies by Jhumpha Lahiri

Unit-V

Non-Detail Reading:

Three Persons by Vijay Sheshadri
The Wolf's Postscript To 'Little Red Riding Hood' by Agha Shahid Ali
The Naive Friends by Premchand
The Woman on Platform 8 by Ruskin Bond

Core Reading :

- Iyengar, Srinivasa – *The Indian Contribution to English Literature*. Karnatak ishing House, Bombay, 1945
- Iyengar, Srinivasa – *Indian Writing in English : 1800-1980* – Sterling Publishing House, 2019

References

- Seth, Vikram, *Beastly Tales*, Penguin India, 2013
- Naidu, Sarojini, *The Golden Threshold* 1905
- Dutt, Toru - *A Sheaf Gleaned in French Fields* 1876
- Anand, Raj Mulk, *Selected Short Stories* Penguin India, 2006
- Tagore, Rabindranath, *Mashi and Other Stories*, True Sign Publishing House, 2021
- Lahiri, Jumpha - *Interpreter of Maladies* Harpercollins Publishers India, 2005
- Sheshadri, Vijay – POETRY Magazine, December 2010
- Ali, Shahid Agha, *The Wolf's Postscript To 'Little Red Riding Hood'* Academy of American Poets, poets.org
- *Premchand - , Mindfuel's 4 In 1 Story By Munshi Premchand - Power Of A Curse, The Naive Friends, A Complex Problem & A Lesson In The Holy Life Mindfuel Publishers, 2020*
- *Bond, Ruskin - The Woman on Platform 8, The Illustrated Weekly of India*

Evaluation Pattern :

Assessment Component	Weightage
Continuous Evaluation (Class Tests, Assignment, Class Activity)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24MAL111

Malayalam II

2002

Course objective:

- To develop independent reading skills and reading for appreciating literary works.
- To develop elaboration and modernization of the vocabulary of a language
- To enable the students to plan, draft, edit & present a piece of writing.

Course outcomes:

CO1: Develop the ability to read and critically appreciate a given text

CO2: Develop fluency in communication

CO3: Develop interest in blending of language and Indian Spirituality

CO4: To enable the learners to understand the grammatical structures of classes of words

Unit Topic

- 1 Memoirs-One of the Selection from Chiudambara Smarana-Balachandran Chullikkadu-Critical analysis of his poetry)
- 2 Ancient Drama: Kerala Sakunthalam (Act 4), Kalidasan (Translated by Attoor Krishna Pisharody).
- 3 Satire One of the Selection from Chemmanam Chacko,VKN Or Punathil Kunjabdulla- philosophical dimens of Satire
- 4 Part of an auto-biography/travelogue:
Valarnnu varunna oratmavu(from Kanneerum Kinavum)-VT Bhattathirippad
- 5 Error-freeMalayalam: 1.Language; 2.Clarity of expression; 3.Punctuation-Thettillatha Malayalam

– Writing-a. Expansion of ideas

Text books/Reference:

- 1) Hasa Sahithyam Kuttikrishna Mararu
- 2) Sakunthalam-Attoor/Kuttikrishna Marar
- 3) Kalidasa Hridayam-K.P.Narayana Pisharady
- 4) VKN-K.P.Appan
- 5) N.V.Krishna Warriar & Modern Poetry studies
- 6) Kanneerum Kinavum –V.T. Bhattathirippad
- 7) Adukkalayil Ninnu Arangatheykku-V.T.Bhattathirippadu
- 8) Nalla Malayalam- C.V.Vasudeva Bhattathiri
- 9) Tettum Sariyum-Prof. Panmana Ramachandran Nair

24HIN111

HINDI II

2002

Course Objective: The course will allow students to apply grammar in language structures, appreciate the literary compositions and provide them with a good command over translation techniques.

Course outcomes: By the end of the course the students will be able to:

1. Understand the postmodern trends of literature...
2. Explore tradition and culture through literature.
3. Apply ethical and professional translation strategies.
4. Demonstrate linguistic competence in written communication.

UNIT 1

Hindi Laghu Upanyas :**Mamatha Kaliya- ' Doud'**

UNIT 2

Hindi Natak: Swadesh Deepak- "Kort Marshal"

UNIT 3.

Adhunik Hindi Kavya a.Jayashankar Prasad-(Lahar, Aah!Vedhana Mili Vidayi)., b.Suryakanth Tripathi „Nirala“- (Anamika -4)., c.Subadhra Kumari , Chouhan- (Swadesh Ke Prathi, Smruthiyam), d.Gajanan Madhav Muktibodh- (ek swapna Katha)

UNIT 4.

A)Sankshepan,

B) .Anuvad: Paribhasha,Prakar,AnuvadKeLakshan,AnuvadKiAvashyakata,Passage (Translation)

c)Paragraph writing

D)Technical writing

REFERENCE

1. Prayojan Mulak Hindi Ke Naye Ayam : Dr. Pandit Banne
2. Prayojan Mulak Hindi Ki Nayi Bhumika : Kailash Nath Pandey
3. Prayojan Mulak Hindi Ke Vividh Roop : Dr. Rajendra Mishra, Rakesh Sharma
4. "Adhunik Kavya Sangraha" Edited by . Dr. Urvashi Sharma (Printed and Published by Malik & Company, Jaipur)
5. Hindi Samay.com,/Hindikahani.com/exotic indiaart.com

24KAN111

Kannada II

2002

Objectives:

- To develop the standard of orthography and spelling system.
- To develop independent reading skills and reading for appreciating literary works.
- To develop elaboration and modernization of the vocabulary of a language.
- To enable the students to plan, draft, edit & present a piece of writing.

Course Outcome

CO1	Develop the ability to read and critically appreciate a given text
CO2	Develop pattern of communication as required for different professional context
CO3	Develop fluency in speaking the language

Course Contents

UNIT – 1

Prabandhagalu

- Thotadacheya Bhoota – Kuvempu
- Bantu Bannada Holi – G. S. Shivarudrappa

UNIT – 2

Poems

- Ni hinga nodabayda Nanna – Da. Ra. Bendre
- Huttarihaadu – Panje Mangesh Rao

- Tungabadre – K.S.Narasimhaswamy
- Nanna Janagalu – Dr.Siddhalingaya

UNIT – 3

Novel

- Jugari Cross – Poornachandra Tejaswi

UNIT – 4

- Suttale
- Kadata
- prakatane
- Arjigalu
- Aadesha patraa

UNIT- 5

- Varadigalu
- Sanshikpta Baravanige
- Prabandhagalu: vaadaatmaka haagu vishleshanatmaka

References:

1. Jugari Cross – Poornachandra Tejaswi – Pustaka Prakashana
2. Shatamaanada Lalitha Prabandha – Gurulinga Kaapase - Karnataka Sahitya Academy
3. N.Gopalkrishna Adiga – Kannada Vyakarana mattu Rachane – MCC Publications
4. Maadhari Patragalu – S.R.Siddharaju – Kannada Saahitya Parishattu
5. H.S.Krishnaswamy Iyengar – Adalitha Kannada – Chetana publication, Mysuru

24SAN111

SANSKRIT II

2002

Module I

Seven cases, Avyayas, sentence making with Avyayas, Sapthakakaras.

Module II

Kthavathu Prathyaya, Upasargas, Kthvatha, Thumunnantha, LyabanthaPrathyaya. Three Lakaras – brief introduction, Lot lakara

Module III

New words and sentences for the communication, Slokas, moral stories, Subhashithas, riddles (Selected from the Pravesha Book)

Module IV

Introduction to classical literature, classification of Kavyas, classification of Dramas - Important five Mahakavyas

Module V

Translation of paragraphs from Sanskrit to English and vice versa

Module VI

Chanakya Neeti chapter III (Part II), Bhagavad Geeta chapter 14 (Part II)

Essential Reading:

- 1, Praveshaha; Publisher :Sanskritabharati, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore -560 085
- 2, Sanskrit Reader I, II and III, R.S. Vadhyaar and Sons, Kalpathi, Palakkad
- 3, PrakriyaBhashyam written and published by Fr. John Kunnappally
- 4, Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
- 5, Sabdamanjari, R.S. Vadyar and Sons, Kalpathi, Palakkad
- 6, Namalinganusasanam by Amarasimha published by Travancore Sanskrit series
- 7, SubhashitaRatnaBhandakara by Kashinath Sharma, published by Nirnayasagarpress

24TAM111

TAMIL II

2002

Course Objective: The course will allow students to understand the writing competency in Tamil literature.

Course outcomes: By the end of the course the students will be able to:

1. Introduction to Tamil Folklore
2. Learning the nuances of Tamil spiritual literature
3. Exposure to the advanced aspects of Tamil grammar
4. Imbibing the spirit of language through familiarising with linguistics, translation and creative writing

அலகு 1

சிற்றிலக்கியங்கள்அறிமுகம்: கலிங்கத்துப்பரணி (பபோர்போடியது), முக்கூடற்பள்ளு
35. நோட்டுபுறவியல்: வரரவிலக்கணம், நோட்டுபுறப்போடல்கள், கரதகள், கரதப்போடல்கள், பழமமோழி, விடுகரதகள், கரலகள்.

Introduction to CiRRilakkiyam: Kalingaththupparani (Poor Padiyathu) - MukkdaRpallu 35. Folklore: Definition, Folksongs - Stories – kathaipPaadal - pazhamozhi - vidukathai - kalaikaL.

அலகு 2

பக்திஇலக்கியம்: ஆண்டோள்முழுவரலோறு, திருப்போரவ (1,2,3,4)

அலகு 3

மதோல்கோப்பியம்: மபோருளிலக்கணம் - மோல்லிலக்கணம்

அலகு 4

மமோழிமபயப்பு:

மமோழிமபயப்புவரககள்,

மமோழிமபயர்ப்பின்முக்கியதுவமும்பதரவயும்,

இயந்திரமமோழிமபயர்ப்பு,

மகோள்ரககள், இலக்கியமமோழிமபயர்ப்பு.

மமோழியியல்அறிமுகம்:

மமோழியும்மமோழியியலும்,

பயன்போடுமமோழியின்தன்ரமகள்

,மமோழியியல்துரறகள்.

பரடப்புஉருவோக்குதல்

(கருத்துபரிமாற்றம்

- கவிரதஇலக்கியம்- அறிமுகம், விடுதரலக்குமுன்னும்பின்னும் - நாடகம் - சிறுகதத).

Translation: Types of translation - Importance and need of translation - Machine translation - Principles - Literary translation.

Introduction to Linguistics: Language and Linguistics- Linguistics – Characteristics of applied language – Fields of Linguistics. Creation of creativity (Exchange of ideas - introduction to poetry literature, before and after liberation - drama - short story).

REFERENCES

மு.வரதரோன்“ தமிழ்இலக்கியவரலோறு” றோஹித்யஅகமடமிபப்ளிபகஷன்ஸ் , 2012

மபோன்மணிமோறன் “அபடோன்தமிழ்இலக்கணம் “அபடோன்பப்ளிஷிங்குரூப்,

வஞ்சியூர், திருவனந்தபுரம், 2007. <http://www.tamilvu.org/libirary/libindex.htm>.

http://www.gunathamizh.com/2013/07/blog0post_24.html

நோ.வோனமோமரல,

“தமிழர்நோட்டுப்போடல்கள்” நியூமஞ்சரிபுத்தகமவளியீட்டகம் 1964,2006

நோ.வோனமோமரல

“பழங்கரதகளும்,

பழமமோழிகளும்

“நியூமஞ்சரிபுத்தகமவளியீட்டகம், 1980,2008

24ENG110

Additional English – II

2 0 0 2

Objectives:

- To expose the students to various genres of English Literature.
- To expose the students to Indian English Writing of different timelines.
- To develop sensibility to read and understand literature and thereby encourage them to be sensitive to the whole spectrum of human experience.

COs	Course Outcomes
CO 1	To demonstrate an ability to critically appreciate any literary text
CO 2	To exhibit an ability to narrate and express their thoughts and idea.
CO 3	To be able to evaluate and relate to common human experiences

Unit-I

Introduction:

Drama : Tragedy & Comedy, Characters, Setting

Prose: Fiction and Non-Fiction

Life Writing.: Biography, Autobiography, Memoirs

Unit-II

Essays:

Shashi Tharoor - A Child's Reading in India

Sarvepalli Radhakrishnan - Gandhian Outlook

Unit-III

Play: *Silence! The Court is in Session'* by Vijay Tendulkar

Unit-IV

Non-Detail reading:

Karma – Khushwant Singh

Kailash Satyarthi's Nobel Lecture on 10 December 2014 at Oslo City Hall, Norway

Of Mothers, among other things. By A.K. Ramanujan

Unit-V

Critical Appreciation and Creative Writing: Class Activity

Core Reading

- Habib, M.A.R, *Literary Studies, A Norton Guide*, Norton & Co, 2020
- Naik, M.K., *A History of Indian English Literature*, Sahitya Academy

References:

- Tendulkar, Vijay, *Silence! The Court is in Session*, Oxford University Press, 1982
- Tharoor, Shashi, *A Child's Reading in India*, Washington Post, Dec 1991
- *Gandhi Outlook and Techniques* - Ministry of Education, January 1, 1953
- Singh, Khushwant, *Collected Short Stories*, Ravi Dayal Publishers, 1989
- **Nobel Lecture – Audio** [<https://www.youtube.com/watch?v=UNZNbcf5Hd8>]

Assessment Component	Weightage
Continuous Evaluation (Class Tests, Critical Appreciation, Creative Writing)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

Objectives:

To help students obtain an ability to communicate fluently in English; to enable and enhance the students' skills in listening, speaking, reading, and writing; to impart an aesthetic sense and enhance creativity

Cos	Course Outcomes
CO 1	Demonstrate competence in the mechanics of writing
CO 2	Summarise audio and written texts to convey messages effectively
CO 3	Apply mechanics of writing and AI tools to draft academic and professional documents
CO4	Organise ideas and thoughts for clear written and oral communication
CO 5	Critically evaluate literary texts

Unit I

Mechanics of writing - Parts of speech – use of prepositions, adjectives, adverbs and determiners – word order – collocation – concord (Subject-Verb, Pronoun-Antecedent) – kinds and patterns of sentences

Unit II

Tenses - Modal auxiliaries - Reported speech - Active and Passive Voice - Phrasal Verbs - Linkers/ Discourse Markers - Question Tags

Unit III

Pre-writing techniques - Paragraph writing – Cohesion – Development – types: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative - Introduction to the use of Gen AI in writing (AI tools, Do's and Don'ts while using AI, how to write prompts, etc.)

Unit IV

Listening comprehension (3 pieces – Do Schools kill creativity? By Sir Ken Robinson, Steve Jobs' 2005 Stanford Commencement Address, India Questions Dr Abdul Kalam- Aired August 2007) - Reading Comprehension – Skimming and Scanning- Inference and Deduction – Reading different kinds of material – Speaking: Narration of incidents / stories/ anecdotes.

Unit V

Shashi Tharoor – “‘Kindly Adjust’ to Our English

A. G. Gardiner – “A Fellow Traveller”

Ruskin Bond – “The Eyes Have It”

Mrinal Pande – “Girls”

W. H. Auden – “Unknown Citizen”

W H Davies - “Leisure”

References:

1. Murphy, Raymond, *Murphy's English Grammar*, CUP, 2004
2. Syamala, V. *Speak English in Four Easy Steps*, Improve English Foundation Trivandrum: 2006
3. Martinet, Thomson, *A Practical English Grammar*, IV Ed. OUP, 1986.
4. The Week - June 03, 2018, LAST WORD; <https://www.theweek.in/columns/shashi-tharoor/2018/05/25/kindly-adjust-to-our-english.html?fbclid=IwAR3Ih-tdXqvuV4ySECn9S7SA6HmCEYISyd1QHd3BlwKgiNKKwdkeSg3qWp-U/>

5. A G Gardiner – *Leaves in the Wind*, Digicat (e-book), 2015
6. Ruskin Bond – *The Best of Ruskin Bond*; India Penguin. April 2016.
7. Mrinal Pande – *Stepping Out*; Penguin India; 2003
8. W H Auden – *Another Time*; Random House Pub; 1940
9. William H Davies – *Songs of Joy and Others*; Andesite Press, August 2017.
10. Sir Ken Robinson – “Do schools kill creativity?”. <https://go.ted.com/6WoC>
11. Steve Jobs’ 2005 Stanford Commencement Address.
<https://youtu.be/UF8uR6Z6KLc?si=1nMNYJOk3Yw7H7tF>
12. India Questions Dr Abdul Kalam (aired: August 2007).
<https://youtu.be/erg3CmVm6M4?si=YudsxXZOFY1do91C>

24ENG111
Objectives:

English II

1 0 2 2

To train students to convey and document information in a formal environment; to facilitate them to acquire the skill of self-projection in professional circles; to inculcate critical and analytical thinking.

Cos	Course Outcomes
CO 1	Illustrate comprehension of the fundamentals of writing
CO 2	Analyse audio text focussing on English phonetics, pronunciation and meaning comprehension
CO 3	Apply theoretical knowledge to write professional documents
CO 4	Infer from current news to formulate ideas and opinions
CO5	Prepare appropriate content for mini project and make effective presentation

Unit I

Vocabulary Building: One-word substitutes; Antonyms and Synonyms; Words often Confused Error

Analysis (Subject-Verb Agreement; Tense Sequence; Usage of Articles and Prepositions; Determiners; Redundancy); Modifiers (misplaced, dangling, etc.)

Unit II

Circulars; Memos; Formal Letter writing; e-Mail Etiquette; Instruction, Suggestion & Recommendation; Essay writing: Analytical and Argumentative

Unit III

Sounds of English: Stress, Intonation - Listening Comprehension (3 pieces – Women in Technology Panel discussion, India Questions Abdul Kalam, UPSC Topper Mock interview Akshat Jain) - Current News Awareness

Unit IV

Reports: Incident Report, Event Report

Situational Dialogue; Group Discussion (Opinion)

Unit V

Mini Project and Presentation

References:

1. Felixa Eskey. *Tech Talk*, University of Michigan. 2005
2. Michael Swan. *Practical English Usage*, Oxford University Press. 2005
3. Anderson, Paul. *Technical Communication: A Reader Centered Approach*, V Edition, Hercourt, 2003.
4. Martinet, Thomson, *A Practical English Grammar*, IV Ed. OUP, 1986.
5. Raymond V. Lesikar and Marie E. Flatley. *Basic Business Communication*, Tata McGraw Hill Pub. Co. New Delhi. 2005. Tenth Edition.
6. Thampi, G. Balamohan. *Meeting the World: Writings on Contemporary Issues*. Pearson, 2013.
7. Lynch, Tony. *Study Listening*. New Delhi: CUP, 2008.
8. Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking*. New Delhi: CUP, 2008.

9. Marks, Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.
10. Syamala, V. *Effective English Communication for You (Functional Grammar, Oral and Written Communication)*: Emerald, 2002.
11. Sample Question Papers from Competitive Examinations
12. Women in Technology Panel discussion
<https://youtu.be/T44XdGH5s-8?si=A1cDVEt777FH7vFR>
13. India Questions Abdul Kalam
https://youtu.be/erg3CmVm6M4?si=WjP_SV1vy6FrsGHg
14. UPSC Topper Mock interview, Akshat Jain
<https://youtu.be/lsJBGvyiAHI?si=L-u6kTadzJmghHLI>

23LSK201

Life Skills I

L-T-P-C: 1-0-2-2

Pre-requisite: An open mind and the urge for self-development, basic English language skills, knowledge of high school level mathematics.

Course Objective: To assist students in inculcating soft skills, developing a strong personality, empowering them to face life's challenges, improving their communication skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To develop greater morale and positive attitude to face, analyze, and manage emotions in real life situations, like placement process.

CO2: Soft Skills - To empower students to create better impact on a target audience through content creation, effective delivery, appropriate body language and overcoming nervousness, in situations like presentations, Group Discussions and interviews.

CO3: Aptitude – To analyze, understand and solve questions in arithmetic and algebra by employing the most suitable methods.

CO4: Aptitude - To investigate and apply suitable techniques to solve questions on logical reasoning.

CO5: Verbal – To infer the meaning of words & use them in the right context. To have a better understanding of the nuances of English grammar and become capable of applying them effectively.

CO6: Verbal - To identify the relationship between words using reasoning skills. To develop the capacity to communicate ideas effectively.

Skills: Communication, self-confidence, emotional intelligence, presentation skills and problem-solving Skills.

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	2	3	3	-	3
CO2	-	-	-	-	-	-	-	3	2	3	-	3
CO3	-	3	-	-	-	-	-	-	-	-	-	3
CO4	-	3	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	3	-	3
CO6	-	-	-	-	-	-	-	-	3	3	-	3

Syllabus

Soft Skills

Soft Skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. New-age challenges and distractions. Learning to benefit from constructive criticisms and feedback. Need for change in mindset and up-skilling to keep oneself competent in the professional world.

Managing Self: Knowing oneself, Self-perception, Importance of positive attitude, Building and displaying confidence, Avoiding being overconfident, Managing emotions, stress, fear. Developing Resilience and handling failures. Self-motivation, Self-learning, and continuous knowledge up-gradation / Life-long learning. Personal productivity - Goal setting and its importance in career planning, Self-discipline, Importance of values, ethics and integrity, Universal Human Values.

Communication: Process, Language Fluency, Non-verbal, Active listening. Assertiveness vs. aggressiveness. Barriers in communication. Digital communication

Aptitude

Numbers: Types, Power Cycles, Divisibility, Prime, Factors & Multiples, HCF & LCM, Surds, Indices, Square roots, Cube Roots and Simplification.

Percentage: Basics, Profit, Loss & Discount, and Simple & Compound Interest.

Ratio, Proportion & Variation: Basics, Alligations, Mixtures, and Partnership.

Averages: Basics, and Weighted Average.

Equations: Basics, Linear, Quadratic, Equations of Higher Degree and Problems on ages.

Logical Reasoning I: Blood Relations, Direction Test, Syllogisms, Series, Odd man out, Coding & Decoding, Cryptarithmic Problems and Input - Output Reasoning.

Verbal Skills

Vocabulary: Familiarize students with the etymology of words, help them realize the relevance of word analysis and enable them to answer synonym and antonym questions. Create an awareness about the frequently misused words, commonly confused words and wrong form of words in English.

Grammar (Basics): To learn the usage of grammar and facilitate students to identify errors and correct them.

Reasoning: Stress the importance of understanding the relationship between words through analogy questions. Emphasize the importance of avoiding the gap (assumption) in the argument/ statements/ communication.

Speaking Skills: Make students conscious of the relevance of effective communication in today's world through individual speaking activities.

Writing Skills: Introduce formal written communication and keep the students informed about the etiquette of email writing.

References:

1. Gulati. S., (1006) "Corporate Soft Skills", New Delhi, India: Rupa & Co.
2. The hard truth about Soft Skills, by Amazon Publication.
3. Verbal Skills Activity Book, CIR, AVVP
4. Nova's GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites
9. Student Workbook: Quantitative Aptitude & Reasoning, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham.
10. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
11. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
12. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
13. How to Prepare for Logical Reasoning for the CAT, Arun Sharma.
14. Quantitative Aptitude for Competitive Examinations, R S Aggarwal.
15. A Modern Approach to Logical Reasoning, R S Aggarwal.
16. A Modern Approach to Verbal & Non-Verbal Reasoning, R S Aggarwal.

Evaluation Pattern

Assessment	Internal	External
Continuous Assessment (CA)* – Soft Skills	30	-
Continuous Assessment (CA)* – Aptitude	10	25
Continuous Assessment (CA)* – Verbal	10	25
Total	50	50

*CA - Can be presentations, speaking activities and tests.

23LSK201

Life Skills I

L-T-P-C: 1-0-2-2

Pre-requisite: An open mind and the urge for self-development, basic English language skills, knowledge of high school level mathematics.

Course Objective: To assist students in inculcating soft skills, developing a strong personality, empowering them to face life's challenges, improving their communication skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To develop greater morale and positive attitude to face, analyze, and manage emotions in real life situations, like placement process.

CO2: Soft Skills - To empower students to create better impact on a target audience through content creation, effective delivery, appropriate body language and overcoming nervousness, in situations like presentations, Group Discussions and interviews.

CO3: Aptitude – To analyze, understand and solve questions in arithmetic and algebra by employing the most suitable methods.

CO4: Aptitude - To investigate and apply suitable techniques to solve questions on logical reasoning.

CO5: Verbal – To infer the meaning of words & use them in the right context. To have a better understanding of the nuances of English grammar and become capable of applying them effectively.

CO6: Verbal - To identify the relationship between words using reasoning skills. To develop the capacity to communicate ideas effectively.

Skills: Communication, self-confidence, emotional intelligence, presentation skills and problem-solving Skills.

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	2	3	3	-	3
CO2	-	-	-	-	-	-	-	3	2	3	-	3
CO3	-	3	-	-	-	-	-	-	-	-	-	3
CO4	-	3	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	3	-	3
CO6	-	-	-	-	-	-	-	-	3	3	-	3

Syllabus

Soft Skills

Soft Skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. New-age challenges and distractions. Learning to benefit from constructive criticisms and feedback. Need for change in mindset and up-skilling to keep oneself competent in the professional world.

Managing Self: Knowing oneself, Self-perception, Importance of positive attitude, Building and displaying confidence, Avoiding being overconfident, Managing emotions, stress, fear. Developing Resilience and handling failures. Self-motivation, Self-learning, and continuous knowledge up-gradation / Life-long learning. Personal productivity - Goal setting and its importance in career planning, Self-discipline, Importance of values, ethics and integrity, Universal Human Values.

Communication: Process, Language Fluency, Non-verbal, Active listening. Assertiveness vs. aggressiveness. Barriers in communication. Digital communication

Aptitude

Numbers: Types, Power Cycles, Divisibility, Prime, Factors & Multiples, HCF & LCM, Surds, Indices, Square roots, Cube Roots and Simplification.

Percentage: Basics, Profit, Loss & Discount, and Simple & Compound Interest.

Ratio, Proportion & Variation: Basics, Alligations, Mixtures, and Partnership.

Averages: Basics, and Weighted Average.

Equations: Basics, Linear, Quadratic, Equations of Higher Degree and Problems on ages.

Logical Reasoning I: Blood Relations, Direction Test, Syllogisms, Series, Odd man out, Coding & Decoding, Cryptarithmic Problems and Input - Output Reasoning.

Verbal Skills

Vocabulary: Familiarize students with the etymology of words, help them realize the relevance of word analysis and enable them to answer synonym and antonym questions. Create an awareness about the frequently misused words, commonly confused words and wrong form of words in English.

Grammar (Basics): To learn the usage of grammar and facilitate students to identify errors and correct them.

Reasoning: Stress the importance of understanding the relationship between words through analogy questions. Emphasize the importance of avoiding the gap (assumption) in the argument/ statements/ communication.

Speaking Skills: Make students conscious of the relevance of effective communication in today's world through individual speaking activities.

Writing Skills: Introduce formal written communication and keep the students informed about the etiquette of email writing.

References:

1. Gulati. S., (1006) "Corporate Soft Skills", New Delhi, India: Rupa & Co.
2. The hard truth about Soft Skills, by Amazon Publication.
3. Verbal Skills Activity Book, CIR, AVVP
4. Nova's GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites
9. Student Workbook: Quantitative Aptitude & Reasoning, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham.
10. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
11. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
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14. Quantitative Aptitude for Competitive Examinations, R S Aggarwal.
15. A Modern Approach to Logical Reasoning, R S Aggarwal.
16. A Modern Approach to Verbal & Non-Verbal Reasoning, R S Aggarwal.

Evaluation Pattern

Assessment	Internal	External
Continuous Assessment (CA)* – Soft Skills	30	-
Continuous Assessment (CA)* – Aptitude	10	25
Continuous Assessment (CA)* – Verbal	10	25
Total	50	50

*CA - Can be presentations, speaking activities and tests.

23LSK211

Life Skills II

L-T-P-C: 1-0-2-2

Pre-requisite: Willingness to learn, communication skills, basic English language skills, knowledge of high school level mathematics.

Course Objective: To help students understand the corporate culture and assist them in improving their group discussion skills, communication skills, listening skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To improve the inter-personal skills, professional etiquette and leadership skills, vital for arriving at win-win situations in Group Discussions and other team activities.

CO2: Soft Skills - To develop the ability to create better impact in a Group Discussions through

examination, participation, perspective-sharing, ideation, listening, brainstorming and consensus.

CO3: Aptitude - To interpret, critically analyze and solve questions in arithmetic and algebra by employing the most suitable methods.

CO4: Aptitude - To analyze, understand and apply suitable methods to solve questions on logical reasoning.

CO5: Verbal - To be able to use vocabulary in the right context and to be competent in spotting grammatical errors and correcting them.

CO6: Verbal - To be able to logically connect words, phrases, sentences and thereby communicate their perspectives/ideas convincingly.

Skills: Communication, etiquette and grooming, inter-personal skills, listening skills, convincing skills, problem-solving skill.

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	2	3	3	2	3
CO2	-	-	-	-	-	-	-	2	3	3	2	3
CO3	-	3	-	-	-	-	-	-	-	-	-	3
CO4	-	3	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	3	-	3
CO6	-	-	-	-	-	-	-	-	3	3	-	3

Syllabus

Soft Skills

Professional Grooming and Practices: Basics of corporate culture, key pillars of business etiquette – online and offline: socially acceptable ways of behavior, body language, personal hygiene, professional attire and cultural adaptability and managing diversity. Handling pressure, multi-tasking. Being enterprising. Adapting to corporate life: Emotional Management (EQ), Adversity Management, Health consciousness. People skills, Critical Thinking and Problem solving.

Group Discussions: Advantages of group discussions, Types of group discussion and Roles played in a group discussion. Personality traits evaluated in a group discussion. Initiation techniques and maintaining the flow of the discussion, how to perform well in a group discussion. Summarization/conclusion.

Aptitude

Logarithms, Inequalities and Modulus: Basics

Sequence and Series: Basics, AP, GP, HP, and Special Series.

Time and Work: Basics, Pipes & Cistern, and Work Equivalence.

Time, Speed and Distance: Basics, Average Speed, Relative Speed, Boats & Streams, Races and Circular tracks.

Logical Reasoning II: Arrangements, Sequencing, Scheduling, Venn Diagram, Network Diagrams, Binary Logic, and Logical Connectives, Clocks, Calendars, Cubes, Non-Verbal reasoning and Symbol based reasoning.

Verbal Skills

Vocabulary: Help students understand the usage of words in different contexts.

Grammar (Medium Level): Train Students to comprehend the nuances of Grammar and empower them to spot errors in sentences and correct them.

Reading Comprehension (Basics): Introduce students to smart reading techniques and help them understand different tones in comprehension passages.

Reasoning: Enable students to connect words, phrases and sentences logically.

Oral Communication Skills: Aid students in using the gift of the gab to interpret images, do a video synthesis, try a song interpretation or elaborate on a literary quote.

References:

1. Adair. J., (1.986), "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
2. Gulati. S., (2006) "Corporate Soft Skills", New Delhi, India: Rupa & Co.
3. The Hard Truth about Soft Skills, by Amazone Publication.
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova's GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
10. Student Workbook: Quantitative Aptitude & Reasoning, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham.
11. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
12. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
13. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
14. How to Prepare for Logical Reasoning for the CAT, Arun Sharma.
15. Quantitative Aptitude for Competitive Examinations, R S Aggarwal.
16. A Modern Approach to Logical Reasoning, R S Aggarwal.
17. A Modern Approach to Verbal & Non-Verbal Reasoning, R S Aggarwal.

Evaluation Pattern

Assessment	Internal	External
Continuous Assessment (CA)* – Soft Skills	30	-
Continuous Assessment (CA)* – Aptitude	10	25
Continuous Assessment (CA)* – Verbal	10	25
Total	50	50

*CA - Can be **presentations, speaking activities and tests**

requisite: Team Spirit, self-confidence and required knowledge, basic English language skills, knowledge of high school level mathematics.

Course Objective: To help students understand the nuances of leadership, know the importance of working in teams, face challenging situations, crack interviews, improve communication skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To acquire the ability to work in teams, present themselves confidently and showcase their knowledge, skills, abilities, interests, practical exposure, strengths and achievements to potential recruiters through a resume, video resume, and personal interview.

CO2: Soft Skills - To have better ability to prepare for facing interviews, analyse interview questions, articulate correct responses and respond appropriately to convince the interviewer of one's right candidature through displaying etiquette, positive attitude and courteous communication.

CO3: Aptitude - To manage time while arriving at appropriate strategies to solve questions in geometry, statistics, probability and combinatorics.

CO4: Aptitude - To analyze, understand and apply suitable methods to solve questions on data analysis and data sufficiency.

CO5: Verbal - To use diction that is less verbose and more refined and to use prior knowledge of grammar to correct/improve sentences.

CO6: Verbal - To understand arguments, analyze arguments and use inductive/deductive reasoning to arrive at conclusions. To be able to generate ideas, structure them logically and express them in a style that is comprehensible to the audience/recipient.

Skills: Communication, teamwork, leadership, facing interviews and problem-solving.

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	2	3	3	-	3
CO2	-	-	-	-	-	-	-	2	3	3	-	3
CO3	-	3	-	-	-	-	-	-	-	-	-	3
CO4	-	3	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	3	-	3
CO6	-	-	-	-	-	-	-	-	3	3	-	3

Syllabus

Soft Skills

Team Work: Value of teamwork in organizations, Definition of a team. Why team? Effective team building. Parameters for a good team, roles, empowerment and need for transparent communication, Factors affecting team effectiveness, Personal characteristics of members and its influence on team. Project Management Skills, Collaboration skills.

Leadership: Initiating and managing change, Internal problem solving, Evaluation and co-ordination, Growth and productivity, Importance of Professional Networking.

Facing an interview: Importance of verbal & aptitude competencies, strong foundation in core competencies, industry orientation / knowledge about the organization, resume writing (including cover letter, digital profile and video resume), being professional. Importance of good communication skills, etiquette to be maintained during an interview, appropriate grooming and mannerism.

Aptitude

Geometry: 2D, 3D, Coordinate Geometry, and Heights & Distance.

Permutations & Combinations: Basics, Fundamental Counting Principle, Circular Arrangements, and Derangements.

Probability: Basics, Addition & Multiplication Theorems, Conditional Probability and Bayes' Theorem.

Statistics: Mean, Median, Mode, Range, Variance, Quartile Deviation and Standard Deviation.

Data Interpretation: Tables, Bar Diagrams, Line Graphs, Pie Charts, Caselets, Mixed Varieties, and other forms of data representation.

Data Sufficiency: Introduction, 5 Options Data Sufficiency and 4 Options Data Sufficiency.

Campus recruitment papers: Discussion of previous year question papers of all major recruiters of Amrita Vishwa Vidyapeetham.

Miscellaneous: Interview Puzzles, Calculation Techniques and Time Management Strategies.

Verbal Skills

Vocabulary: Create an awareness of using refined language through idioms and phrasal verbs.

Grammar (Advanced Level): Enable students to improve sentences through a clear understanding of the rules of grammar.

Reasoning Skills: Facilitate the student to tap his reasoning skills through Syllogisms, and critical reasoning arguments.

Reading Comprehension (Advanced): Enlighten students on the different strategies involved in tackling reading comprehension questions.

Public Speaking Skills: Empower students to overcome glossophobia and speak effectively and confidently before an audience.

Writing Skills: Practice closet tests that assess basic knowledge and skills in usage and mechanics of writing such as punctuation, basic grammar and usage, sentence structure and rhetorical skills such as writing strategy, organization, and style. Practice formal written communication through writing emails especially composing job application emails.

References:

1. Adair. J., (1.986), "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
2. Gulati. S., (2006) "Corporate Soft Skills", New Delhi, India: Rupa & Co.
3. The Hard Truth about Soft Skills, by Amazone Publication.
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova's GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
10. Student Workbook: Quantitative Aptitude & Reasoning, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham.
11. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
12. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
13. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
14. How to Prepare for Logical Reasoning for the CAT, Arun Sharma.
15. Quantitative Aptitude for Competitive Examinations, R S Aggarwal.
16. A Modern Approach to Logical Reasoning, R S Aggarwal.
17. A Modern Approach to Verbal & Non-Verbal Reasoning, R S Aggarwal.

Evaluation Pattern

Assessment	Internal	External
Continuous Assessment (CA)* – Soft Skills	30	-
Continuous Assessment (CA)* – Aptitude	10	25
Continuous Assessment (CA)* – Verbal	10	25
Total	50	50

*CA - Can be presentations, speaking activities and test

22AVP103

Mastery Over Mind (MAOM)

1-0-2 2

1. Course Overview

Master Over the Mind (MAOM) is an Amrita initiative to implement schemes and organise university-wide programs to enhance health and wellbeing of all faculty, staff, and students (UN SDG -3). This program as part of our efforts for sustainable stress reduction gives an introduction to immediate and long-term benefits and equips every attendee to manage stressful emotions and anxiety facilitating inner peace and harmony.

With a meditation technique offered by Amrita Chancellor and world-renowned humanitarian and spiritual leader, Sri Mata Amritanandamayi Devi (Amma), this course has been planned to be offered to all students of all campuses of AMRITA, starting off with all first years, wherein one hour per week is completely dedicated for guided practical meditation session and one hour on the theory aspects of MAOM. The theory section comprises lecture hours within a structured syllabus and will include invited guest lecture series from eminent personalities from diverse fields of excellence. This course will enhance the understanding of experiential learning based on university's mission: "Education for Life along with Education for Living", and is aimed to allow learners to realize and rediscover the infinite potential of one's true Being and the fulfilment of life's goals.

2. Course Syllabus

Unit 1 (4 hours)

Causes of Stress: The problem of not being relaxed. Need for meditation -basics of stress management at home and workplace. Traditions and Culture. Principles of meditation– promote a sense of control and autonomy in the Universal Human Value System. Different stages of Meditation. Various Meditation Models. Various practices of Meditation techniques in different schools of philosophy and Indian Knowledge System.

Unit 2 (4 hours)

Improving work and study performance. Meditation in daily life. Cultivating compassion and good mental health with an attitude of openness and acceptance. Research and Science of Meditation: Significance of practising meditation and perspectives from diverse fields like science, medicine, technology. philosophy, culture, arts, management, sports, economics, healthcare, environment etc. The role of meditation for stress and anxiety reduction in one's life with insights based on recent cutting-edge technology. The effect of practicing meditation for the wholesome wellbeing of an individual.

Unit 3 (4 hours)

Communications: principles of conscious communication. Relationships and empathy: meditative approach in managing and maintaining better relationships in life during the interactions in the world, role of MAOM in developing compassion, empathy and responsibility, instilling interest, and orientation to humanitarian projects as a key to harness intelligence and compassion in youth. Methodologies to evaluate effective awareness and relaxation gained from meditation. Evaluating the global transformation through meditation by instilling human values which leads to service learning and compassion driven research.

TEXT BOOKS:

- 1.Mata Amritanandamayi Devi, "Cultivating Strength and vitality," published by Mata Amritanandamayi Math, Dec 2019
- 2.Swami Amritaswarupananda Puri ,"The Color of Rainbow " published by MAM, Amritapuri.

REFERENCES:

- 1.Craig Groeschel, "Winning the War in Your Mind: Change Your Thinking, Change Your Life" Zondervan Publishers, February 2019
- 2.R Nagarathna et al, "New Perspectives in Stress Management "Swami Vivekananda Yoga Prakashana publications, Jan 1986
3. Swami Amritaswarupananda Puri "Awaken Children Vol 1, 5 and 7 - Dialogues with Amma on Meditation", August 2019
4. Swami Amritaswarupananda Puri "From Amma's Heart - Amma's answer to questions raised during world tours" March 2018
5. Secret of Inner Peace- Swami Ramakrishnananda Puri, Amrita Books, Jan 2018.
6. Mata Amritanandamayi Devi "Compassion :The only way to Peace:Paris Speech", MA Center, April 2016.
7. Mata Amritanandamayi Devi "Understanding and collaboration between Religions", MA Center, April 2016.
8. Mata Amritanandamayi Devi "Awakening of Universal Motherhood: Geneva Speech" M A center, April 2016.

3. Evaluation and Grading

Internal			External	Total
<i>Components</i>	<i>Weightage</i>		Practical (attendance and class participation) 60%	100%
Quizzes(based on the reading material)	20%	40%		
Assignments (Based on webinars and lecture series)	20%			

4. Course Outcomes (CO)

CO1: Relate to the causes of stress in one's life.

CO2: Experiment with a range of relaxation techniques **CO3: Model a meditative approach to work, study, and life.**

CO4: Develop appropriate practice of MA-OM technique that is effective in one's life **CO5: Inculcate a higher level of awareness and focus.**

CO6: Evaluate the impact of a meditation technique

***Programme Outcomes(PO)**(As given by NBA and ABET)

PO1: Engineering Knowledge

PO2: Problem Analysis

PO3: Design/Development of Solutions

PO4: Conduct Investigations of complex problems

PO5: Modern tools usage

PO6: Engineer and Society

PO7: Environment and Sustainability

PO8: Ethics

PO9: Individual & Team work

PO10: Communication

PO11: Project management & Finance

PO12: Lifelong learning

CO – PO Affinity Map

PO	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S 0	P S 1	P S 2	P S 3
CO																
CO 1	3	3	3	2		-	2	3	-	3	-	3	-	-	-	-
CO 2	3	3	3	2	2	-	2	3	3	3	-	3	-	-	-	-
CO 3	3	3	2	2	2	2	2	3	3	3	-	3	-	-	-	-
CO 4	3	3	3	2	-	2	3	3	3	3	-	3	-	-	-	-
CO 5	3	2	2	2	-	2	-	3	2	2	-	2	-	-	-	-
CO 6	3	2	2	2	3	2	-	3	2	2	-	2	-	-	-	-

Course Plan: 22ADM101 - *Foundations of Indian Heritage*

Amrita Vishwa Vidyapeetham
Amrita School of Spiritual and Cultural Studies ASSCS
(Common Course for all UG First-Semester Students)

L-T-P-C: 2-0-1-2

A. Prerequisite: nil

B. Nature of Course: Theory

C. Course Objectives:

- ☐ This Course offers students an opportunity to probe into the depths and richness of the Indian culture and knowledge traditions.
- ☐ It aims to provide a synoptic view of the grandiose achievements of India across diverse fields, enabling students to develop a comprehensive understanding of their country and its eternal values.
- ☐ Aligned with the Indian Knowledge Systems (IKS) framework outlined in the National Education Policy, this course serves as an introduction to the vast reservoir of wisdom and knowledge rooted in Indian heritage.
- ☐ By the end of this course, students will develop a sense of pride in their heritage, appreciate the eternal values of India, and recognize the relevance of Indian wisdom in the modern world.
- ☐ This also explores the historical contributions of India in various fields such as mathematics, science, medicine, astronomy, and architecture.

D. Course Outcomes:

After successful completion of the course, Students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Levels and Mapping
CO1	<p>Course outcome 1: Decolonizing Mind</p> <p>Description: Understanding the concept of decolonizing and making a student ready to get connected to the Indian Knowledge Systems</p> <p>Statement: The process seeks to dismantle the lingering effects of colonialism in educational practices and create a more inclusive academic environment that recognizes and values the experiences and knowledge of all groups, like Indigenous peoples, and other marginalized communities. It encourages the reclamation of cultural identity and heritage, instilling a sense of pride in indigenous knowledge and practices.</p>	<p>BT Levels : Understand, Analyze, Apply</p> <p>PO9 – 2 (Ethics. The sense of righteousness warranted for an engineering graduate will have a new dimension when decolonized and he/she can look at things in an Indian Sense of Dharma)</p> <p>PO12 – 3 (Lifelong learning)</p>
CO2	<p>Course outcome 2: Sustainability in thoughts</p> <p>Description: Understanding and applying the ancient wisdom of <i>Yajna</i> concept as one of the sustainable frameworks of thoughts to address modern day challenges.</p> <p>Statement: Some of the ancient practices like <i>Panchamahayajna</i>, not only equip a student to apply ancient wisdom for modern day problems but also provides a sustainable thought framework. The student realizes more</p>	<p>BT Levels : Understand, Apply, Evaluate</p> <p>PO6 – 2 (Engineer and Society)</p> <p>PO7 – 3 (Environment and Sustainability)</p> <p>PO8 – 2 (Ethics)</p> <p>PO9 – 2 (Individual and Teamwork)</p> <p>PO12 – 2 (Lifelong learning)</p>

	<p>than he/she as a separate entity, he/she is a part of the system that includes nature, nature forces and fellow beings. This idea instills a deep sense of connection to everything around and thus warrants a responsible and sustainable approach towards problems.</p>	
CO3	<p>Course outcome 3: Understanding Human Personality</p> <p>Description: The different layers of human personality as presented by <i>vedantic</i> model will be explored.</p> <p>Statement: Students will be able to assess the <i>vedantic</i> modelling of human personality as different layers. Synthesize this knowledge to gain deeper understanding of personality development and evaluate this perspective in relation to other psychological models of human personality.</p>	<p>BT Levels : Remember, Understand, Evaluate</p> <p>PO6 – 2 (Engineer and Society) PO8 – 3 (Ethics) PO9 – 2 (Individual and Teamwork) PO12 – 2 (Lifelong learning)</p>
CO4	<p>Course outcome 4: Applying Dharmic Framework</p> <p>Description: Understanding and applying the concept of <i>Dharma</i> from the scriptures in modern context.</p> <p>Statement: Fundamental human pursuits have been studied, researched and categorised as four '<i>Purusharthas</i>' by the ancient seers of the land. '<i>Dharma</i>' (a word closely associated to ethics/righteousness etc) forms the bedrock of this framework. Seeing things through a Dharmic framework will automatically pave way for a sustainable future.</p>	<p>BT Levels : Understand, Apply, Analyze</p> <p>PO6 – 3 (Engineer and Society) PO7 – 2 (Environment and Sustainability) PO8 – 3 (Ethics) PO9 – 2 (Individual and Teamwork) PO12 – 3 (Lifelong learning)</p>
CO5	<p>Course outcome 5: Expansion of Self</p> <p>Description: After gaining understanding of the self, furthering the idea into collectives like family, nation and society.</p> <p>Statement: Through the study of layers of human personally, one gains the wisdom to work towards individual personality development. However, the vision to see oneself as a part collectives like family, nation and society are very essential for emotional, behavioral growth progression.</p>	<p>BT Levels : Understand, Analyze, Apply</p> <p>PO6 – 3 (Engineer and Society) PO7 – 3 (Environment and Sustainability) PO8 – 2 (Ethics) PO9 – 3 (Individual and Teamwork) PO10 – 2 (Communication) PO11 – 2 (Project management and Finance) PO12 – 2 (Lifelong learning)</p>
CO6	<p>Course outcome 6: Integrating Lessons from History</p> <p>Description: Integrate invaluable lessons from history to achieve excellence in life.</p> <p>Statement: History as a testimony of past interactions provides invaluable insights for achieving progress. Focusing on historical interactions that happened within the nation and beyond the boundaries provide lessons that, in future can reflect as visionary decisions of the learner.</p>	<p>BT Levels : Remember, Analyze, Apply</p> <p>PO6 – 2 (Engineer and Society) PO8 – 3 (Ethics) PO9 – 2 (Individual and Teamwork) PO10 – 2 (Communication) PO11 – 3 (Project management and Finance) PO12 – 2 (Lifelong learning)</p>

F. SYLLABUS**22ADM101**
0-1-2]**Foundations of Indian Heritage**

[2-

COURSE SYLLABUS

Chapter 1: Decolonisation
 Chapter 2: Windows to the Universe: Indian Darshanas
 Chapter 3: Ancient Wisdom for Modern Challenges: Pañcamahāyājña
 Chapter 4: Epistemology of Indian Philosophies
 Chapter 5: A Vedantic Modelling of Human Personality
 Chapter 6: The Wake-Up Call from Upanishads
 Chapter 7: Goals of Life
 Chapter 8: The Six Ingredients of Success
 Chapter 9: Making Sense of Dharma
 Chapter 10: Ancestral Anchors: The Indian Family
 Chapter 11: Decoding the Idea of India
 Chapter 12: Nation Builders of Bharatvarsha
 Chapter 13: Civilisational Bridges: India and the World

Textbooks:*Foundations of Indian Heritage***Reference Books:****G. Evaluation Pattern:**
Evaluation Pattern for ASE, ASC, ASAS, ASPS, AI
(Int : Ext = 60: 40)

M-T	CA	ES	Total
Mid Term Exam	Assignment (15) + Quiz/Class Test (15)	End Semester Examination	
30	30	40	100

Remarks

- CA refers to Continuous Assessment
- MT refers to Mid Term Examination
- ES refers to End Semester Examination

Total Marks = 100				
Internal (60)		External (40)		Total (CA + MT + ES)
CA = (30) Midterm (30)		E S = (40)		30 + 30 + 40 = 100
G. Evaluation Pattern Split up (Int: Ext = 60: 40)				
M-T	CA		ES	Total
Mid Term Exam	Assignment	Quiz/Class Test	End Semester Examination	
30	15	15	40	
Remarks				100
<ul style="list-style-type: none"> • CA refers to Continuous Assessment • MT refers to mid-term Examination • ES refers to End Semester Examination • Activities may include any one of the following: assignments, presentations, or other suitable components based on the syllabus. 				
Total Marks = 100				
Internal (60)		External (40)		Total (CA + ES)
Midterm + CA = 30 + 30 = 60		ES = (40)		60 + 40 = 100

GLIMPSES OF GLORIOUS INDIA

2-0-1-2

22ADM111: GLIMPSES OF GLORIOUS INDIA

A. Prerequisite: nil

B. Nature of Course: Theory

C. Course Objectives:

- The course aims at introducing Bhārath and Bhāratīya Jñāna Paramparā (Indian Knowledge Systems) to the student, which includes the sources of Indian thoughts, eminent personalities who shaped various disciplines, Indian approach to science and technology and in overall India's significant contribution to the man kind as a whole.
- This course is designed to provide a multifaceted understanding of India's rich cultural heritage, encompassing historical insights, philosophical perspectives, and contemporary relevance. By delving

into diverse chapters, this course aims to develop deep and profound insights into the intricate web of India's perspective and the knowledge systems that evolved here.

- Aligned with the Indian Knowledge Systems (IKS) framework outlined in the National Education Policy, this course serves as an introduction to the vast reservoir of wisdom and knowledge rooted in Indian heritage.

D. Course Outcomes:

After successful completion of the course, Students will be able to:

CO	Course Outcomes	Knowledge level [Bloom's Taxonomy]
CO01	Recall key historical events, personalities, and philosophical concepts presented in the chapters on Indian heritage. Statement: Demonstrate the ability to remember significant historical events, noteworthy individuals, and perspectives on reality, gender etc, discussed in the chapters on glorious India.	Remembering
CO02	Explain the vision and mission of IKS, the teachings of Acharya Chanakya, Ashtanga Yoga, and the concepts of God and Iswara as foundational elements of Indian culture. Statement: Understanding the vision and mission of IKS, Chanakya's teachings, spiritual concepts from Ashtanga Yoga, perspectives towards education and learning, gender, reality etc.	Understanding
CO03	Apply lessons from the Bhagavad Gita to real-life scenarios, demonstrating the relevance of its teachings. Statement: Utilize insights from the Bhagavad Gita to navigate challenges, transforming from a soldier to seeker on his//her journey. Applying the vision and mission of IKS to contribute to different fields a student pursues.	Applying
CO04	Analyze the synthesis of yoga, spirituality, and life principles in Indian culture, as explored in the chapters on Bhagavad Gita and Lessons of Yoga, A glimpse into Yoga and Ashtanga Yoga Statement: Deconstruct the integration of yoga and spiritual wisdom in Indian culture, examining how these principles enhance holistic well-being.	Analyzing
CO05	Evaluate the existing Historiographical framework and expand on new horizons and the evaluation of the Indian Calendar System Statement: Assess the existing Historiographical framework which overlooked several important aspects and suggest a new framework, evaluate the Indian Calendar System by treading the astronomical path and thoughts followed by the ancients.	Evaluating
CO06	Develop projects that illustrate Indian contributions to the world, models of health and wellbeing, and the Indian approach to science. Statement: Create innovative presentations or projects that showcase India's contribution in various fields of science and technology, and unique scientific perspectives inspired by Indian thought. Also, with emphasis to Ayurveda, re-create the models that promote health and wellbeing	Creating

*Programme Outcomes (PO) (As given by NBA and ABET)

POs	Cos
<p>PO1: Engineering Knowledge</p> <p>PO2: Problem Analysis</p> <p>PO3: Design/Development of Solutions</p> <p>PO4: Conduct Investigations of complex problems</p> <p>PO5: Modern tools usage</p> <p>PO6: Engineer and Society</p> <p>PO7: Environment and Sustainability</p> <p>PO8: Ethics</p> <p>PO9: Individual & Teamwork</p> <p>PO10: Communication</p> <p>PO11: Project management & Finance</p> <p>PO12: Lifelong learning</p> <p>*B.Tech. EEE Programme Specific Outcome (PSO)</p> <p>PSO1: Awareness of Future Technology: Develop solutions for future systems using smart technologies.</p> <p>PSO2: Research and Innovation: Identify engineering challenges, approach using cutting edge research tools and execute innovative solutions.</p>	<p>CO01 Recall key historical events, personalities, and philosophical concepts presented in the chapters of 'Glimpses of Glorious India'.</p> <p>CO02 Explain the vision and mission of IKS, the teachings of Acharya Chanakya, Ashtanga Yoga, and the concepts of God and Iswara as foundational elements of Indian culture.</p> <p>CO03 Apply lessons from the Bhagavad Gita to real-life scenarios, demonstrating the relevance of its teachings.</p> <p>CO04 Analyze the synthesis of yoga, spirituality, and life principles in Indian culture, as explored in the chapters on Bhagavad Gita and Lessons of Yoga, A glimpse into Yoga and Ashtanga Yoga</p> <p>CO05 Evaluate the existing Historiographical framework and expand on new horizons and the evaluation of the Indian Calendar System</p> <p>CO06 Develop projects that illustrate Indian contributions to the world, models of health and wellbeing, and the Indian approach to science.</p>

E. CO-PO Mapping: [affinity[#]: 3 – high; 2- moderate; 1- slightly]

COs	Program Outcomes [POs]												Program Specific Outcomes [PSOs]*		
	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO01	-	-	-	-	-	3	-	1	-	-	-	2	-	-	-
CO02	-	-	-	-	-	2	-	3	1	-	-	2	-	-	-
CO03	-	-	-	-	-	2	1	2	1	-	-	3	-	-	-
CO04	-	-	-	-	-	2	-	1	-	-	-	2	-	-	-
CO05	-	-	-	-	-	3	-	-	2	1	1	2	-	-	-
CO06	-	-	-	-	-	2	3	-	-	1	1	2	-	-	-

Total															
Average															

F. SYLLABUS

22ADM111

GLIMPSES OF GLORIOUS INDIA

[2-0-1-2]

COURSE SYLLABUS

Chapter 1: Vision and Mission of IKS

Chapter 2: Unveiling the roots of fear: pathways to Fearlessness

Chapter 3: Chanakya - Architect of a Greater India

Chapter 4: Bhagavad Gita - Soldier to Samsarin to Sadaka

Chapter 5: Lessons in Yoga from Bhagavad Gita

Chapter 6: Ultimate Reality: Different Perspectives

Chapter 7: Weaving a New Future Using Ancient Threads

Chapter 8: Legacy of knowledge and learning in India

Chapter 9: Ayurveda: Evolution and Relevance for Health and Well-Being

Chapter 10: Indian Calendar System

Chapter 11: In the Mirror of Culture: Understanding Gender

Chapter 12: Revisiting Indian Historiography

Chapter 13: A Glimpse into Yoga

Chapter 14: Ashtanga Yoga

Chapter 15: Illuminating Innovations: India's Contribution to Science and Technology

Chapter 16: Science and Spirituality

Textbooks:

GLIMPSES OF GLORIOUS INDIA

Reference Books:

G. Evaluation Pattern:

Evaluation Pattern for ASE, ASC, ASAS, ASPS, AI (Int : Ext = 60: 40)

M-T	CA	ES	Total
Mid Term Exam	Teaching Faculty –25 MaOM -5	End Semester Examination	
30	30	40	100

Remarks

- CA refers to Continuous Assessment
- MT refers to Mid Term Examination
- ES refers to End Semester Examination

Total Marks = 100					
Internal (60)		External (40)		Total (CA + MT + ES)	
CA = (30) Midterm (30)		E S = (40)		30 + 30 + 40 = 100	
G. Evaluation Pattern Split up (Int: Ext = 60: 40)					
M-T	CA	CA (Theory Faculty)		ES	Total
Mid Term Exam	MaOM	Assignment	Activities Based on Syllabus	End Semester Examination	
30	5	15	10	40	100
Remarks					
<ul style="list-style-type: none"> • CA refers to Continuous Assessment • MT refers to mid-term Examination • ES refers to End Semester Examination • Activities may include any one of the following: assignments, presentations, or other suitable components based on the syllabus. 					
Total Marks = 100					
Internal (60)		External (40)		Total (CA + ES)	
Midterm + MaOM + CA = 30 + 5 + 25 = 60		ES = (40)		60 + 40 = 100	

STRATEGIC LESSONS FROM MAHĀBHĀRATA	
	1-0-0-1
22ADM201: STRATEGIC LESSONS FROM MAHĀBHĀRATA	
A. Prerequisite: nil	
B. Nature of Course: Theory	
C. Course Objectives:	
<ul style="list-style-type: none"> • This course probes into the timeless itihasa of Mahabharata to uncover valuable insights on strategy, leadership, and decision-making. • This course offers a captivating exploration of the itihasa, providing students with a comprehensive understanding of its historical and cultural significance, while drawing compelling parallels to modern-day business and life challenges. • This course equips students with the essential tools to navigate complex situations, make informed choices, and achieve success. • Aligned with the Indian Knowledge Systems (IKS) framework outlined in the National Education Policy, this course serves as an introduction to the vast reservoir of wisdom and knowledge rooted in Indian heritage. • Whether you are interested in business, politics, or personal growth, this course offers invaluable wisdom that transcends time, making it an indispensable resource for anyone seeking to master the art of strategy and leadership. 	

D. Course Outcomes: After successful completion of the course, Students will be able to:

CO	Course Outcomes	Knowledge level [Bloom's Taxonomy]
CO01	Recall key events and characters from the Mahabharata. Statement: Demonstrate the ability to remember and recount significant events and characters from the Mahabharata, establishing a foundational understanding of the epic.	Remembering
CO02	Explain the strategic decisions made by characters in the Mahabharata and their implications. Statement: Comprehend the strategic choices made by characters in the Mahabharata and elucidate the consequences these decisions had on the unfolding of the narrative.	Understanding
CO03	Apply strategic principles from the Mahabharata to contemporary business scenarios. Statement: Utilize strategic insights derived from the Mahabharata to address modern business challenges, adapting historical lessons to current organizational contexts.	Applying
CO04	Analyze the diverse strategic approaches employed by characters in the Mahabharata. Statement: Dissect the multifaceted strategic tactics used by Mahabharata characters, evaluating their effectiveness and dissecting the factors influencing their outcomes.	Analyzing
CO05	Evaluate the enduring relevance of Mahabharata's strategic wisdom in present-day contexts. Statement: Assess the ongoing significance of strategic lessons from the Mahabharata, appraising their applicability and value within contemporary strategic decision-making processes.	Evaluating
CO06	Develop innovative strategic frameworks by synthesizing insights from the Mahabharata. Statement: Formulate original strategic models by amalgamating and reinterpreting the diverse strategic teachings extracted from the Mahabharata, fostering novel approaches to strategic thinking.	Creating

POs Programme Outcomes	COs
PO1: Engineering Knowledge PO2: Problem Analysis PO3: Design/Development of Solutions PO4: Conduct Investigations of complex problems PO5: Modern tools usage PO6: Engineer and Society PO7: Environment and Sustainability PO8: Ethics PO9: Individual & Teamwork PO10: Communication PO11: Project management & Finance PO12: Lifelong learning B.Tech. EEE Programme Specific Outcome (PSO) PSO1:	<ul style="list-style-type: none"> • CO01 Recall key events and characters from the Mahabharata. • CO02 Explain the strategic decisions made by characters in the Mahabharata and their implications. • CO03 Apply strategic principles from the Mahabharata to contemporary business scenarios. • CO04 Analyze the diverse strategic approaches employed by characters in the Mahabharata. • CO05 Evaluate the enduring relevance of Mahabharata's strategic wisdom in present-day contexts.

<p>Awareness of Future Technology: Develop solutions for future systems using smart technologies.</p> <p>PSO2: Research and Innovation: Identify engineering challenges, approach using cutting edge research tools and execute innovative solutions.</p>	<ul style="list-style-type: none"> • CO06 Develop innovative strategic frameworks by synthesizing insights from the Mahabharata.
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E. CO-PO Mapping: [affinity#: 3 – high; 2- moderate; 1- slightly]

COs	Program Outcomes [POs]												Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO01	-	-	-	-	-	-	-	2	-	-	-	3	-	-
CO02	-	-	-	-	-	2	2	2	2	-	-	2	-	-
CO03	-	-	2	-	-	2	-	-	2	-	3	3	-	-
CO04	-	-	-	-	-	2	-	-	3	2	-	2	-	-
CO05	-	2	2	-	2	3	3	3	2	-	-	3	-	-
CO06	-	2	2	-	-	3	3	2	2	-	-	2	-	-
Total														
Average														

F. SYLLABUS

22ADM201	STRATEGIC LESSONS FROM MAHĀBHĀRATA	[1-0-0-1]
Course Syllabus		
1. Chapter 1	A Preamble to the Grand Itihāsa	
2. Chapter 2	Mahābhārata - A Brief Summary	
3. Chapter 3	Mahābhārata: Whats and Whatnots	
4. Chapter 4	Dharmic Insights of a Butcher	
5. Chapter 5	Unbroken Legacy	
6. Chapter 6	A Timeless Itihāsa for Timely Needs	
7. Chapter 7	Pratijñā	
8. Chapter 8	Karna: The Maestro that Went Wide of the Mark	
9. Chapter 9	Kingship and Polity Acumen	
10. Chapter 10	Mahabharata in Adages	
11. Chapter 11	Popular Regional Tales	
12. Chapter 12	Strategical Silhouette of an Extraordinary Peace Mission	
13. Chapter 13	Yajñaseni: A Woman from Fire	
14. Chapter 14	Death and Deathlessness	
15. Chapter 15	The Goal of Life	
Textbooks: STRATEGIC LESSONS FROM MAHĀBHĀRATA		
Reference Books:		
1. <i>The Mahabharata</i> , Translated by Bibek Debroy		
2. <i>The Mahabharata</i> by C Rajagopalachari.		
3. <i>Mahabharata</i> by Kamala Subramaniam.		
4. <i>Some Exemplary Characters of Mahabharata</i> , Book by Jayadayal Goyandka		

G. Evaluation Pattern (Int : Ext = 60: 40)

IAM		CA (Theory Faculty)		ES	Total
Attendance	Practical Evaluation	Quiz	Activities Based on Syllabus	End Semester Examination	

5	10	25	20	40	100
Remarks <ul style="list-style-type: none"> • CA refers to Continuous Assessment • ES refers to End Semester Examination • Activities may include any one of the following: assignments, presentations, or other suitable components based on the syllabus. 					
Total Marks = 100					
Internal (60)		External (40)		Total (CA + ES)	
IAM + CA = 15 + 45 = 60		ES = (40)		60 + 40 = 100	

LEADERSHIP LESSONS FROM RAMAYANA		
		1-0-0-1
22ADM211: LEADERSHIP LESSONS FROM RAMAYANA		
A. Prerequisite: nil		
B. Nature of Course: Theory		
C. Course Objectives:		
<ul style="list-style-type: none"> • To introduce students to the depths and richness of the Indian culture and knowledge traditions. • Memorize and retrieve significant characters and events, demonstrating a foundational understanding of the Ramayana • Through a study of the Rāmāyaṇa, the student should gain a deeper understanding of the ethical grandeur of Indian culture and be inspired to follow the ideals of the characters depicted therein. • Aligned with the Indian Knowledge Systems (IKS) framework outlined in the National Education Policy, this course serves as an introduction to the vast reservoir of wisdom and knowledge rooted in Indian heritage. 		
D. Course Outcomes:		
After successful completion of the course, Students will be able to:		
CO	Course Outcomes	Knowledge level [Bloom's Taxonomy]
CO01	Recall key characters and events from the Ramayana. Statement: Memorize and retrieve significant characters and events, demonstrating a foundational understanding of the Ramayana narrative.	Remembering
CO02	Explain the ethical challenges faced by characters in the Ramayana and their repercussions.	Understanding

	Statement: Comprehend the moral dilemmas encountered by Ramayana characters and articulate the effects of their decisions on the storyline	
CO03	Apply leadership principles from the Ramayana to real-life leadership situations. Statement: Utilize insights gleaned from the Ramayana to solve contemporary leadership predicaments, adapting its teachings to modern contexts.	Applying
CO04	Analyze the diverse leadership styles portrayed by characters in the Ramayana and their impacts. Statement: Examine the multifaceted leadership approaches of Ramayana's characters, assessing their effectiveness and unravelling the factors shaping their outcomes.	Analyzing
CO05	Evaluate the enduring relevance of Ramayana's leadership lessons in the present day. Statement: Assess the ongoing significance of the Ramayana's leadership wisdom, gauging its applicability and worth within contemporary leadership landscapes	Evaluating
CO06	Develop a comprehensive leadership framework by synthesizing lessons from the Ramayana. Statement: Formulate an innovative leadership model by integrating and reimagining the diverse teachings extracted from the Ramayana, fostering a novel approach to effective leadership.	Creating

***Programme Outcomes (PO) (As given by NBA and ABET)**

POs	COs
PO1: Engineering Knowledge	CO1: Recall key characters and events from the Ramayana.
PO2: Problem Analysis	CO2: Explain the ethical challenges faced by characters in the Ramayana and their repercussions.
PO3: Design/Development of Solutions	CO3: Apply leadership principles from the Ramayana to real-life leadership situations.
PO4: Conduct Investigations of complex problems	CO4: Analyze the diverse leadership styles portrayed by characters in the Ramayana and their impacts.
PO5: Modern tools usage	CO5: Evaluate the enduring relevance of Ramayana's leadership lessons in preserving the environment and creating ecological awareness.
PO6: Engineer and Society	CO6: Develop a comprehensive leadership framework by synthesizing lessons from the Ramayana.
PO7: Environment and Sustainability	
PO8: Ethics	
PO9: Individual & Teamwork	

<p>PO10: Communication</p> <p>PO11: Project management & Finance</p> <p>PO12: Lifelong learning</p> <p>*B.Tech. EEE Programme Specific Outcome (PSO)</p> <p>PSO1: Awareness of Future Technology: Develop solutions for future systems using smart technologies.</p> <p>PSO2: Research and Innovation: Identify engineering challenges, approach using cutting edge research tools and execute innovative solutions.</p>	
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E. CO-PO Mapping: [affinity[#]: 3 – high; 2- moderate; 1- slightly]

COs	Program Outcomes [POs]												Program Specific Outcomes [PSOs]*		
	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO01	-	-	-	-	-	-	-	2	-	-	-	3	-	-	-
CO02	-	-	-	-	-	-	-	3	-	-	-	2	-	-	-
CO03	-	-	-	2	-	3	3	2	2	-	-	2	-	-	-
CO04	-	-	-	-	-	-	-	2	3	-	-	3	-	-	-
CO05	-	-	-	-	-	2	3	-	-	-	-	3	-	-	-
CO06	-	-	2	1	-	1	-	2	3	-	-	2	-	-	-
Total															
Average ^s															

F. SYLLABUS

22ADM211

LEADERSHIP LESSONS FROM RAMAYANA

[1-0-0-1]

Course Syllabus

- 1 Introduction to Ramayana
- 2 A Concise Retelling of Ramayana (Part 1)
- 3 A Concise Retelling of Ramayana (Part 2)
- 4 A Concise Retelling of Ramayana (Part 3)
- 5 The Message of Ramayana
- 6 Becoming Sri Rama (Part 1)
- 7 Becoming Sri Rama (Part 2)
- 8 Principles of Ramayana
- 9 Legacy of Hanuman: Insights for Exceptional Leadership
- 10 Ramayana Parikramana - Through the Trails of Sitadevi
- 11 Sitadevi - An Enduring Tale of Love, Faith and Courage
- 12 Decoding Dharma in Ramayana
- 13 The Rise & Fall of Ravana
- 14 Rajaneeti in Ayodhya
- 15 Footprints of Ramayana
- 16 Sri Rama - The Supreme Leader

Textbooks:

LEADERSHIP LESSONS FROM RAMAYANA

Reference Books:

- Rajagopalachari. C, *The Ramayana*
- Valmiki, *The Ramayana*, Gita Press
- *Skanda Purana*
- *Hinduism and Ecology*

G. Evaluation Pattern:

G. Evaluation Pattern (Int: Ext = 60: 40)					
IAM		CA (Theory Faculty)		ES	Total
Attendance	Practical Evaluation	Quiz	Activities Based on Syllabus	End Semester Examination	
5	10	25	20	40	100
Remarks					
<ul style="list-style-type: none">• CA refers to Continuous Assessment• ES refers to End Semester Examination• Activities may include any one of the following: assignments, or presentations, based on the syllabus.					
Total Marks = 100					
Internal (60)		External (40)		Total (CA + ES)	

$$\text{IAM} + \text{CA} = 15 + 45 = 60$$

$$\text{ES} = (40)$$

$$60 + 40 = 100$$

OPEN ELECTIVES

24OEL231

INTRODUCTION TO ACCOUNTING

2 1 0 3

Course Objective:

To help the students to understand the accounting principles and practices, including the types of accounting, basic accounting concepts, rules of debit and credit, ledger management, and preparation of financial statements for sole proprietorship.

Course Outcomes:

The student will able:

CO1: To understand the basic accounting terms such as entity, transaction, capital, liabilities, assets, etc.

CO2: To apply the accounting concept like money measurement, revenue recognition, matching, and full disclosure in accounting practices.

CO3: To analyze how transactions are recorded and classified based on their nature.

CO4: To evaluate the effectiveness of ledger maintenance and trial balance preparation in ensuring

the integrity of financial data.

CO5: To apply accounting principles to prepare trading account, profit and loss account, and balance sheet.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO2	1	1	1	1	0	0	0	0	0	1	1	0	1	0	0
CO3	1	1	1	1	0	0	0	0	0	1	2	0	1	1	1
CO4	2	2	2	1	0	0	0	0	0	1	2	1	1	1	1
CO5	2	2	2	1	0	0	0	0	0	1	2	1	1	1	1

Unit 1

Accounting – meaning –definition – objectives –advantages – limitations - Types of accounting- Financial accounting - Management accounting - Cost accounting - Book keeping – sources of information – difference between book keeping and accounting – Basic Accounting Terms- Entity, Business Transaction, Capital, Drawings. Liabilities, Assets, Expenditure, Expense, Revenue, Income, Profit, Gain, Loss, Purchase, Sales, Goods, Stock, Debtor, Creditor, Voucher, Discount.

Unit 2

Basic accounting concept: Business Entity, Money Measurement, Going Concern, Accounting Period, Cost Concept, Dual Aspect, Revenue Recognition, Matching, Full Disclosure, Consistency, Conservatism, Materiality and Objectivity - Basis of Accounting: cash basis and accrual basis – GAAP – Accounting standards - Goods and Services Tax (GST): Characteristics and Advantages.

Unit 3

Rules of Debit and Credit - Classification of Accounts - Personal Accounts – real accounts – nominal accounts - Recording of Transactions: Books of Original Entry- Journal – Journalizing.

Unit 4

Ledger – meaning – posting from journal -Balancing of accounts - Trial balance: meaning, objectives and preparation.

Unit 5

Financial Statements of Sole Proprietorship – meaning – objectives – Trading account – profit and loss account – balance sheet- Adjustments: Closing stock- prepaid expenses- outstanding expenses (Simple problems)

Textbooks:

1. T.S. Grewal, S.C Gupta – Introduction to Financial Accounting – S. Chand
2. SN Maheswari, SK Maheswari – An Introduction to Accountancy – Vikas Publishing House

References:

1. R. Narayanaswamy - Financial Accounting - Prentice Hall of India
2. Wayne Level - Accounting for Non-Accountants: The Fast and Easy Way to Learn the Basics– Sourcebooks Publication

Course Objective:

To understand the interrelationship between business and its environment, understand the roles and impacts of various business sectors in India, and apply principles of e-commerce and business ethics to promote responsible and sustainable business practices.

Course Outcomes:

The student will able:

CO1: To understand the meaning, definition, significance, functions, and objectives of business.

CO2: To explain the concepts of liberalization, privatization, globalization, disinvestment, and outsourcing.

CO3: To explain the types of e-commerce (B2C, B2B, C2C, C2B, B2E, B2G, P2P) and the difference between e-commerce and e-business.

CO4: To analyse the social responsibility of business, including its objectives and principles.

CO5: To describe the concept and elements of business ethics in the context of social responsibility.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	1	0	1	1	0
CO2	1	0	0	1	1	0	0	0	0	1	0	1	1	0	0
CO3	1	0	0	1	0	0	0	0	0	1	1	0	1	1	0
CO4	1	0	0	1	0	0	0	0	1	1	1	0	1	1	0
CO5	1	0	0	1	1	0	0	0	1	1	1	1	1	1	0

Unit 1

Business and Environment Business- Functions - Scope - Significance of business - Objectives of business - Business and development - Forms of business organisations- Stakeholders of business - Business Environment – Definition – Features- Importance - Components of business environment.

Unit 2

Business in India- Role of public, private, co-operative sectors - Liberalisation, Privatisation and Globalization – Disinvestment – Outsourcing –Recent economic initiatives - Niti Ayog - Make in India initiative.

Unit 3

E Commerce – Meaning- Functions - Operation of E-commerce - Types of E-Commerce -B2C-B2B- C2C- C2B- B2E- B2G- P2P- E-Commerce and E-Business – M-Commerce – Meaning – Advantages- Challenges - Net banking, Digital wallet, e-cheque, e-cash – Payment gateway.

Unit 4

Business Ethics – Importance - Principles of business ethics - Factors Influencing Business Ethics - Arguments in favour and against business ethics - Social responsibility of business – objectives and principles - Arguments in favour and against social responsibility.

Unit 5

Social Responsibility of Business - Responsibility towards owners, investors, consumers, employees, government and community - Role of business in environment protection - Business Ethics - Concept and

Elements.

Textbooks:

1. Keith Davis and William C. Frederick - Business and Society: Management, Public Policy, Ethics – McGraw Hill
2. Peter F. Drucker - Management Tasks Responsibilities Practices - Routledge
3. Peter F Drucker - The Practice of Management – Harper Business Publication

References:

1. CB Gupta - Business Environment – Sultan Chand and Sons
2. Francis, Ronald & Mishra, Muktha, Business Ethics - An Indian Perspective - McGraw Hill
3. Sharma, J.P. - Corporate Governance, Business Ethics, and CSR - Ane Books
4. Ghosh, B.N. - Business Ethics and Corporate Governance - McGraw Hill

24OEL233

PERSONAL FINANCIAL MANAGEMENT

2 1 0 3

Course Objective:

The objective of the course is to familiarize the students with basic concepts of personal financial management and its avenues.

Course Outcomes:

The student will able:

CO1: To understand the basic concepts of Personal financial management.

CO2: To identify the significance of investment planning.

CO3: To describe the role of personal financial security and their options.

CO4: To ascertain the relevance of insurance policies in personal finance.

CO5: To understand the tax management mechanisms.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1					1			1	1			1	1
CO2	1	1					1			2	2			1	1
CO3	1	1								2	2			1	1
CO4	1	1								1	2			2	2
CO5	1	1								1	1			1	1

Unit 1

Introduction to personal finance - concepts – savings, investment, borrowings, inflation, time value of money – active and passive income – personal financial planning – steps – SMART financial goals – importance of personal budget

Unit 2

Investment planning – importance and objectives of investment - savings, current, fixed and recurring; investment avenues offered by securities market - primary market and secondary market – risks involved in securities market – mutual funds.

Unit 3

Personal Financial security: National Pension scheme – investment options under NPS – Retirement planning – role of retirement planning in personal financial management – sources of retirement income

- estate planning - gratuity plans from the government -Provident Fund.

Unit 4

Management of Insurance - Benefits of Life Insurance, evaluating need for Life Insurance, Determining the Right Amount of Life Insurance. Choosing the Right Life Insurance Policy – Term Life Insurance, Whole Life Insurance, Universal Life Insurance, Variable Life Insurance, Group Life Insurance, Other Special Purpose Life Policies. Buying Life Insurance – Compare Costs and Features. **Unit**

5

Tax Management - Personal Tax Planning –Fundamental Objectives of Tax Planning, Tax Structure in India for Individuals, Common Tax Planning Strategies.

Textbooks:

1. Randall S. Billingsley, Lawrence J. Gitman, and Michael D. Joehnk - Personal Financial Planning - Cengage Learning.
2. Susan M. Tillery, and Thomas N. Tillery - Essentials of Personal Financial Planning - Association of International Certified Professional Accountants (AICPA).

References:

1. Introduction to Financial Planning – Indian Institute of Banking & Finance
2. Sinha, Madhu - Financial Planning: A Ready Reckoner - McGraw Hill

24OEL234

WORKING CAPITAL MANAGEMENT

2 1 0 3

Course Objective:

To help the students to understand the concept of working capital management, components, and significance. They will acquire the knowledge and skills necessary to analyze and manage working capital effectively, assess working capital requirements, evaluate sources of working capital, implement cash management strategies, and optimize receivable and inventory management processes using various tools and techniques.

Course Outcomes:

The student will be able to:

CO1: Understand the importance of working capital management in maintaining liquidity and financial stability in a business.

CO2: Recall the types of working capital and their definitions.

CO3: To understand the different sources of working capital to assess their suitability for specific business situations.

CO4: Analyze cash management strategies and their impact on business operations.

CO5: Explain the importance of efficient collections from receivables and effective inventory management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO2	1	1	1	1	0	0	0	0	0	1	1	0	1	0	0
CO3	2	0	0	1	0	0	0	0	0	1	1	0	1	0	0

CO4	2	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO5	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1

Unit 1

Introduction Working Capital Meaning –definition - Concept of Working Capital - Balance Sheet Concept - Operating Cycle Concept - Importance of - components of working capital - Factors Influencing working capital requirements - working capital life cycle - Role of finance manager in working capital.

Unit2

Types of Working Capital - Gross Working Capital - Net Working Capital - Operating Cycle: Meaning of Operating Cycle, Significance of Operating Cycle - Cash Cycle: Meaning of Cash Cycle, Significance of Cash Cycle - Estimation of Working Capital Requirements - Determinants of Working Capital - Computation of Working Capital (Simple problems).

Unit 3

Sources of Working Capital - Commercial Banks: Forms of Bank Finance - Commercial Papers (CPs): Features - Factoring - Trade Credit: Advantages of Trade Credit - Accrued Expenses: Importance of Accrued Expenses - Deferred Income.

Unit 4

Cash Management – meaning – importance - Cash vs. Cash Flow - Motives for Holding Cash and Marketable Securities - Factors Determining the Optimum Cash Balance

Unit 5

Receivable Management - Dimensions of Receivable Management- Collections from Receivables – Inventory Management - Tools and Techniques of Inventory Management - ABC Approach- Value-volume Analysis – Classification: HML Classification, XYZ Classification, VED Classification, FSN Classification, SDF and GOLF Classifications, SOS Classification.

Textbook:

1. Hrishikes Battacharya - Working Capital Management Strategies and Techniques - Prentice Hall of India

References:

1. Chitnis, K.M - Working Capital Management of Large Industrial Units - Dastane Ramachandra and company
2. Joshi R.N - Cash Management - New Age International Publishers

24OEL235

NON-PROFIT ORGANIZATION

3 0 0 3

Course Objective:

To provide students with a comprehensive understanding of non-governmental organizations (NGOs), covering their foundational concepts, legal frameworks, operational challenges, and strategic management.

Course Outcomes:

Students will be able to:

CO1: Understand the various types of non-profit organisations and their specific functions and the

challenges faced by NGO management in India.

CO2: Understand the legal and operational differences between Trusts and Societies and implement the registration procedures for setting up NGOs as Trusts or Societies.

CO3: Assess the effectiveness of NGO interventions in addressing issues like poverty, child labour, education, and tribal welfare.

CO4: Apply strategic planning tools, such as SWOT analysis, and analyse the management processes.

CO5: Investigate the effectiveness of SHGs in empowering women.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	0	1	0	0	1
CO2	1	1	0	1	1	0	0	0	0	1	0	1	0	1	1
CO3	1	1	0	1	2	1	0	0	0	0	0	1	1	1	1
CO4	1	1	1	1	0	0	0	0	0	0	0	1	1	1	1
CO5	1	1	0	1	1	1	0	0	0	0	0	1	1	1	1

Unit 1

NGOs – An Introduction, Concepts and Functions - evolution in India -types of non-profit organisations - Issues in NGO Management - challenges of NGO Management.

Unit 2

Legal procedures for establishment of NGOs – Trust and Society and their differences - Formation of Trust and Society - Registration procedure for NGO - Corporate Social Responsibility and Social Marketing.

Unit 3

Development issues - Development indicators -Poverty and Development - Child labour - Education and Tribal welfare.

Unit 4

Strategy and planning for NGOs – Elements of Strategy - SWOT analysis - Process of Management: Planning - Organization - Delegation - Co-ordination - Core Competency and Capacity Building.

Unit 5

NGOs and changing trends of development – State - market and third sector - Self Help Group (SHG) and Empowerment of Women - Role of NGOs in Civil Society.

Textbook:

1. JM Ovasdi- Management of Non-Governmental Organizations towards a Developed Civil Society

References:

1. Peter F Drucker - Managing the Non-profit organizations: Principles and Practices - Harper Collins publishers.
2. Michael, J Worth- Non-profit Management: Principles and Practices - Sage publications.

Course Objective:

This course explores the evolution of digital banking, its key technologies, challenges, and opportunities. Participants will gain insights into digital banking innovations and best practices, preparing them to navigate the rapidly changing financial services industry.

Course Outcomes:

The students will be able to:

CO1: Understand the evolution and importance of digital banking in the financial sector. **CO2:**

Recall and describe the key features of various digital products in the banking industry. **CO3:**

Understand the key technologies underpinning digital banking, including Block chain, Artificial Intelligence and Machine Learning.

CO4: Understand the various applications of AI technologies in different areas of banking, such as customer service, risk management, and fraud detection.

CO5: Identify digital banking security, compliance, and risk management practices.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	0	0	0	1	0	0	1	1	0	2	1	0
CO2	1	0	0	0	0	0	0	0	0	1	1	0	2	1	0
CO3	1	0	0	1	0	0	0	0	0	1	1	0	2	1	1
CO4	1	0	0	1	0	0	0	0	0	1	1	0	2	1	1
CO5	1	0	0	1	0	0	1	1	0	1	1	1	2	1	1

Unit 1

Introduction to Digital Banking: Definition – History – Significance- Comparison of traditional banking vs. digital banking- Channels of Digital Banking- Digital Banking Platforms and services.

Unit 2

Digital Banking Products: Online Banking: Meaning, Services- Benefits- Disadvantages- Mobile banking Apps - Digital Wallets- Personal Financial Management Tools- Digital loans and credit products - Robo Advisory Services – Electronic Fund Transfer.

Unit 3

New developments in digital banking: Fin techs- Business ecosystems- Block chain -Crypto Currencies- Peer Financing - Cloud Banking - Artificial Intelligence - Machine Learning- Internet of things (IoT).

Unit 4

Artificial Intelligence in Banking: Applications of AI in Banking – Need of AI in Banking- Importance of AI in banking – AI in customer service- AI in risk Management- AI in Fraud detection- Future of AI in Banking.

Unit 5

Digital Banking Securities and Risk Management: Emerging trends and challenges in cyber security - Importance of cyber security in banking - Cyber security threats faced by banks - Risk management strategies for mitigating cyber risks- Regulatory compliance and data protection laws.

References:

1. Lohana Sarika R. - Digital Banking and Cyber Security - New Century Publications
2. Singh Jaspal - Digital Payments in India: Background, Trends and Opportunities - New Century Publications

Course Objectives:

This course equips students with the knowledge to analyze corporate capital structures, prepare financial statements, and understand profit distribution. It explores valuation methods and dives into consolidated financial statements for holding companies, particularly focusing on those with one subsidiary company according to Accounting Standard 21 (AS 21).

Course Outcomes:

The students will be able to:

CO1: Understand capital structures and transactions for shares and debentures.

CO2: Gain knowledge about Preparing financial statements & analysing profit distribution for corporations.

CO3: Analyze methods for valuing intangible assets and company ownership.

CO4: Acquire knowledge to Prepare consolidated financial statements for holding companies (AS 21).

CO5: Understand consolidation for holding companies with one subsidiary company (AS 21)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	1	0	0	0	0	0	1	1	1	1	1	0
CO2	1	1	0	1	0	0	0	0	0	1	1	1	1	0	0
CO3	1	1	0	1	0	0	0	0	0	1	1	1	1	0	0
CO4	1	1	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	0	0	0	0	0	1	1	1	1	1	0

Unit 1

Accounting for Share Capital and Debentures, Issue, forfeiture and reissue of forfeited shares: concept & process of book building; Issue of rights and bonus shares; Buy back of shares; Redemption of preference shares; Issue and Redemption of Debentures

Unit 2

Final Accounts Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration, Disposal of company profits

Unit 3

Valuation of Goodwill and Valuation of Shares Concepts and calculation: simple problem only

Unit 4

Amalgamation of Companies Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding inter-company holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction. (Simple Problem only)

Unit 5

Accounts of Holding Companies/Parent Companies - Preparation of the consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard: 21 (ICAI). (simple problems only).

Notes:

- The relevant Indian Accounting Standards in line with the IFRS for all the above topics should be covered.

b) Any revision of relevant Indian Accounting Standard would become applicable immediately.

Textbooks:

1. Shukla and Grewal - Advanced Accounts Vol 2 - S. Chand
2. Jain and Narang - Advanced Accounts Vol 2 - Kalyani Publishers
3. Sr. K. Paul - Accountancy Vol 2 - New Central Book Agency

Reference:

1. Jawahar La - Accounting Theory and Practice - Himalaya Publishing
2. Dr. L. S. Porwal - Accounting Theory - McGraw Hill
3. Robert Anthony, D.F. Hawkins & K. A. Merchant - Accounting Text and Cases - McGraw Hill)
4. Dr. S. N. Maheshwari - Corporate Accounting - Vikas Publishing House
5. Dr. Ashok Sehgal, Dr. Deepak Sehgal - Advanced Accounting - Taxmann

240EL238

MONEY MARKET AND CAPITAL MARKET

3 0 0 3

Course Objective:

To provide a wide range of investment opportunities to individuals and institutional investors. It plays a crucial role in financing domestic and international trade.

Course Outcomes:

The students will be able to:

CO1: To provide an understanding of the fundamentals of money markets and capital markets.

CO2: To familiarize students with the key participants, instruments, and operations in money and capital markets.

CO3: To explore the role of regulatory bodies and institutions in overseeing money and capital markets.

CO4: To analyze the relationship between money market and capital market in the overall financial system.

CO5: To develop critical thinking and analytical skills related to financial market activities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	0	2	1	0	1	2	1	0	1	2	1	0
CO2	2	3	2	1	0	2	1	0	1	2	1	0	1	2	1
CO3	1	2	3	2	1	0	2	1	0	1	2	1	0	1	2
CO4	0	1	2	3	2	1	0	2	1	0	1	2	1	0	1
CO5	2	1	0	1	2	3	2	1	0	2	1	0	2	1	0

Unit 1

Introduction to Financial Markets - Financial market, Overview of financial market, Distinction between money market and capital market, importance of financial markets in the economy.

Unit 2

Money Market Instruments and Operations – Meaning and definition of money market, Money market instruments- Treasury bills, commercial papers, certificates of deposit, repurchase agreements (Repos), money market mutual funds, role of central banks in money market operations.

Unit 3

Capital Market Instruments and Institutions - capital market, meaning and definition, capital market instruments- stocks (Equities), bonds (Fixed Income Securities), mutual funds, hedge funds, investment banks and brokerage firms, securities and Exchange Board of India (SEBI) regulations.

Unit 4

Regulatory Environment and Risk Management - role of regulatory bodies in financial markets, market risk, credit risk, and liquidity risk, risk management practices in money and capital markets, Basel norms and capital adequacy requirements

Unit 5

Market Analysis and Investment Strategies - fundamental analysis, technical analysis, efficient market hypothesis, investment strategies: value investing, growth investing, etc., portfolio management and diversification.

Text books:

- 1) Pandey, I. M. - Financial management - Vikas Publishing House
- 2) Kothari, C. R. - Research methodology: Methods and techniques - New Age International

References:

- 1) Mishkin, F. S., & Eakins, S. G. - Financial markets and institutions. Pearson Education
- 2) Fabozzi, F. J., Modigliani, F., & Jones, F. J. - Foundations of financial markets and institutions - Pearson Education
- 3) Bodie, Z., Alex Kane, Alan J Marcus – Investments – McGraw Hill
- 4) Jeff Madura, - Financial Markets and Institutions - Cengage Learning
- 5) John C Hull, Sankarshan Basu - Options, Futures, and other Derivatives - Pearson

24OEL239

MACRO ECONOMICS

3 0 0 3

Course Objective:

This course is designed to make the students aware of the theoretical aspects of macroeconomics and provides foundation of some advanced issues and policies. It attempts to discuss the functional relationships between economic aggregates and helps to understand the overall structure of the economy in a theoretical perspective.

Course Outcomes:

The students will be able to:

CO1: To identify the macro economic problems and analyse the various features of macroeconomic identities, per capita income, circular flow of income etc.

CO2: To analyse the basic concepts of national income measurements, welfare concepts, and consumer price index.

CO3: To learn the major perspectives on what determines performance of the overall economy and analyse the components of aggregate demand.

CO4: To familiarize the concepts of excess demand how it measures to control excess and deficient demand.

CO5: To analyze the meaning and objectives of government budget and suggest relevant policies to save

the economy when deficit budget situation.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	2	0	1	2	0	0	0	0	0	1	0
CO2	2	1	1	0	1	0	1	0	1	0	0	1	0	0	0
CO3	0	1	0	1	1	0	1	0	0	0	0	0	0	1	0
CO4	2	1	2	1	1	0	0	0	0	1	0	1	0	0	1
CO5	1	2	2	1	1	0	0	0	0	0	1	1	0	0	1

Unit 1

Macro Economics emergence – meaning and scope – different sectors of the economy - Micro and Macro Economics – some basic concepts of Macro Economics – Stock – Flow – some Macro Economics identities – GDP, GNP, NDP, NNP, Per capita Income, Personal Income, Personal Disposable Income – Circular Flow of Income.

Unit 2

National Income – Methods for Measuring National Income – product method, income method and expenditure method – precautions of national income calculation - GDP and welfare – nominal GDP and real GDP - Concepts and their relationships – GDP deflator – Consumer Price Index.

Unit 3

Meaning and Components of Aggregate Demand – aggregate demand in a two-sector model – aggregate supply – components of aggregate supply – consumption function – types of propensities to consume – average propensity to consume and marginal propensity to consume – saving function – types of propensities to save – average propensity to save and marginal propensity to save – investment function induced investment and autonomous investment.

Unit 4

Excess demand – reasons for excess demand – impact of excess demand – deficient demand – reasons for deficient demand – impact of deficient demand – measures to control excess and deficient demand – measures to correct excess demand and deficient demand.

Unit 5

Meaning of government budget – objectives of government budget – components of budget – budget receipts – revenue receipts and capital receipts – budget expenditure – revenue and capital expenditure – balanced, surplus and deficit budget – measures of government budget.

Textbooks:

1. N. Gregory Mankiw – Principles of Macroeconomics – Cengage Learning
2. Richard T. Froyen – Macroeconomics: Theories and Policies - Pearson Education.
3. Eugene Diulio – Schaum’s Outline of Macroeconomics - McGraw Hill

References:

1. Shapiro, Edward - Macroeconomic Analysis - Galgotia Publications
2. Sampat Mukherjee - Analytical Macroeconomics: From Keynes to Mankiw - New Central Book

Agency

3. Andrew B. Abel – Macroeconomics - Pearson

24OEL240

MICRO ECONOMICS

3 0 0 3

Course Objective:

To analyse the market mechanisms that establish relative prices among goods and services and allocate limited resources among alternative uses, various microeconomic concepts, demand and supply, utility analysis, and production function.

Course Outcomes:

The students will be able to:

CO1: To identify the various features and problems of capitalist, socialist and mixed economies

CO2: To analyse the basic economic problems and its application in the society.

CO3: To discuss the economic data using changes in supply and its implications in the market equilibrium condition.

CO4: To familiarize the concepts of consumer behaviour, utility and indifference curve analysis.

CO5: To analyze short run and long run production function and to predict least cost production combination in the economy.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	1	1	0	1	1	0	0	0	0	0	0	0	2	0
CO2	1	3	2	0	0	0	0	1	0	0	0	0	0	1	0
CO3	1	2	1	1	0	0	0	0	0	0	0	1	0	1	0
CO4	0	1	1	0	1	0	0	1	1	0	0	1	0	0	1
CO5	1	2	1	1	1	0	0	0	0	0	0	0	0	0	0

Unit 1

Introduction to Micro Economics – origin – meaning - positive and normative economics – basic economic problems – capitalist economy – socialist economy and mixed economy.

Unit 2

Demand and Supply Analysis - Demand Determinants – individual and market demand – individual and market schedules – changes and shifts in demand – Market demand - Elasticity – types and degrees of price elasticity – determinants – Income elasticity of demand.

Unit 3

Supply – supply schedule and supply curve – changes and shifts in supply - elasticity of supply - Revenues – total, average and marginal - market equilibrium and impact of changes in demand and supply

Unit 4

Theory of Consumer Behaviour - Consumer preference and choice - utility – total and marginal utility – cardinal and ordinal utility. Analysis of consumer behaviour - law of diminishing marginal utility – law of equi-marginal utility – consumer equilibrium under cardinal utility. Ordinal utility analysis – indifference curve analysis – properties.

Unit 5

Production – production function – total, marginal and average product – short run analysis of

production function and long run analysis of production function – returns to a factor - law of variable proportions – three stages. Isoquants – properties – Iso cost line – returns to scale - economies and diseconomies of scale – internal and external economies.

Textbooks

1. A. Koutsoyiannis - Modern Micro Economics - Palgrave McMillan
2. Dominick Salvatore - Micro Economics: Theory and Application - Oxford University Press

References:

1. Robert S. Pindyck, et al. - Micro Economics - Pearson Education
2. G.S. Maddala and Ellen Miller - Micro Economics: Theory and Applications - McGraw Hill

24OEL241

RETAIL BANKING

3 0 0 3

Course Objective:

The course offers a comprehensive understanding of retail banking operations, products, and strategies. Students will explore the key principles of retail banking, including customer relationship management, product development, risk management, and regulatory compliance,

Course Outcomes:

The students will be able to:

CO1- Understand the role and significance of retail banking in the financial services industry.

CO2- Understand the various retail banking products and services offered to individual consumers and small businesses.

CO3- Identify the role of effective customer relationship management strategies in retail banking and assess the impact of these strategies on enhancing customer satisfaction.

CO4- Explain the various digital banking technologies and their impact on retail banking operations

CO5- Understand the various types of risks in retail banking and assess the effectiveness of different risk assessment methods and mitigation strategies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO3	1	0	0	2	1	0	0	1	0	1	1	0	1	1	1
CO4	1	0	0	1	0	0	0	0	0	1	2	1	1	1	1
CO5	1	0	1	1	0	0	0	0	0	1	1	0	1	1	1

Unit 1

Introduction to Retail Banking: Evolution – Characteristics - Advantages – Significance - Challenges - Distinction between Retail and Corporate/Wholesale Banking- Role of retail banks in the economy. **Unit**

2

Retail banking Products and Services: Overview of retail banking products: Deposits – Loans- Credit cards- Wealth management services - Lending products - Merchant services - Cash management solutions - Introduction to cross-selling and up selling strategies - Trends and innovations in retail

banking products and services.

Unit 3

Customer Relationship Management in Retail Banking: Introduction - Need and Importance of Customer Relationship Management - Implementation Process of Customer Relationship Management in Banks - Benefits of Customer Relationship Management - Impact of Customer Relationship Management on Customer Satisfaction.

Unit 4

Digital Transformation in Retail Banking: Overview of digital banking technologies - Impact of digital transformation on retail banking operations - Fintech and Retail Banking - Opportunities and challenges of fintech integration in retail banking- Data Analytics and Artificial Intelligence in Retail Banking- Applications of artificial intelligence in retail banking.

Unit 5

Risk management in retail banking: Types of risks in retail banking: credit risk- operational risk and compliance risk - Risk assessment Methods - Risk mitigation strategies - Role of technology in managing risks in retail banking.

References:

1. Keith Pond - Retail banking – Gosbrook Professional Publishing
2. Scott, C. E - Changing face of retail banking – Oxford University Press.

24OEL242

BUSINESS MANAGEMENT

3 0 0 3

Course Objective:

To provide foundational understanding of the functional domains within Management.

Course Outcomes

The students will be able to:

CO1: Understand the concept of management and understand the significance of business management in various contexts.

CO2: Understand the features and significance of planning in organizational settings and identify the benefits and limitations of Management by Objectives.

CO3: Understand the significance of organizing in achieving organizational goals and explain the process of organizing in various organizational contexts.

CO4: Explain the role of staffing process in identifying and acquiring human resources.

CO5: Identify the strategies for effective directing and Evaluate the significance of controlling in organizational management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	2	0	1	1	1
CO2	1	0	0	1	1	0	0	0	0	1	2	0	1	2	1
CO3	1	0	0	1	1	0	0	0	0	1	2	0	1	2	1
CO4	1	0	0	1	1	0	0	0	0	1	2	0	1	2	1
CO5	1	0	0	1	1	0	0	0	0	1	2	0	1	2	1

Unit 1

Introduction to business management: Meaning - Definition- Features – Significance – Functions - Nature: As an Art, As a Science, And as a Profession - Levels of Management - Managerial Skills- Administration vs. Management.

Unit 2

Planning: Meaning – Definition – Features – Significance – Process - Management By Objectives: Meaning, Process, Benefits, Limitations.

Unit 3

Organizing – Meaning – Definition – Features – Significance – Process - Types of organization: Formal and Informal - Authority and Responsibility.

Unit 4

Staffing: Meaning – Definition – Features – Significance – Process - Difference between Training and Development

Unit 5

Directing and Controlling: Directing: Meaning, Definition, Features, Significance, Principles - Key Elements of Directing: Supervision, Motivation, Leadership, Communication – Controlling – Meaning – Definition – Features – Significance – Process - Resistance to control .

Textbooks:

1. L. M Prasad - Principles and Practices of Management – Sultan Chand and Sons
2. Koontz, Weihrich - Essentials of Management – McGraw Hill

References:

1. Brian Henry, Richard Daft – Management - Cengage Learning
2. Stephen P. Robins and Marry Coulter – Management - Pearson

24OEL243

INTRODUCTION TO TRAVEL AND TOURISM

3 0 0 3

Course objective:

Help the students gain a comprehensive understanding of tourism, interpret and evaluate tourism as a phenomenon and business system.

Course Outcomes:

The students will be able to:

CO1: Involve interest in students with basic concepts and contents of tourism.

CO2: Demonstrate an understanding of the impact of tourism at individual, local, national, regional and global levels

CO3: Familiarization with global tourism destinations, make tour plan and itineraries

CO4: Provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career.

CO5: Develop transferrable skills among the students for managing various operations efficiently so that they could be ready to join the tourism industry.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	0	0	1	1	1	1	0	0
CO3	1	1	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	0	0	1	1	1	1	1	0

Unit 1

Travel and Tourism through the ages: Early Travels - 'Renaissance' and 'Age of Grand Tours'- Emergence of Modern Tourism, Factors affecting growth of Tourism.

Unit 2

Significance of Tourism: Definitions and Concepts – Tourism Systems, Visitor-Traveler, Excursionist – Definition and differentiation. Nature, Characteristics and Components of Tourism Industry – 5 A's – Introduction, Attraction, Accessibility, Accommodation, Amenities, Activities. Motivations and deterrents for travel.

Unit 3

Types and Forms of Tourism- Inbound, Outbound Inter–Regional , Intra–Regional Tourism- Domestic - International Tourism - Adventure- Health – Business – Conferences – Conventions – Sports – Religious - Senior Tourism - Special Interest Tourism Like Culture Or Nature Oriented - Ethnic

Unit 4

Functions of A Travel Agent - Travel Information and Counselling - Itinerary Preparation- Reservation - Ticketing- Preparation and Marketing of Travel Tour Packages - Handling Corporate Clients - Sources of Income of a Travel Agent - Popular Abbreviations Used in Travel Business - Difference Between a Travel Agent and a Tour Operator.

Unit 5

Role of Government- Role of Ministry of Tourism In Developing And Promoting Tourism In India- Role of Central And State Government In Promoting Tourism- Study of Tourism Organizations- Origin. Location- Institutional Set Up and Functions of WTO, IATA, PATA, ASTA, UFTAA, IATO, TAAI and ICAO.

Textbooks:

1. Pran Seth - Successful Tourism Management - Sterling Publishers
2. A.K Bhatia - Tourism Development: Principles and Practices - Sterling Publishers
3. K.K. Kamra, M. Chand - Basics of Tourism: Theory Operation and Practice – Kanishka Publishers

References:

1. Dr. Shubhada Marathe - Tourism Management – Himalaya Publishing House
2. Jag Mohan Negi: International Tourism and Travel: Concepts and Principles – S. Chand

Course Objective:

To enable students to understand the various terms and concepts related to insurance management

Course Outcomes:

Student will be able:

CO1: To understand the various principles of insurance

CO2: To get an idea of various types of insurance products

CO3: To identify the role of insurance in economic development

CO4: To explore the future potential of the insurance industry **CO5:**

To recognize and accommodate business insurance

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	1	1	0	0	1	1	0	0	0	0
CO2	1	0	0	1	1	0	0	0	0	1	1	0	1	0	0
CO3	1	0	0	1	1	0	0	1	0	1	1	0	0	1	1
CO4	2	0	1	1	1	0	1	1	1	1	2	2	3	1	1
CO5	3	1	2	1	1	2	1	1	2	2	3	0	2	0	3

Unit 1

Insurance: Meaning, definition, nature, functions, types, classification on the basis of nature, business and risk Insurance principles: principles, general or essential principles of insurance contract, specific and miscellaneous principles.

Unit 2

Insurance products: Introduction, term life insurance, whole life insurance, endowment type plans, combination of whole life insurance and endowment type plans, children's assurance plans, annuities and pension plans.

Unit 3

Insurance and economic development: Introduction, role of insurance in economic development.

Unit 4

Growth of life insurance appraisal of insurance sector growth, product diversification by LIC, growth of general insurance after nationalization, issues and problems, future potential in future.

Unit 5

Business insurance: Insurance business in pre and post nationalization, weakness, liberalization, Functions of IRDA, Regulatory investment of funds, Accounting and actuarial standards, features of the revised guidelines, Actuaries Act 2006, International association of insurance supervisors, impact of liberalization, present scenario.

References:

- 1) Karam Pal, Bodla, M C Garg - Insurance Management, Principles and Practices - Deep and Deep Publications
- 2) Neelam Gulati - Principles of Insurance Management - Excel Books

Course objective:

This course aims to provide students with a comprehensive understanding of cost accounting and

different elements of cost and their respective management and accounting procedures.

Course Outcomes:

Student will be able to:

CO1: Assess the advantages and disadvantages of cost accounting and distinguish between costing, cost accounting, and financial accounting.

CO2: Understand the procedures for centralized purchasing and determine appropriate stock levels and EOQ for effective inventory management.

CO3: Understand the different methods of wage payment

CO4: Analyse the classification, allocation, apportionment, and absorption of overheads

CO5: Prepare detailed cost sheets and understand the expenses typically excluded from cost sheets.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0
CO2	2	2	2	1	0	0	0	0	0	1	1	0	0	0	0
CO3	1	1	1	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0
CO5	2	2	2	1	0	0	0	0	0	1	2	1	1	0	0

Unit 1

Costing – meaning – objectives – cost - costing and cost accounting - advantages and disadvantages - cost accounting and financial accounting - cost accounting and management accounting.

Unit 2

Elements of cost - Materials - purchase procedure - centralized purchasing - decentralised purchasing - stock levels: minimum level - maximum level - Re-order Level - Average stock level - Danger level – EOQ. (simple problems)

Unit 3

Labour - Time keeping and time booking - methods of wage payment: time rate and piece rate system - over time - idle time. (Theory only)

Unit 4

Overheads - meaning and classification – allocation - apportionment and re-apportionment of overheads - Absorption of overheads - concept of over and under absorption of overheads. (Theory only)

Unit 5

Cost sheet – cost unit - preparation of cost sheet - unit costing - estimated cost sheet - expenses excluded from cost sheet.

Textbooks:

- 1) K. M. Vineeth, K.R. Shabu – Cost Accounting - Kalyani Publishers
- 2) S.P. Jain and K.L. Narang - Cost Accounting - Kalyani Publishers

Reference Books:

- 1) S.P. Iyengar - Cost Accounting Principles - Sultan Chand and Sons
 - 2) Khanna Ahuja and Pandey –Practical Costing - S. Chand and Co.
- B. S. Raman – Cost Accounting - United Publishers

24OEL246

ADVERTISING

3 0 0 3

Course Objective:

It provides how to explore markets, introduce salesmanship, advertising, and brand building,

Course Outcomes:

The student will be able:

CO1: To learn and explore the advertising methodologies and integrated marketing methods **CO2:**

To understand the features of advertising and the role of advertising in the marketing mix **CO3:** To analyze the classification of advertising

CO4: To understand the types of media in advertising

CO5: To study the economic aspects of advertising

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	3	3	3	3	1	2	1	3	3	3	3	2	3	3
CO2	3	2	2	3	3	1	2	2	2	2	3	1	1	2	3
CO3	3	1	1	2	2	1	2	1	3	2	3	2	2	2	3
CO4	1	2	2	3	3	1	3	2	3	2	3	3	2	3	3
CO5	3	3	2	2	2	1	2	2	3	2	3	2	2	2	3

Unit 1

Introduction to Advertising- Introduction to Integrated Marketing Communications – Publicity – Public Relations – Salesmanship – Sponsorship - Advertising – Sales promotion.

Unit 2

Advertising Features, Active participants, Role of Advertising in Marketing Mix, Communication and society- Advertising and brand building

Unit 3

Classification of Advertising on the basis – Area, Audience, Advertisers, Media, Objectives – Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial advertising, Corporate Image Advertising, Primary and Selective Advertising- Media in Advertising.

Unit 4

Comparative analysis of Media options for advertising – Television (cable / satellite / DD), Radio (special reference to FM), Internet, Print, Film (Product Placement) and Outdoor advertising. Emerging Media Options -New Options of Transit Advertising - Marketing Through Social sites - Advertising through cell phones

Unit 5

Economic aspects of advertising - impact on production – distribution and consumer cost - advertising and competition – waste in advertising. Social aspects of advertising - advertising and culture (values, festivals, customs), standard of living, ethics in advertising.

References:

1. S.L.Gupta, V.V. Ratna - Advertising and sales promotion management - Sultan Chand & Sons
2. George E Belch, Keyoor Purani, Micheal A Belch - Advertising and Promotion – McGraw Hill
3. Chunawalla S. A. - Advertising and sales promotion management - Himalaya Publishing House.

24OEL247

GREEN MARKETING

3 0 0 3

Course Objective:

To understand and apply green marketing principles and strategies to enhance sustainability, address environmental challenges, and foster ethical business practices in both Indian and global contexts.

Course Outcomes:

The student will be able:

CO1: To Identify and describe the types of green marketing and reasons for adopting green marketing.

CO2: To explain the concept and guiding principles of sustainability in green marketing. **CO3:**

To identify key terms such as green spinning, green selling, and green harvesting. **CO4:** To evaluate the effectiveness of different stakeholders in promoting green marketing.

CO5: To assess the impact of governance on green marketing strategies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	1	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	0	1	1	2	1	1	0	0
CO3	1	1	0	1	0	0	0	0	1	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	1	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	1	1	1	1	1	1	1	0

Unit 1

Green marketing - Meaning - Definition - Evolution of green marketing - Assumptions of green marketing – Types - Importance of Green Marketing -Reasons for adopting green marketing -benefits of green marketing - Green Marketing Mix.

Unit 2

Green Marketing Mix (GMM) and Sustainability - Meaning - concept of GMM – Strategies – Challenges - The concept of Sustainability and Green Marketing/Consumers and pioneering efforts in India - Guiding principles of Sustainability and Green Marketing/ Consumers - Common assumptions and myths of green marketing - Method of bringing sustainability in green marketing in India.

Unit 3

Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing.

Unit 4

Functional Groups in Green Marketing - Functions within the market - Role of Wholesalers and Retailers- Role of banking institutions- funders and donors. Difference between general marketing and green marketing.

Unit 5

Governance and Legal Institutions - Role of governance in sustaining green marketing -Implications of governance - Impact of emerging green technologies for the manufacturing Sector.

Textbooks:

1. Amitabha Ghose - Green Marketing Strategies –ICFAI University Press
2. Tanushree Purohit, A.K Das Mohapatra - Green Marketing in the Indian Retail Sector - Lambert Academic Publishing
3. Robert Dahlstrom - Green Marketing Management - Pearson
4. Robert Dahlstrom- Green Marketing, Theory, Practice and Strategies - Pearson
5. Monica Loss - Green Marketing Strategies and Consumer Behavior

References:

1. Esakki and Thangasamy - Green Marketing and Environmental Responsibility in Modern Corporations - IGI Global
2. Jacquelyn A. Ottman - Green Marketing: Challenges and Opportunities for the New Marketing Age - NTC Business Books

24OEL248

MODERN BANKING

3 0 0 3

Course Objective:

The objective of the course is to make the students aware about the principles and practices of banking and its recent trends.

Course Outcomes:

The student will be able:

CO1: To understand the basic concepts and evolution of banking sector.

CO2: To acquire knowledge on management and regulations of banks.

CO3: To identify the important documents about opening and maintenance of accounts.

CO4: To understand the role of IT in banks.

CO5: To summarise the trends that revolutionized the banking field.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	0	0	0	0	1	0	0	1	1	0	0	1	1
CO2	1	1	0	0	0	0	0	0	0	2	2	0	0	1	1
CO3	1	2	0	0	0	0	0	0	0	2	2	0	0	1	1
CO4	1	1	0	0	0	0	0	0	0	1	2	0	1	2	2
CO5	1	1	0	0	0	0	0	0	0	1	1	0	1	1	1

Unit 1

Introduction – Evolution of banking – meaning and definition of banks – functions- the importance of nationalization of commercial banks – classification of banks - Branch banking and Unit Banking; Investment banking and Mixed Banking; Universal Banking and virtual banking; Mobile Banking and Tele-Banking; Public Sector and Private Sector Banks.

Unit 2

Management and Regulation of banks – Management of account - Types of accounts; NPA; Pass Book; Cheque; Features, Crossing, Endorsements - Reserve Bank India-Evolution; RBI Act – 1935- main features; regulatory methods; Bank Ombudsman-Function and role.

Unit 3

Banking documents - Promissory Note - Bill of exchange – Cheque - Pay in slip - Withdrawal form - Account opening and Nomination form KYC - Deposit form and Deposit Receipts - Loan application form - ATM Card Application form

Unit 4

IT in banking - E-banking – Meaning and Definition; Services Provided; Types of E-banking; Banking Services through Internet. Retail Banking; Difference between Core banking and Retail banking; Advantages and disadvantages of retail banking; Services Offered in Retail Banks; Types of Internet Banking Risk.

Unit 5

Banking sector reforms - Small Finance Banks - Payment Banks – Financial Inclusion –Modes of cashless

payments – Internet, mobile, mobile vallet, UPI, IMPS, USSD, AEPS, Debit cards, credit cards, prepaid cards, online payments.

Textbooks:

1. Nirmala K Prasad – Banking Theory Law and Practice– Himalaya Publishing
2. KC Sharma - Modern Banking in India – Deep and Deep Publication
3. Srivastava - Banking Theory and Practice – Himalaya Publishing
4. Mahmood Shah & Steve Clarke - E-Banking Management: Issues, Solutions, and Strategies - Information Science Reference (an imprint of IGI Global)

Reference Books:

- 1) Natarajan, Gordon - Banking Theory and Practice – Himalaya Publishing
- 2) Shekar, Shekar - Banking theory and practice - Vikas Publishing House

24OEL249

PROJECT MANAGEMENT

3 0 0 3

Course Objective:

Equips students with a versatile skill set that is applicable across industries, preparing them for roles in project management, business consulting, operations management, and various other areas of business

Course Outcomes:

The student will be able to:

- CO1.** Understand the different concepts of a project and its importance.
- CO2.** Describe the project appraisal and evaluation techniques.
- CO3.** Analyze the stages of project financing to comprehend its underlying principles and operational mechanics
- CO4.** Apply principles of project cost estimation and assessing the associated documentation charges to evaluate their impact on project planning and budgeting.
- CO5.** Analyze the procedures of project implementation to comprehend the underlying principles and strategies for effective execution.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	0	0	0	1	0	1	2	1	0	1	1
CO2	1	0	0	1	1	0	0	1	0	1	1	1	2	1	1
CO3	0	0	0	1	0	0	0	1	0	1	1	0	1	1	1
CO4	0	0	0	1	0	0	0	1	0	1	1	0	0	1	1
CO5	1	2	0	2	2	0	0	1	0	1	2	1	1	2	2

Unit 1

Project management – meaning- definition- Characteristics – importance of project management – types of projects – project life cycle and its stages.

Unit 2

Project appraisal – market feasibility, technical feasibility, financial feasibility – feasibility report – financial appraisal of a project – evaluation techniques of a project – traditional and modern.

Unit 3

Project financing – importance of project financing – key features – stages of project financing – pre financing, financing, post financing.

Unit 4

Project cost estimation – Preliminary expenses – fixed assets cost acquisition – technical cost – acquisition of patents and licenses – project documentation charges – preparation of project report.

UNIT 5

Project implementation and control – project implementation procedures – working and design of project systems – work breakdown structure – project execution, project control, performance control, schedule control and cost control.

Textbooks:

1. Project Management – Shaveta Chugh, Kirandeep Kaur – Kalyani Publishers.
2. Project Management – Dr. D.C Agarwal, Dr. Amit Gupta – Thakur Publications.

References:

3. Clifford F Gray, Erik W Larson, “Project Management-The Managerial Process” Mcgraw-Hill
4. Vasanth Desai, Project Management, Himalaya Publishing House

240EL250

INDIAN FINANCIAL SYSTEM

3 0 0 3

Course Objective:

To analyze the structure and functioning of the Indian financial system, including its components, regulatory framework, and recent developments, and evaluate the roles and impacts of primary and secondary markets.

Course Outcomes:

The student will be able:

CO1: To identify the components of the Indian financial system and explain the role and functions of financial institutions and markets.

CO2: To explain the methods of the new issue, such as IPO, FPO, public issue, bonus issue, and rights issue.

CO3: To analyze the different types of speculators and their strategies in the stock market.

CO4: To illustrate the structure and management of mutual funds in India.

CO5: To explain the different types of derivatives: forwards, futures, options, and swaps.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	0
CO2	1	1	0	1	0	0	0	0	0	1	2	1	1	0	0
CO3	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	0	0	0	0	0	1	1	1	1	1	0

Unit 1

The Indian Financial System-Components - Role and Functions-Interactions among the Components-Recent Developments in the Indian Financial System- Financial Markets-Classification- Capital Market and Money Market - - SEBI- -Objectives- functions.

Unit 2

Primary Market- Functions of New Issue Market - Methods of New Issue - IPO - FPO - Public Issue - Bonus Issue- Right Issue- - ESOP - Intermediaries in the New Issue Market- -Innovative Financial Instruments.

Unit 3

Secondary Market- Role and Functions of Stock Exchanges - Stock Exchanges in India - Online Trading Depositories - Stock Market Indices - Type of Speculators - SEBI regulations- Foreign Institutional Investors in Securities market- Foreign Portfolio Investment- Private Equity.

Unit 4

Mutual Funds -Meaning- Objectives- Advantages - Classification of Mutual Funds–Exchange Traded Fund- Constitution and Management of Mutual Funds in India – Advantages and limitations of Mutual Funds.

Unit 5

Derivatives - Features of Derivatives -Types of Derivatives– Forwards – Futures -Options-Swaps.

References:

1. Khan, M.Y. - Indian Financial System - McGraw Hill
2. Singh, Preethi - Dynamics of Indian Financial System - Ane Books
3. Guruswami, S - Capital Markets, McGraw Hill
4. Avadhani, V. A. - Investment and Securities Market in India - Himalaya Publishing House.

24OEL251

B2B MARKETING

3 0 0 3

Course Objective:

To provide students with essential knowledge and skills to succeed in the complex and dynamic world of business-to-business transactions.

Course Outcomes:

The student will be able:

C01: To Analyze the concept and environmental factors influencing B2B marketing to evaluate their impact on business strategies and decision-making.

C02: To Evaluate organizational buying processes and behaviors within the B2B context, discerning their implications for marketing strategies and relationship management.

C03: To Apply critical analysis to assess the efficacy of marketing strategies and market channels, incorporating evidence-based reasoning to enhance decision-making processes and achieve desired business outcomes.

C04: To Analyze the concepts of Segmentation, Targeting, and Positioning (STP) in marketing, applying critical thinking to assess their relevance and effectiveness in crafting market strategies to meet specific business objectives.

C05: To Evaluate the principles and practices of business marketing communication and digital marketing, synthesizing theoretical knowledge with practical applications to develop comprehensive strategies for effective communication and engagement with target audiences."

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	1	0	1	1	0	1	2	0	0	2	2

CO2	0	1	0	1	2	0	1	1	0	1	2	0	1	2	2
CO3	0	0	0	1	1	0	1	1	0	1	2	0	1	2	2
CO4	0	0	0	1	1	0	1	1	0	1	2	0	1	2	2
CO5	1	1	0	2	2	0	2	1	0	1	2	0	2	2	2

Unit 1

Introduction to B2B Marketing – meaning – definition – creation of B2B Marketing strategy – characteristics – business marketing and customers – Environment of business marketing – role of B2B Marketing – commercial enterprises and commercial and institutional customers.

Unit 2

Organisational buying – behaviour of the buyer – stages of organisational buying - Organizational and business markets - Government as a customer - Commercial enterprises - Commercial and institutional customers.

Unit 3

Marketing strategy – strategy management process – managing products and services for business markets – management of business market channels - The Growth-Share Matrix, Multifactor Portfolio Matrix, The Balanced Scorecard.

Unit 4

Market segmentation – bases of segmentation – selection of target segments and positioning – B2B pricing strategies – advertising – Competitive bidding – CRM.

Unit 5

Business marketing communication – importance – marketing channels – trade fairs – exhibitions – business meets – B2B logistics – benefits – digital marketing – evolution - importance – types.

Textbooks:

1. Marketing Management – C.N Sontakki, Neeti Gupta, Anuj Gupta – Kalyani Publishers.
2. Nitin Kamat, Chinmay Nitin Kamat- Digital Marketing –Nirali Prakashan

References:

1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh - B2B Marketing: A South Asian Perspective - Cengage
2. Sharad Sarin - Business Marketing: Concepts and Cases - McGraw Hill

24OEL252

BUSINESS ETHICS

3 0 0 3

Course Objective:

To understand ethical principles and theories to make informed and ethical decisions, promoting a culture of integrity, environmental sustainability, and gender equality in both Indian and global organizational contexts.

Course Outcomes:

The student will be able:

CO1: To compare and contrast the role of ethics in business from Indian and global perspectives.

CO2: To identify and describe the principles of consequential and non-consequential theories.

CO3: To explain the need to protect the natural environment and conserve natural resources.

CO4: To describe the importance of gender equality and the ethical considerations in addressing workplace discrimination.

CO5: To develop a code of ethics for an organization and demonstrate the application of value-based leadership.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	1	0	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	1	0	1	2	1	1	0	0
CO3	1	1	0	1	0	0	0	1	1	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	1	0	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	1	0	1	1	1	1	1	0

Unit 1

Ethics- meaning – definition - Business Ethics: Meaning - Definition - importance – nature- advantages – elements of business ethics - the purpose of ethics and morals for organizational interests – Cultural and Human values in management – Indian and Global perspective.

Unit 2

Consequential and non-consequential theories – meaning – Principles - Ethical dilemma – Ethical decision making.

Unit 3

Environment Issues - Protecting the Natural Environment - Prevention of Pollution and Depletion of Natural Resources - Conservation of Natural Resources – meaning – definition - need.

Unit 4

Workplace Ethics – meaning – definition- personal and professional ethics in the organization – discrimination: meaning, employer liability for harassment - gender equality - Importance of Gender Equality

Unit 5

Organisation Ethics Development System – Organisational Culture and values- meaning- definition – Code of Ethics: meaning, definition – Value-based Leadership and its effectiveness - Benefits of Value-Based Leadership.

Textbooks:

1. Armstrong, David - Managing by Storying Around
2. Arnold, Kristen - Team Basics: Practical Strategies for Team Success - QPC Press
3. Beer, Michael, and Eisenstat, Russell - The silent killers of strategy implementation and learning - Sloan Management Review

References:

1. Belanger, Peter - How to lose gracefully - TeleProfessional
2. Brenner, Steven, and Molander, Carl - Is the ethics of business changing - Harvard Business

Review

3. Bureau of Business Practice - Leadership and the Law
4. Carey, Robert. "The ethics challenge." Successful Meetings, April 1998

24OEL253

SALES AND DISTRIBUTION MANAGEMENT

3 0 0 3

Course Objective:

To equip students with the necessary tools to analyze, plan, implement, and evaluate sales and distribution strategies to maximize profitability and customer satisfaction.

Course outcomes:

The student will be able:

CO1: To Understand the importance of Sales Management entails progressing through cognitive processes such as comprehension, analysis, and evaluation to recognize its significance in driving business operations.

CO2: To acquire knowledge about Personal Selling involves progressing through cognitive stages such as understanding, applying, and analyzing the fundamental concepts and techniques.

CO3: To Understand the nuances of Sales Force Management

CO4: To analyze more about Sales Control and Sales Expenses Management

CO5: To describe the concepts of Distribution Channel Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2
CO2	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2
CO3	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2
CO4	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2
CO5	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2

Unit 1

Concept, Evolution of Professional Selling, Objectives of Sales Management, Exchange Process, Key Decision areas in Sales Management, Sales Management Cycle. Sales Strategy Formulation: Market Analysis, Setting Sales Objectives, Designing Sales Strategy. Planning for Selling efforts: Personal selling Concept, Situations conducive to personal Selling, Diversity Of Personal Selling situations, Strategies Used by Salesmen, Process of Personal Selling, Choice of basic Selling Style, and New Approaches in Selling.

Unit 2

AIDAS Theory of Selling, "Right set of Circumstances" Theory, "Buying Formula" Theory, "Behavioral Equation" Theory Salesmanship and Sales-Promotion Concept, Essential Qualities of Successful Salesman Motivating & Compensating Sales Personnel Motivation "Help from management", Financial Motivation Techniques, Non-Financial Motivation Techniques, devising a Sales Compensation Plan,

Types of Compensation Plan, Fringe Benefits, Negotiating Skills.

Unit 3

Sales Organization, managing of sales territory, Management of Sales Quota Recruitment and Selection of Sales force, Training the sales force, Sales force motivation, Sales force compensation, Evaluating and controlling sales force

Unit 4

Reimbursement of Sales Expenses, Policies & Practices. Sales Budgeting & Control, Preparation of Sales Budget, Budget Implementation and Feedback Mechanism, Sales Control. Sales Meeting & Contest Planning & Staging of Sales Meeting, Sales Contests, Specific Objectives, and Contest Prizes. Managerial Evaluation of contest

Unit 5

Evolution of Marketing Channels, Retailing, wholesaling, Measuring Wholesale Performance, Franchising Distribution Channel Management, Evolution of Marketing Channels, Retailing, wholesaling, Measuring Wholesale Performance, Franchising,

Textbooks:

1. Panda Tapan K., Sahadev Sunil - Sales Distribution Management - Oxford University Press
2. Krishna K. Havaladar, Vasant M. Cavale - Sales and Distribution Management: Text and Cases –

McGraw Hill

References:

1. Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni - Sales Management: Decisions, Strategies & Cases - Pearson Education
2. Johnson F.M., Kurtz D.L., Scheuing E.E - Sales Management: Concepts Practice, and Cases - McGraw Hill
3. David Jobber, Geoffrey Lancaster - Selling and Sales Management - Pearson Education
4. Tanner, Honeycutt, Erffmeyer - Sales Management - Pearson Education
5. Mark W. Johnston, Greg W. Marshall - Sales Force Management – McGraw Hill

24OEL254

BASICS OF HUMAN RESOURCE MANAGEMENT

3 0 0 3

Course Objective:

This course is designed to highlight the importance of HRM in organizations and familiarize students with the process & mechanism of managing human resources students with the concepts & application of human resource practices followed in organisations.

Course outcomes:

The student will be able:

CO1: To Explain the importance of human resources and their effective management in organizations

CO2: To Demonstrate meanings of terminology and tools used in managing employees effectively

CO3: To Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training

CO4: To Develop an understanding of the challenges of human resources management.

CO5: To Develop necessary skill set in the students for the application of issues about Human Resource Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	1	1	0	1	1	0	0	0	0	2	2	0	0	1	1
CO 2	1	1	0	1	1	0	0	0	0	2	1	0	0	1	1
CO 3	1	1	0	1	1	0	0	0	0	2	1	0	0	1	1
CO 4	1	1	0	1	1	0	0	0	0	2	1	0	0	1	1
CO 5	1	1	0	1	1	0	2	0	0	2	2	0	0	1	1

Unit 1

Perspectives in Human Resource Management: Meaning and Definition of HRM – Purpose and Role of HRM – HR policies- traditional role of HR.

Unit 2

Meeting Human Resource Requirements: Job Analysis, Job Description, Human Resource Planning, Recruitment, Sources of Recruitment, Selection Process, Methods – Interview, placement and Induction separation

Unit 3

Training and developing Employees: Training needs assessment, methods of training, types of training, development, performance appraisal, and various types of performance appraisal, career development

Unit 4

Motivation and leadership: Motivation-moral-theories of motivation-Leadership-theories of Leadership-promotion transfer Deviant workplace behaviour-Attrition

Unit 5

Industrial Relation & Labour Relations: Overview of Industrial Relation- Industrial Disputes- Negotiation-Discipline-Dispute settlement. Recent developments in HR-Strategic Human resource Management-Global trend & their influence on Practices

Textbooks:

- 1.V.S.P Rao - Human Resource Management - Konark Publishers
2. Gray Dessler - Human Resource Management - Pearson

References:

1. Edwin Flippo - Personal Management - Mei Ya publications
2. Dr. C.B Gupta - Human Resource Management – Sultan Chand and Sons

24OEL255

BASICS OF MANAGEMENT

3 0 0 3

Course Objective:

Upon completion of this course, students will understand core management concepts, principles, and social responsibility. They will gain knowledge of planning processes, organizational dynamics, and techniques for effective decision-making. Additionally, they will comprehend management concepts such as controlling, continuous improvement, and organizational design, enabling them to apply modern

techniques for enhancing organizational performance.

Course Outcomes:

The student will be able:

CO1: Understand core management concepts & theories: functions, principles, & social responsibility.

CO2: To gain knowledge of planning concepts, processes, and techniques to make effective decisions.

CO3: Students will comprehend organizational dynamics including centralization, decentralization, staffing processes, and performance appraisal, fostering adeptness in managerial roles.

CO4: Understand concepts, nature, processes, and techniques of management, including controlling, and facilitating effective organizational decision-making and performance enhancement.

CO5: Apply modern techniques for continuous improvement, quality, change, well-being, problem-solving, and organizational design.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	1	0	0	1	1	0	0	0	0	1	2	0	0	1	1
CO 2	1	0	0	1	1	0	0	0	0	2	1	0	0	2	1
CO 3	0	0	0	1	1	0	0	0	0	1	1	0	0	2	1
CO 4	0	0	0	1	1	0	0	0	0	1	1	0	0	2	1
CO 5	0	0	0	1	1	0	1	0	1	1	2	0	0	2	1

Unit 1

Introduction to Management: Meaning, Nature and Importance, Functions and Principles of Management, Management V/S Administration. Development of Managerial Thought, Contribution by Taylor and Fayol Management by Exception and Management by objectives social responsibility of management.

Unit 2

Planning: Meaning-Nature and Importance, Elements, Concept, Process and Techniques, Barriers to effective planning, Forecasting, Decision Making, Concept and Process, Co-ordination

Unit 3

Organizing and Staffing: Concept, Nature, Principles and Significance. Centralization and Decentralization, Staffing, -Man Power Planning, Recruitment and Selection and Training, Performance Appraisal,

Unit 4

Direction & Controlling: Concept, Nature, Process and Methods, Controlling – Concept, Nature, Process and Techniques

Unit 5

Modern Management Techniques: Kaizen – Quality Circle -TQM – TPM – MIS – ISO – Change management – Stress management – Fishbone (ISHIKAWA) Diagram – Holacracy Rank and Yank – 20% time – Gamification – Flex working - Business ecosystem.

Textbooks:

1. Stephen P. Robbins, David A. Decenzo, 2016 - Fundamentals of Management - Pearson Education
2. Harold Koontz, O'Donnell and Heinz Weihrich - Essentials of Management - McGraw Hill
3. Robert Lussier - Management Fundamentals: Concepts, Applications, and Skill Development- Sage
4. Richard L. Daft - Principles of Management - Cengage Learning
5. Robbins – Management - Pearson Education

References:

1. L.M. Prasad – Principles and Practice of Management- Sultan Chand and Sons
2. Peter Drucker -Practice of Management - Harper
3. Chhabra - Business Organization and Management – Sun India Publication
4. M. C. Shukla - Business Organization and Management – S. Chand
5. Dr. C. B. Gupta – Business Organization and Management – Sultan Chand and Sons
6. Srinivasan, Chunawala – Management Principles and Practice – New Age International
7. Tripathy - Principles of Management – McGraw Hill
8. Sherlekar- Modern Business and Organization and Management – Himalaya Publishing

24OEL256**INTRODUCTION TO ENTREPRENEURSHIP DEVELOPMENT****3 0 0****3**

Course Objective: To enable students to understand the various terms and concepts related to Entrepreneurship Development

Course Outcomes:

The student will be able:

CO1: To understand the various concepts of Entrepreneurial management

CO2: To get an idea of incubation and entrepreneurship **CO3:**

To have a clear picture of social entrepreneurship **CO4:** To explore family business and Entrepreneurship

CO5: To know about startups and entrepreneurship councils in India

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	1	1	0	0	1	1	0	0	0	0
CO2	1	0	0	1	1	0	0	0	0	1	1	0	1	0	0
CO3	1	0	0	1	1	0	0	1	0	1	1	0	0	1	1
CO4	2	0	1	1	1	0	1	1	1	1	2	2	3	1	1
CO5	3	1	2	1	1	2	1	1	2	2	3	0	2	0	3

Unit 1

Introduction to Entrepreneurship and Its Evolution, Roles of an Entrepreneur, Idea Generation, Screening, Selection and Managing Resources, Leading and Building the team in an enterprise, Strategic Planning for Business, Forms of Ownership , Franchising - form of Business Ownership ,Financing Entrepreneurial Ventures ,Managing growth, expansion and winding up of business , Valuation of a new company ,Corporate entrepreneurship, Entrepreneurship in the era of Globalization: Environment and Strategy

Unit 2

Entrepreneurship, Creativity and Innovation, Centre of Innovation, Incubation and entrepreneurship - An expert Interview Entrepreneurship: Role of stimulating creativity, Creative teams and

managerial responsibilities, Innovation and entrepreneurship: types and sources of innovation, Creativity and Innovations in Start Ups: A case of Altmat

Unit 3

Introduction to social entrepreneurship, Innovation and entrepreneurship in social context, Start-ups, early venture issues, Startups in India, Interviews of Founders and Supporters.

Sustainability of non-profit organizations, Financing and risks in social enterprises, Business Strategies and Scaling up.

Unit 4

Family Business: Concept, Characteristics, and Kinds of family Business, Conflict and Conflict resolution in Firm, managing leadership & succession planning in family business, Succession Planning, Succession and Continuity, Women entrepreneurship: issues, challenges, Women issues and encouraging change in family business: A case analysis of Wastengage Pvt. Ltd.

Unit 5

Financing the Entrepreneurial Business Funding and Start-up and Entrepreneurship Councils in India, Arrangement of funds, Exercise on the writing of project report Entrepreneurial Financing and Risk. Appraisal of loans by financial institutions, Role of Commercial Banks in financing Business Entrepreneurs, Venture Capital Entrepreneurship Institutions in India - A Visit to EDII

References:

1. Anna Maria Bliven - Entrepreneurship Essentials You Always Wanted To Know - Vibrant Publishers
2. Abha Mathur - Entrepreneurship Development - Taxmann

24OEL257

UNDERSTANDING TRAVEL AND TOURISM

3 0 0 3

Course objective:

Helps the students will gain a comprehensive understanding of tourism and understand the diverse nature of tourism such as culture, place, global/local perspectives, and experience.

Course Outcomes:

The student will be able:

CO1: To Contextualize tourism within broader cultural, environmental, political and economic dimensions of society with basic concepts and contents of tourism.

CO2: To Interpret and evaluate tourism as a phenomenon and as a business system and to understand the impact of tourism at individual, local, national, regional and global levels

CO3: To Interpret practical, theoretical and personal skills required for management roles within a variety of international hotel and tourism organizations.

CO4: To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career.

CO5: To develop transferrable skills among the students for managing various operations efficiently so that they could be ready to join the tourism industry.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	0	0	1	1	1	1	0	0
CO3	1	1	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	0	0	1	1	1	1	1	0

Unit 1

Evolution of Tourism through the Ages - 'Renaissance', 'Age of Grand Tours'. Socio-Cultural Processes and Development of Tourism in Modern Age - Factors Affecting Growth of Tourism- Tourism Boom In The 19th And 20th Centuries- Rise Of International Tourism- Definition And Concept Of Tourism – Types Of Tourism - Tourism As An Industry.

Unit 2

Tourism- Definition, Types, Determinants- Difference between Travel and Tourism- Concepts of Excursion, Holiday, Sightseeing, Tourists and Mass Tourism - Significance of Tourism- Tourism Systems – 5 A's of Tourism - Motivations and deterrents for travel.

Unit 3

Travel Agency -Types of Travel Agencies - Tour Operators - working of a Tour Operator - Tourism Products: Definition, Concept, Characteristics and Classification - Tourism resources.

Unit 4

Nature Based Tourism Products: Islands and Beaches - Deserts and Hill Stations - Protected Areas: Wildlife Sanctuaries, National Parks And Biosphere Reserves - Adventure And Eco-Tourism - Types - Inbound, Outbound Inter-Regional Intra – Regional Tourism, Domestic, International Tourism- Adventure- Health – Business- Conferences - Conventions - Sports, Religious - Senior Tourism- Special Interest Tourism Like Culture or Nature Oriented- Ethnic or 'Roots'

Unit 5

Tourism Marketing Mix - 8 P's, Seasonality- Indian tourism seasons - Role of Ministry of Tourism, Central and State Government in developing and promoting tourism in India - Tourism Organizations WTO, IATA, PATA, ASTA, UFTAA, IATO, TAAI, and ICAO.

Textbooks:

1. Christopher Hollway - The Business of Tourism – Prentice Hall
2. Cooper, Fletcher et al - Tourism Principles and Practices – Prentice Hall
3. Govt. Of India - Tourism Policy of India

References:

1. Kamra, Mohinder Chand - Basics of Tourism: Theory Operation and Practice – Kanishka Publishers
2. AK Bhatia - Tourism Development: Principles and Practices - Sterling Publishers

Course Objective:

To understand the basic concepts of supply chain management.

Course Outcomes:

The student will be able:

CO1: To understand the basic concepts of Supply Chain Management and its evolution.

CO2: To identify the significance of Supply Chain Integration.

CO3: To describe the types of sourcing and methodologies

CO4: To ascertain the relevance of outsourcing in the supply chain

CO5: To understand the strategic role of the supply chain.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	0	0	0	1	0	0	1	1	0	0	1	1
CO2	1	1	0	0	0	0	1	0	0	2	2	0	0	1	1
CO3	1	1	0	0	0	0	0	0	0	2	2	0	0	1	1
CO4	1	1	0	0	0	0	0	0	0	1	2	0	0	2	2
CO5	1	1	0	0	0	0	0	0	0	1	1	0	0	1	1

Unit 1

SCM: Definition – Objectives – Evolution – Importance -Difference between logistics and supply chain management – decisions involved in supply chain -SCM activities – push/pull supply chain.

Unit 2

Supply chain Integration-meaning – Stages of supply chain integration-Internal and External Integration – barriers of internal integration- global supply chain – value chain – management of supply chain.

Unit 3

Sourcing and Supply Management: Introduction-importance, Objectives. Sourcing process; types of sourcing- global, single and multiple sourcing – role and importance of inventory management- inventory control – meaning – techniques of inventory control.

Unit 4

Outsourcing in SCM: Meaning -Need-Outsourcing risks-outsourcing process -outsourcing -New opportunities in SCM outsourcing-Myths of SCM outsourcing.

Unit 5

Strategic role of the supply chain – strategic partnership – alliances – retail supply chain management – role of logistics in retail supply chain management – customer focus in supply chain- complaint handling – developing a customer service strategy.

Textbooks:

1. Chopra Sunil and Peter Meindl - Supply Chain Management: Strategy, planning and operation, Prentice Hall, Englewood Cliffs - New Jersey.

2. Bloomberg – Logistics - Pearson
3. Donald J. Bowersox, David J. Closs - Logistical Management - McGraw Hill

References:

1. Satish C. Ailawadi - Rakesh Singh - Logistics Management – Prentice Hall of India
2. Donald Waters – Logistics - Palgrave Macmillan
3. Krishnaveni Muthiah - Logistics Management and World Seaborne Trade - Himalaya Publishing House
4. Ashok Sharma, Sarika Kulkarni - Supply Chain Management - McGraw Hill

24OEL259

INTRODUCTION TO MARKETING

3 0 0 3

Course Objective:

The course of marketing will be appreciated through the fundamentals of marketing. The course primarily to understand the major elements of marketing mix with emphasis to product gives the basis of marketing.

Course Outcomes:

The student will be able:

CO1: To Develop a comprehensive understanding of foundational marketing concepts, theories, and principles.

CO2: To Analyze and interpret consumer behavior patterns, including factors influencing buying decisions and market segmentation strategies.

CO3: To Explore various marketing strategies such as product development, pricing, distribution, and promotion, and their application in diverse business scenarios.

CO4: To Acquire practical skills in conducting market research, utilizing research methodologies, and interpreting data for informed marketing decisions.

CO5: To Demonstrate critical thinking and problem-solving abilities by applying marketing concepts to real-world situations through case studies, projects, and discussions.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	0	2	1	0	1	2	3	0	1	2	3	0

CO2	2	3	2	1	0	2	1	0	1	2	3	0	1	2	3
CO3	1	0	3	2	1	0	2	1	0	1	2	3	0	1	2
CO4	0	1	0	3	2	1	0	2	1	0	1	2	3	0	1
CO5		1	2	1	3	2	1	0	2	1	0	1	2	3	0

Unit 1

Fundamental concept of marketing - Market- meaning, definition, features, classification of the market, introduction to marketing, definition and scope of marketing, the evolution of marketing concepts, the importance of marketing in business, marketing and selling, Marketing mix- meaning, definition, elements of the marketing mix.

Unit 2

Consumer behavior – meaning, definition, factors influencing consumer behavior, buying process and decision-making, market segmentation- definition, benefits, the pattern of segmentation, targeting- meaning, strategies and benefits, positioning – benefits, and product positioning strategies.

Unit 3

Marketing Strategies- meaning and definition of marketing strategies, steps in drawing up marketing strategies, Product development, and life cycle- marketing strategies based on PLC Pricing strategies, Distribution channels, and logistics

Unit 4

Promotional Techniques, - meaning of promotion, promotion mix, Advertising and public relations, Sales promotions and direct marketing, Digital marketing and social media strategies.

Unit 5

Market Research and Analysis- meaning, Importance of market research, research methodologies, Data analysis and interpretation.

Textbook:

1. Philip Kotler, Gary Armstrong - Principles of Marketing - Pearson

References:

1. Kevin Lane Keller, Philip Kotler - Marketing Management - Pearson
2. Del I. Hawkins, David L. Mothersbaugh - Consumer Behavior: Building Marketing Strategy – McGraw Hill
3. Naresh K. Malhotra, Satyabhushan Dash - Marketing Research: An Applied Orientation - Pearson
4. Dave Chaffey and Fiona Ellis-Chadwick - Digital Marketing: Strategy, Implementation and Practice – Pearson

24OEL260

FILM APPRECIATION

0 1 2 3

Course Objective:

This course offers an experiential approach to film appreciation, combining theoretical insights with practical analysis. Students will watch and critically evaluate a variety of films, learning to appreciate cinematic techniques, storytelling, and cultural impact. Designed as an open elective, the course aims to enhance students' understanding and enjoyment of films.

Course Outcome (CO):

By the end of this course, students will be able to:

- Identify and analyse key cinematic techniques used in films.
- Understand and appreciate the narrative structures and storytelling methods in films.
- Critically evaluate films from different genres and cultural backgrounds.
- Articulate informed critiques and analyses of films both verbally and in writing.
- Develop a personal aesthetic and critical approach to film appreciation.

Unit 1

Introduction to Film Appreciation

Understanding film as an art form and cultural product- Basic film terminology shot, scene, sequence, mise-en-scene, Viewing and analyzing short films: identifying basic elements.

Unit 2

Cinematic Techniques and Storytelling

In-depth study of shots, angles, and camera movements- Exploring the role of editing, sound, and lighting in storytelling- Screening and analysis: comparing different directorial styles

Unit 3

Masters of Cinema

Alfred Hitchcock: Suspense and psychological thrillers- Akira Kurosawa: Epic storytelling and visual style- Quentin Tarantino: Non-linear narratives and stylized violence- Charlie Chaplin: Comedy and social commentary- Satyajit Ray: Realism and humanism in cinema.

Unit 4

Film Genre

Introduction to major film genres: drama, comedy, horror, science fiction, documentary- Characteristics and conventions of each genre- Screening and discussion of representative films from each genre

Unit 5

Practical Film Analysis Workshop

Hands-on film analysis sessions- Group projects: Analyzing selected films and presenting findings- Final project: in-depth analysis of a chosen film.

References:

1. Bordwell, David, and Kristin Thompson - Film Art: An Introduction – McGraw Hill Education
2. Corrigan, Timothy, and Patricia White - The Film Experience: An Introduction - Bedford/St. Martins
3. Giannetti, Louis - Understanding Movies - Pearson
4. Monaco, James - How to Read a Film: Movies, Media, and Beyond - Oxford University Press
5. Phillips, William H - Film: An Introduction - Bedford/St. Martins

Course Objective:

This introductory course in Media Studies aims to provide non-media students with a foundational understanding of the principles, theories, and practices within the field of media and communication. By the end of the course, students will be able to analyze and critically evaluate media texts, understand the role of media in society, and demonstrate proficiency in key concepts such as media literacy, communication theories, media industries, and ethical considerations.

Unit 1**Understanding Media and Communication**

Definition of media and communication - Functions and roles of media in society - Basic communication models (e.g., Shannon-Weaver model) - Theories of mass communication (e.g., agenda-setting theory, cultivation theory)

Unit 2**History and Evolution of Media**

Evolution of print media (e.g., newspapers, books) - Rise of electronic media (e.g., radio, television) - Impact of digital media and the internet

Unit 3**Media Industries and Technologies**

Overview of media industries (e.g., advertising, film, journalism) - Technological innovations in media production and distribution - Media convergence and its implications - Economic models of media production and distribution

Unit 4**Media Literacy and Criticism**

Definition and importance of media literacy - Key concepts in media criticism (e.g., representation, ideology, framing) - Strategies for analyzing media texts (e.g., semiotics, narrative analysis) - Ethical considerations in media production and consumption.

Unit 5**Media and Society**

Media effects on attitudes, behavior, and culture - Representation of gender, race, and class in media - Globalization and media flows - Media regulation and censorship

References:

1. Richard Campbell, Christopher R. Martin, Bettina Fabos - Media & Culture: An Introduction to Mass Communication – Macmillan Learning
2. Marshall McLuhan - Understanding Media: The Extensions of Man – MIT Press
3. Richard Campbell, Christopher R. Martin - Media Essentials: A Brief Introduction - Bedford/St Martins
4. W. James Potter - Introduction to Media Literacy - SAGE
5. Paul Marris and Sue Thornham - Media Studies: A Reader – New York University Press
6. James Curran, Nick Couldry - Media and Society: Production, Content, and Participation
7. David Barrat - Media Sociology - Routledge

8. John Fiske - Introduction to Communication Studies – Taylor & Francis
9. Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches - SAGE

24OEL262

INTRODUCTION TO PSYCHOLOGY

3 0 0 3

Course Objective:

This course offers a comprehensive introduction to the principles, theories, and applications of psychology. Through exploration of various psychological phenomena, students will gain insight into human behavior, cognition, emotion, and development. Topics covered include research methods, biological bases of behavior, sensation and perception, learning and memory, motivation and emotion, personality, social psychology, and psychological disorders.

Course Outcomes:

CO1: Recall and summarize key concepts and theories in psychology.

CO2: Explain the fundamental principles and theories that govern human behavior and mental processes.

CO3: Apply psychological concepts to analyze and interpret real-world scenarios.

CO4: Evaluate and critique psychological research studies and methodologies.

CO5: Design basic research studies and formulate hypotheses informed by psychological principles.

CO6: Create and organize hierarchies of psychological concepts and theories according to

Bloom's Taxonomy, demonstrating higher-order thinking skills in analysis and synthesis. Syllabus:

Unit 1

Foundations of Psychology

Overview of psychology, History of psychology, Research methods and ethics

Unit 2

Biological and Cognitive Processes

Biological bases of behavior, Sensation and perception, Learning and memory

Unit 3

Motivation, Emotion, and Development

Motivation and emotion, Lifespan development, Theories of personality

Unit 4

Social Psychology

Social cognition and influence, Group dynamics, Cultural influences on behavior

Unit 5

Psychological Disorders and Interventions

Classification and diagnosis of disorders, Etiology and treatment approaches, Mental health awareness and stigma reduction, Review and Application, application of psychological principles to real-life situations

References:

1. Scott O. Lilienfeld, Steven J. Lynn, Laura L. Namy, Nancy J. Woolf - Psychology: From Inquiry to

- Understanding - Pearson
2. James W. Kalat - Introduction to Psychology – Wadsworth Publishing
 3. Wayne Weiten - Psychology: Themes and Variations – Cengage Learning
 4. Don Hockenbury, Sandra Hockenbury - Discovering Psychology - W.H. Freeman & Co
 5. Robert S. Feldman - Essentials of Understanding Psychology – McGraw Hill
 6. Gregory J. Feist, Erika L. Rosenberg - Psychology: Perspectives, Connections – McGraw Hill
 7. Saundra K. Ciccarelli, J. Noland White - Psychology: An Exploration - Pearson
 8. Laura A. King - The Science of Psychology: An Appreciative View – McGraw Hill

24OEL263

INTRODUCTION TO GENDER STUDIES

3 0 0 3

Course Objective:

This course introduces students to the foundational concepts, theories, and issues within gender studies. Through interdisciplinary approaches, students will explore the social, cultural, historical, and political dimensions of gender, with a focus on understanding how gender shapes individuals' experiences, identities, and societies.

Course Outcomes:

CO 1: Demonstrate an understanding of key concepts and theories within gender studies.

CO 2: Analyse the intersections of gender with other social categories such as race, class, sexuality, and nationality.

CO 3: Evaluate historical and contemporary issues related to gender inequality and social justice.

CO 4: Develop critical thinking skills through the examination of gendered representations in media, literature, and popular culture.

CO 5: Apply gender theories to real-world contexts and contemporary debates.

CO 6: Communicate effectively about gender-related topics through written and oral presentations.

Unit 1

Introduction to Gender Studies

Introduction to Gender Studies as an academic discipline, Historical perspectives on gender roles and expectations, Key concepts: sex, gender, sexuality, and intersectionality, Feminist theories and their contributions to gender studies.

Unit 2

Gender and Identity

Social construction of gender identities, Gender socialization and its impact on individuals, Transgender and non-binary identities, Intersectionality: Gender, race, class, and sexuality.

Unit 3

Gender and Power

Patriarchy and its manifestations, Gender inequality in education, employment, and politics, Violence against women and LGBTQ+ individuals, Feminist activism and resistance movements.

Unit 4

Gender, Media, and Culture

Gender stereotypes in advertising and the media, Gender representations in film, television, and literature, The role of social media in shaping gender identities and perceptions, Queer culture and LGBTQ+ representation in media.

Unit 5

Gender in Global Contexts

Globalization and its impact on gender roles and relations, Gender and development: Empowerment vs. exploitation, Feminist perspectives on global issues such as poverty, migration, and environmental justice, Transnational feminism and solidarity movements.

References:

1. Judith Butler - Gender Trouble: Feminism and the Subversion of Identity - Routledge
2. Kimberlé Crenshaw - Intersectionality – The New Press
3. Simone de Beauvoir - The Second Sex – Vintage Classics
4. Bell Hooks - Feminism is for Everybody: Passionate Politics - Routledge
5. Julia Serano - Whipping Girl: A Transsexual Woman on Sexism and the Scapegoating of Femininity – Seal Press
6. Bonnie G. Smith - Global Feminisms Since 1945 – Taylor & Francis
7. Michael S. Kimmel - The Gendered Society – Oxford University Press

24OEL264

CONSTITUTION AND MEDIA ETHICS

3 0 0 3

Course Objective:

This course provides an introduction to the principles and concepts of media ethics within the framework of the Indian Constitution. Students will explore the intersection of media practices with legal and ethical considerations, focusing on foundational principles of freedom of speech, press freedom, and the responsibilities of media professionals as enshrined in the Indian Constitution.

Through case studies and discussions, students will develop critical thinking skills to analyze ethical dilemmas in media production and consumption within the Indian context.

Course Outcomes:

CO1: Recall and summarize key constitutional principles relevant to media ethics, including fundamental rights and duties outlined in the Indian Constitution.

CO2: Explain the ethical responsibilities and challenges faced by media professionals in India in the context of constitutional rights.

CO3: Apply ethical theories and frameworks to analyze real-world media scenarios and dilemmas within the Indian legal and cultural landscape.

CO4: Evaluate the ethical implications of media content and practices using critical reasoning and judgment, with consideration for Indian constitutional principles.

CO5: Design ethical guidelines and strategies for media production and consumption informed by Indian constitutional principles and ethical theories.

CO6: Create and defend reasoned arguments regarding media ethics issues within the Indian

context, demonstrating higher-order thinking skills in analysis and synthesis.

Unit 1

Introduction to the Indian Constitution and Fundamental Rights

Overview of the Indian Constitution: historical background, drafting process, and salient features, Fundamental rights guaranteed by the Indian Constitution, including freedom of speech and expression, freedom of the press, and right to information, Fundamental duties of Indian citizens and their relevance to media ethics.

Unit 2

Ethics in Journalism and Reporting in India

Journalistic ethics and codes of conduct in the Indian context. Objectivity, bias, and fairness in reporting within the Indian media landscape. The role of media in shaping public opinion and democratic discourse in India.

Unit 3

Ethics in Digital Media and Social Networking in India

Ethical considerations in online journalism and social media platforms in India. Privacy, anonymity, and surveillance issues in the Indian digital space. Challenges of combating fake news, misinformation, and digital manipulation in India.

Unit 4

Advertising, PR, and Corporate Communication Ethics in India

Ethics in advertising and marketing communications in the Indian market. Public relations ethics and professional responsibility in India. Corporate social responsibility and ethical communication practices in Indian businesses.

Unit 5

Media Regulation and Legal Issues in India: Media laws and regulations governing print, broadcast, and digital media in India. Ethical dilemmas in media coverage of legal proceedings in India. Media censorship, prior restraint, and freedom of information issues in India. Unit 6: Ethical Decision Making and Application in the Indian Media Context. Case studies and ethical dilemmas in media production and consumption in India.

Suggested References

1. K. Augustine - Media Ethics: Truth, Fairness and Objectivity
2. V. S. Gupta - Media Ethics: Cases and Controversies
3. R. K. Singh - Ethics in Journalism
4. V.N. Shukla - Indian Constitution: Text, Context and Interpretation
5. M. Neelamalar - Media Ethics: A Global Approach - PHI
6. Ganga S. Jhala - Mass Communication Ethics and Indian Philosophy

7. S. S. Gulshan - Mass Media Laws and Regulations in India
8. Kanchan K. Malik - Journalism Ethics in Indian Context

24OEL265

INTRODUCTION TO CALLIGRAPHY

3 0 0 3

Course Objective:

Students will develop a basic understanding of calligraphy techniques, tools, and styles. They will learn to create beautiful letterforms and explore the expressive potential of calligraphy.

Course Outcomes:

CO1: Identify calligraphy tools and materials. Recall the historical significance of calligraphy.

CO2: Explain the principles of calligraphy strokes and spacing. Describe different calligraphy styles.

CO3: Practice basic calligraphy strokes. Create simple letterforms and words.

CO4: Critique calligraphy compositions for balance and aesthetics. Compare various calligraphy scripts.

CO5: Assess personal progress in calligraphy skills. Evaluate the effectiveness of different writing surfaces.

CO6: Design personalized calligraphy projects (e.g., greeting cards, quotes). Experiment with embellishments and flourishes.

Unit 1

Introduction to Calligraphy History and Styles

Explore the origins of calligraphy. Study different calligraphy scripts (e.g., Gothic, Italic).

Unit 2

Foundational Techniques

Learn pen angles, pressure, and rhythm.

Practice basic strokes (thin upstrokes, thick downstrokes).

Unit 3

Letterforms and Alphabets

Master individual letterforms (uppercase and lowercase).

Create words using calligraphic alphabets.

Unit 4

Decorative Flourishes and Embellishments

Add artistic elements (swashes, loops) to lettering.

Experiment with decorative touches.

Unit 5

Personal Calligraphy Projects

Apply skills to create personalized pieces.

Reflect on the expressive possibilities of calligraphy.

References:

1. David Haris - The Calligrapher's Bible - Herbert Press
2. Sheila Waters - Foundations of Calligraphy – John Neal Book Seller
3. Eleanor Winters - Mastering Copperplate - Dover Publications
4. David Harris - The Art of Calligraphy: A Practical Guide to the Skills and - Dorling Kindersley
5. Molly Suber Thorpe - Modern Calligraphy - St. Martin's Griffin Publication
6. Julien Chazal - Calligraphy: A Complete Guide - Stackpole Books

24OEL266

INTRODUCTION TO BRANDING

3 0 0 3

Course Objective:

Students will develop a basic understanding of branding techniques, strategies, and creative elements. They will learn how to create and manage effective brand identities.

Course Outcomes:

CO1: Identify key branding concepts and terminology. Recall the importance of consistent brand messaging.

CO2: Explain the elements that contribute to a strong brand identity. Describe the role of branding in marketing and communication.

CO3: Develop basic brand guidelines (e.g., logo usage, color palette). Create simple brand collateral (e.g., business cards, letterheads).

CO4: Evaluate existing brand identities (case studies). Analyze brand consistency across different touchpoints.

CO5: Assess the effectiveness of branding strategies. Critique brand messaging for alignment with organizational goals.

CO6: Design a basic brand identity for a fictional company. Develop a brand positioning statement.

Unit 1

Introduction to Branding Concepts

Definition of branding. Importance of brand consistency. Brand vs. product.

Unit 2

Elements of Brand Identity

Logo design and visual identity. Brand colors, typography, and imagery.

Unit 3

Brand Strategy and Positioning

Target audience identification. Unique selling proposition (USP). Brand positioning matrix.

Unit 4

Brand Communication and Marketing

Creating brand messages. Social media branding. Content marketing for brand awareness.

Unit 5

Brand Management and Evaluation

Brand audits and assessments. Tracking brand performance. Rebranding considerations.

References:

1. Michael Johnson - Branding: In Five and a Half Steps – Thames and Hudson
2. Donald Miller - Building a Story Brand – Harper Collins
3. Alina Wheeler - Designing Brand Identity - Wiley
4. Marty Neumeier - The Brand Gap – New Riders Publication
5. Al Ries, Laura Ries - 22 Immutable Laws of Branding – Profile Books
6. David Airey - Identity Designed: The Definitive Guide to Visual Branding - Rockport Publishers

240EL267**INTRODUCTION TO INDIAN SCULPTURE****3 0 0 3****Course Objective:**

Introduction to Indian Sculptures is a captivating journey through the artistic heritage of India, where stone, metal, and wood come alive in intricate forms. This course delves into the soul of Indian culture, exploring the evolution of sculptural traditions across different periods and regions. From the serene grace of Mauryan sculptures to the vibrant Chola bronzes, students will unravel the stories embedded in each chisel mark. We'll discuss techniques, materials, and the spiritual context that shaped these masterpieces. By the end of this course, students will not only appreciate the aesthetics but also be inspired to create their own sculptural expressions, echoing the timeless legacy of Indian art.

Course Outcomes:

CO1: Recall basic facts about Indian sculpture.

CO2: Explain the significance of different styles and materials used in Indian sculpture.

CO3: Analyze and interpret specific works of Indian sculpture.

CO4: Explore the cultural and historical context of various Indian sculptural style.

CO5: Assess the aesthetic value of different sculptures.

CO6: Produce their own artworks inspired by Indian sculptural traditions

Unit 1**Introduction to Indian Sculpture**

Definition of sculpture. History of Indian sculpture. Techniques and materials used in Indian sculpture.

Unit 2**Early Indian Sculpture:**

Mauryan period sculpture. Gandhara art. Mathura art

Unit 3**Medieval Indian Sculpture:**

Gupta period sculpture. Chola bronzes. Hoysala sculptures

Unit 4**Late Medieval and Early Modern Indian Sculpture:**

Vijayanagara sculptures. Mughal period sculptures

Unit 5**Contemporary Indian Sculpture:**

Exploration of modern and contemporary Indian sculptors

References:

1. John Guy - Indian Temple Sculpture - Victoria & Albert Museum Publication
2. Heinrich Zimmer - The Art of Indian Asia: Its Mythology and Transformations - Motilal Banarsidass Publishers
3. Pratap Aditya Pal - Indian Sculpture: A Catalogue of the Los Angeles County Museum of Art Collection - University of California Press
4. Vidya Dehejia - The Sensuous and the Sacred: Chola Bronzes from South India – Amer Federation of Arts Publication
5. Susan Huntington - The Art of Ancient India - Motilal Banarsidass Publishers
6. Ananda K. Coomaraswamy - The Dance of Shiva: Fourteen Indian Essays - Oriental Book Company

24OEL268

INTRODUCTION TO FIGURE DRAWING

0 1 2 3

Course Objective:

In this course, students will explore the art of capturing the human form through drawing. We'll delve into the rich history of figure drawing, from ancient classical sculptures to contemporary interpretations. Students will learn essential techniques, study anatomy, and experiment with light and shadow. By the end of the course, they'll not only appreciate the beauty of the human body but also create their own expressive figure drawings.

Course Outcomes:

- CO1:** Recall basic facts about figure drawing.
- CO2:** Explain the significance of different techniques and materials used in figure drawing.
- CO3:** Analyze and interpret specific works of figure drawing.
- CO4:** Explore the cultural and historical context of various figure drawing styles.
- CO5:** Assess the aesthetic value of different figure drawings.
- CO6:** Produce their own artworks inspired by figure drawing traditions.

Unit 1

Introduction to Figure Drawing

Definition of figure drawing. History of figure drawing. Techniques and materials used in figure drawing.

Unit 2

Basic Anatomy

Proportions and measurements. Skeletal structure. Muscular structure

Unit 3

Light and Shadow

Value scales. Chiaroscuro. Cast shadows.

Unit 4

Composition and Perspective

Rule of thirds. Golden ratio. One-point, two-point, and three-point perspective

Unit 5

Advanced Techniques

Gesture drawing. Foreshortening. Cross-hatching

References:

1. Andrew Loomis - Figure Drawing for All It's Worth – Titan Books
2. Jack Hamm - Drawing the Head and Figure – Tarcher Perigee Publication
3. David K. Rubins - The Human Figure: An Anatomy for Artists – Penguin Books
4. Sarah Simblet, John Davis - Anatomy for the Artist – Dorling Kingsley
5. Kimon Nicolaides - The Natural Way to Draw – Read Books
6. Burne Hogarth - Dynamic Anatomy - Watson-Guption Publications

24OEL269**INTRODUCTION TO PRODUCT SKETCHING****0 1 2 3****Course Objective:**

This course aims to introduce students to the fundamental principles of sketching in the context of product design. The course will cover both 2D and 3D sketching techniques, emphasizing the importance of visual communication in the design process. Students will learn to: Understand the role of sketching in product design. Develop basic sketching skills using different materials. Apply perspective and shading techniques to represent 3D forms. Communicate design ideas effectively through sketches. Explore the concept of family of forms and metaphors in design.

Course Outcomes:

- CO1:** Identify different types of sketching materials.
CO2: Explain the significance of sketching in the design process.
CO3: Create 2D and 3D sketches of simple objects.
CO4: Critique and analyze existing product sketches.
CO5: Generate new forms through sketching.
CO6: Assess the impact of metaphors in shaping design concepts.

Unit 1**Introduction to 2D and 3D Form**

Basics of line drawing and shape representation. Radii manipulation in 2D and 3D forms.

Unit 2**Exploration of Surface Textures**

Techniques for depicting different material textures. Rendering textures in sketches.

Unit 3**Form Transition**

Understanding how forms transition from 2D to 3D. Sketching form variations.

Unit 4**Imagination and Insight**

Using metaphors to inspire new forms. Developing creative sketches.

Unit 5**Sketching Techniques**

Perspective drawing in product design. Effective use of line and shadow.

References:

1. Koos Eissen, Roselien Steur - Sketching: Drawing Techniques for Product Designers
2. Erik Olofsson and Klara Sjolen - Design Sketching
3. Scott Robertson - How to Draw: Sketching and Drawing Objects and Environments from Your Imagination – Design Studio Press
4. Hardi Meybaum - The Art of Product Design: Changing How Things Get Made - Wiley
5. Bill Buxton - Sketching User Experiences: The Workbook - Morgan Kaufmann
6. **Conrad B. Rider - Sketching for Product Design and AEC**

24OEL270

BASICS OF WATER COLOUR PAINTING

0 1 2 3

Course Objective:

By the end of this course, students will be able to: Understand the history and significance of watercolour painting as an art form. Master foundational techniques for creating beautiful watercolour paintings. Apply watercolor painting skills to create expressive and evocative artworks. Explore various watercolour painting styles and their unique characteristics. Develop an appreciation for the aesthetics and versatility of watercolour painting.

Course Outcomes:

CO1: Understand the history and significance of watercolour painting as an art form. **CO2:**

Develop an appreciation for the aesthetics and versatility of watercolour painting. **CO3:**

Apply watercolour painting skills to create expressive and evocative artworks.

CO4: Explore various watercolour painting styles and their unique characteristics.

CO5: Critique your own work and that of others in terms of composition principles.

CO6: Apply design concepts to create visually engaging artworks.

Unit 1

Introduction to Water colour Painting History and Styles

Explore the origins of watercolour painting and its cultural significance. Study different watercolour painting styles (such as traditional, contemporary, and experimental).

Unit 2

Foundational Techniques

Learn about brush types, sizes, and shapes. Practice basic techniques (such as washes, glazes, and layering).

Unit 3

Colour Theory and Mixing

Master colour theory concepts (such as hue, saturation, value). Experiment with colour mixing to create harmonious palettes.

Unit 4

Composition and Design

Learn about composition principles (such as balance, contrast, rhythm). Apply design concepts to create visually engaging artworks.

Unit 5

Project Work and Personal Expression

Apply watercolour painting skills to create personalized projects (such as landscapes, portraits, or still lifes). Reflect on the expressive potential of watercolour painting.

References:

1. Tom Hoffmann - Watercolor Painting: A Comprehensive Guide for Artists - Watson-Guption Publication
2. Erik Olofsson and Klara Sjolen - Design Sketching
3. Gordon MacKenzie - The Watercolorist's Essential Notebook: Keep Painting! A Treasury of Tips to Inspire Your Watercolor Painting Adventure - North Light Books
4. Michael Reardon - Watercolor Techniques: Painting Light and Color in Landscapes and Cityscapes - North Light Books
5. Chuck Long - Watercolor Success! 52 Essential Tips for Painting Better Watercolors
6. Kelly Klapstein - The Art of Watercolor Lettering: A Beginner's Step-by-Step Guide to Painting Modern Calligraphy and Lettered Art - Quarry Books
7. Haridas Nareekal - Understanding Watercolour: A Book on Watercolour Painting

24OEL271 BASICS OF LANDSCAPE PAINTING IN WATER COLOURS 0 1 2 3

Course Objective:

By the end of this course, students will be able to: Understand the significance of landscape painting in art history and its role in visual storytelling. Apply foundational watercolour techniques to create expressive and realistic landscape artworks. Analyze and interpret various landscape elements (such as skies, trees, water, and mountains) in their paintings. Evaluate their own work in terms of composition, colour harmony, and mood. Create original landscape paintings that evoke emotions and connect with viewers.

Course Outcomes:

- CO1:** Understand the significance of landscape painting in art history.
- CO2:** Analyze and interpret various landscape elements in paintings.
- CO3:** Apply foundational watercolour techniques to create expressive landscape artworks.
- CO4:** Evaluate your own work in terms of composition and colour harmony.
- CO5:** Critique landscape paintings based on their emotional impact.
- CO6:** Create original landscape paintings that connect with viewers.

Unit 1

Introduction to Landscape Painting

Explore the historical context of landscape painting. Understand the role of landscapes in visual storytelling.

Unit 2

Tools and Materials for Landscape Painting

Learn about watercolour brushes, papers, and pigments suitable for landscapes. Experiment with different brush strokes and textures.

Unit 3

Foundational Techniques for Landscapes

Practice wet-on-wet and wet-on-dry techniques. Study colour mixing for natural elements (such as grass, rocks, and water).

Unit 4

Elements of Landscape Composition

Analyze the visual components of landscapes (horizon lines, focal points, foreground-background balance). Explore techniques for creating depth and perspective.

Unit 5

Specific Landscape Elements

Study how to paint skies (clouds, sunsets, and atmospheric effects). Explore techniques for trees, foliage, and water (rivers, lakes, and reflections). **Creating Mood and Emotion in Landscapes:** Understand how colour choices and lighting impact the mood of a landscape. Experiment with different approaches to evoke emotions in your paintings.

References:

1. Ron Ranson - Watercolor Landscape
2. Gordon MacKenzie - **The Watercolorist's Essential Notebook: Keep Painting! A Treasury of Tips to Inspire Your Watercolor Painting Adventure - North Light Books**
3. Michael Reardon - **Watercolor Techniques: Painting Light and Color in Landscapes and Cityscapes - North Light Books.**
4. Tom Hoffmann - **Watercolor Painting: A Comprehensive Guide for Artists - Watson-Guption Publication**
5. Chuck Long - **Watercolor Success! 52 Essential Tips for Painting Better Watercolors**
6. Haridas Narekal - **Understanding Watercolour: A Book on Watercolour Painting**
7. Charles LeClair - **The Art of Watercolor: Techniques and New Directions – Prentice Hall**

24OEL272

BASICS OF OIL PAINTING

0 1 2 3

Course Objective:

This course serves as an introduction to the materials and techniques used in oil painting. Emphasis will be placed on developing mastery of techniques, understanding composition, and exploring color as a vehicle for visual expression.

Course Outcomes:

- CO1:** Students will **demonstrate knowledge** of various oil painting techniques, including brushwork, color mixing, and surface preparation.
- CO2:** Students will be able to **describe** the aesthetics and techniques used by old masters and contemporary painters.
- CO3:** Students will **apply** contour, gesture, and value (tones) in their oil paintings.
- CO4:** Students will **explore** principles of composition and design, creating dynamic compositions in their artwork.
- CO5:** Students will **develop a unique personal vision** in their oil paintings, integrating technical skills with creative expression.
- CO6:** Students will **create and critique** works of fine art using aesthetic principles, evaluating their own and others' paintings.

Unit 1

Introduction to Oil Painting Techniques

Materials and tools. Color mixing. Brushwork and application

Unit 2

Composition and Design

Principles of composition. Creating dynamic compositions

Unit 3

Still Life Painting

Observational skills. Rendering form and texture

Unit 4

Figure Painting

Anatomy and proportions. Capturing gesture and movement

Unit 5

Landscape Painting

Perspective and depth. Atmospheric effects

References:

1. Harold Speed - Oil Painting Techniques and Materials - Dover Publications
2. Kathleen Staiger - The Oil Painting Course You've Always Wanted - Watson-Guption Publication
3. Ian Sidaway - Color Mixing Bible - Watson-Guption Publication
4. Suzanne Brooker - The Elements of Landscape Oil Painting - Watson-Guption Publication
5. Ralph Mayer - The Artist's Handbook of Materials and Techniques - Viking Publication
6. Linda Cateura - Oil Painting Secrets from a Master - Watson-Guption Publication

24OEL273

ANCHORING AND PROGRAMME CASTING

0 1 2 3

This course is designed to equip students with the essential skills required for effective anchoring and media presentation. Through a combination of theoretical instruction, practical exercises, and hands-on projects, students will learn the fundamentals of on-camera performance, scriptwriting, audience engagement, and the use of media technology. The course will also address the ethical considerations and professional standards necessary for a successful career in media presentation.

Course Objectives:

- To develop on-camera performance and presentation skills.
- To master the techniques of scriptwriting and live reporting.
- To enhance the ability to engage and interact with audiences effectively.
- To learn the technical aspects of media production, including lighting, sound, and teleprompter use.
- To understand the ethical considerations and professional standards in media presentation.

Unit 1

Fundamentals of Anchoring

Introduction to anchoring and media presentation, Role and responsibilities of an anchor
Voice modulation, body language, and facial expressions, overcoming stage fright and building on-camera confidence, Practicum: Basic anchoring exercises and on-camera introductions.

Unit 2

Scriptwriting and Content Development

Principles of scriptwriting talk shows and interviews, Structuring scripts for different formats: news bulletins, live reports, feature stories, writing engaging headlines and lead-ins, Techniques for ad-libbing and improvisation, Practicum: Writing and delivering news scripts.

Unit 3

Audience Engagement and Interaction

Techniques for engaging and retaining audience attention, Effective use of language and storytelling in media presentation, conducting interviews: Asking effective questions and managing responses, handling live audience interactions and on-air call-ins, Practicum: Simulated live broadcasts and interview sessions.

Unit 4

Technical Skills and Media Technology

Basics of camera operation and shot composition, Understanding and using teleprompters effectively, Lighting and sound techniques for on-camera presentation, Introduction to video editing and post-production basics, Practicum: Recording and reviewing practice segments with technical setups.

Unit 5

Professional Standards and Ethics

Ethical considerations in media presentation and journalism, managing bias and maintaining objectivity, Dealing with breaking news and sensitive topics responsibly, Professional standards and best practices for anchors, Practicum: Case studies and ethical dilemma discussions.

References:

1. C.A. Tuggle, Forrest Carr, Suzanne Huffman - Broadcast News Handbook: Writing, Reporting, and Producing – McGraw Hill
2. Kenneth T. Kawamoto - Television News Anchoring: A Handbook for the Television News Professional – AITBS Publishers
3. Selected articles, case studies, and multimedia resources

24OEL274

BASICS OF PHOTOGRAPHY

0 1 2 3

Course Objective:

This course aims to equip students with comprehensive knowledge and practical skills in photography techniques and practices essential for effective communication. Through a combination of theoretical learning and hands-on exercises, students will develop a deep understanding of various photographic concepts, tools, and methods, enabling them to create compelling visual narratives and imagery.

Course Outcome (CO):

By the end of this course, students will be able to:

CO1: Learn basic shooting techniques, including focus and sharpness.

CO2: Explain the relationship between aperture, shutter speed, and ISO in achieving proper exposure.

CO3: Explore various framing techniques.

CO4: Explain the concept of white balance and its importance in different lighting conditions.

CO5: Develop advanced shooting techniques and explore specialized areas of photography such as macro or street photography.

CO6: Create and present a photography project, demonstrating an understanding of various concepts and techniques learned throughout the course.

Unit 1

Introduction to Photography

Introduction to camera types, components, and basic operations -Hands-on exercises: Camera handling and basic shooting techniques, Focus and sharpness.

Unit 2

Basics Framing and Composition

Focus Attention, Rule of thirds, leading lines, balancing elements in a frame, and framing techniques.

Unit 3

Fundamentals of Exposure

Camera Operation and Manual Settings. - Understanding the exposure triangle: aperture, shutter speed, and ISO. - Exposure metering modes and techniques. - Depth of field and its creative applications. Motion blur control and techniques.

Unit 4

Lighting Techniques

White balance and its uses in different lighting situations. - Natural light vs. artificial light: characteristics and applications. - Understanding light quality, direction, and intensity. - Using reflectors, diffusers, and artificial lighting equipment. - Hands-on exercises: Lighting setups and portrait photography.

Unit 5

Project

Hands-on exercises: shooting techniques and exploration of photography.
Project and presentation on different topics in photography.

References:

1. Michael Langford - Langford's Basic Photography: The Guide for Serious Photographers – Focal Press/Routledge
2. Fil Hunter, Steven Biver, Paul Fuqua - Light Science and Magic: An Introduction to Photographic Lighting – Focal Press/Routledge
3. Michael Freeman - The Photographer's Eye: Composition and Design for Better Digital Photos – Focal Press
4. Scott Kelby - The Digital Photography Book - Peachpit Press

24OEL275

BASICS OF VIDEOGRAPHY

0 1 2 3

Course Objectives:

The objective of this course is to provide students with hands-on experience in the fundamental techniques and skills necessary for videography. Students will learn the basics of camera operation, lighting, sound recording, editing, and the overall process of creating high-quality video content. By the end of the course, students will complete a short video project showcasing their skills and creativity in various videography techniques.

Course Outcomes (CO):

By the end of this course, students will be able to:

CO1 Recall terminology related to digital video camera settings, lenses, camera support systems, audio settings, basic light setup, and composition.

CO2 Understand the fundamental principles of digital videography including resolution, frame rates, camera settings, camera support systems. Knowing basic lighting setup, shot types and different compositions.

CO3 Apply technical skills in operating digital cameras, camera support system, lighting setups,

and audio recording equipment to effectively capture high-quality video footage in various shooting environments.

CO4 Critically evaluates video compositions in video productions, identifying strengths and areas for improvement.

CO5 Assess their own video projects and those of their peers, providing constructive feedback based on aesthetic principles, technical execution, and storytelling effectiveness.

CO6 Design and execute a comprehensive digital video project, considering pre-production planning, production logistics, and post-production workflows. Create a video project showcasing diverse videography skills.

Unit 1

Introduction to Videography and Equipment

- Types of digital video cameras, lenses, and their functions.
- Camera settings: resolution and frame rate.
- Basic camera operations: focusing, white balance, and exposure.
- Introduction to tripods, stabilizers, and other support equipment.

Unit 2

Lighting Techniques

- Types of lights: key light, fill light, back light.
- Lighting setups: three-point lighting and natural light usage.
- Color temperature and white balance adjustment.

Unit 3

Sound Recording and Audio Equipment

- Importance of sound in videography.
- Basics of sound recording: levels, clarity, and background noise.
- Syncing audio with video.

Unit 4

Video Shooting Techniques and Composition

- Basics of shot composition and framing.
- Camera movements: pans, tilts, tracking, and zooms.
- Script and shot planning.

Unit 5

Video Editing and Post-Production

- Introduction to video editing software (e.g., Adobe Premiere, Mobile video editing applications)
- Basic editing techniques: cutting, transitions.
- Adding titles and credits.

References:

Brown, B. - *Cinematography: Theory and Practice: Image Making for Cinematographers and Directors* - Focal Press.

Rabiger, M - *Directing: Film Techniques and Aesthetics* - Routledge.

Course Objective:

The primary objective of the Fashion Photography course is to equip students with the skills and knowledge necessary for capturing fashion images. Students will explore the intersection of fashion, aesthetics, and visual storytelling through photography. By the end of the course, they should be proficient in creating high-quality fashion photographs.

Course Outcomes:

CO1: Learn basic shooting techniques, including focus and sharpness.

CO2: Apply principles of composition, and camera techniques to create fashion images.

CO3: Critically evaluate fashion photographs in terms of aesthetics and lighting choices.

CO4: Compare and work with natural light and studio lighting setups for outdoor and studio fashion shoots.

CO5: Apply their knowledge through practical shooting techniques, exploring various aspects of fashion photography.

CO6: create and deliver presentations on different fashion photography topics, enhancing their communication abilities.

Unit 1**Introduction to Photography**

Introduction to camera types, components, and basic operations -Hands-on exercises: Camera handling and basic shooting techniques, Focus and sharpness.

Unit 2**Foundations of Fashion Photography**

Introduction to Fashion Photography: Overview of Visual Aesthetics in Fashion: Composition rules, Styling and posing.

Unit 3**Fundamentals of Exposure**

Camera Operation and Manual Settings. - Understanding the exposure triangle helps fashion photography: aperture, shutter speed, and ISO. Depth of field and its creative applications. -Motion blur control and techniques.

Unit4**Fashion Lighting Techniques**

Natural Light vs. Studio Lighting: Outdoor fashion shoots, Studio equipment - setups (softboxes, reflectors, etc.)

Unit 5**Project**

Hands-on exercises: shooting techniques and exploration of fashion photography.

Project and presentation on different topics of fashion photography.

References:

1. Bruce Smith - Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade

- Amphoto Books

2. Eliot Siegel - The Fashion Photography Course: First Principles to Successful Shoot - The Essential Guide - Thames & Hudson Publication

24OEL278

FILM THEORY

3 0 0 3

Course Objective:

This course provides a fundamental introduction to film theory, focusing on essential concepts, historical perspectives, and basic analysis techniques. Designed as an open elective, it aims to equip students with the tools to understand and appreciate films critically.

Course Outcomes (CO):

By the end of this course, students will be able to:

CO1: Identify and analyse different types of shots, angles, and camera movements, and explain their significance in film storytelling.

CO2: Understand and apply key editing techniques and concepts to evaluate the role of the editor in shaping a film's narrative structure and rhythm.

CO3: Recognize and differentiate between diegetic and non-diegetic sound and analyse the functions and techniques of sound in creating mood, realism, and audience engagement.

CO4: Define and discuss the importance of film genres, analyse common genre conventions and expectations, and understand the evolution and blending of genres over time.

CO5: Compare and contrast major film theories such as formalism, realism, feminist theory, auteur theory, and structuralism, and apply these theories to the analysis of films.

Unit 1

Shots, Angles, Camera Movements, and Mise-en-Scene.

Definition and importance of shots in film: long shot, medium shot, close-up, extreme close-up
Camera angles: high angle, low angle, eye-level, Dutch angle- Camera movements: pan, tilt, tracking, dolly, crane, handheld, zoom- Mise-en-scene: elements and significance (setting, costume, lighting, composition)

Unit 2

Editing in Film

Definition and importance of editing in film- Types of editing: continuity editing, montage, cross-cutting, jump cuts- The role of the editor: pacing, rhythm, and narrative structure- Key concepts: match on action, shot/reverse shot, eyeline match, parallel editing.

Unit 3

Sound in Film

Importance of sound in film: diegetic vs. non-diegetic sound- Elements of sound: dialogue, sound effects, music, silence- Functions of sound: creating mood, enhancing realism, guiding audience attention-Techniques: sound bridges, sound perspective, off-screen sound.

Unit 4

Film Genre

Definition and importance of genre in film- Analysis of common genres: horror, comedy, drama,

science fiction, film noir- Genre conventions and audience expectations- Evolution of genres over time and genre blending.

Unit 5

Overview of Film Theory

Formalism vs. realism-Feminist film theory: the male gaze and gender representation-Auteur theory: significance and critique-Structuralism and semiotics: basic principles and application.

References:

1. Bordwell, David, and Kristin Thompson - Film Art: An Introduction – McGraw Hill.
2. Nowell-Smith, Geoffrey - Making Waves: New Cinemas of the 1960s – Continuum
3. Bazin, André - What Is Cinema? Vol. 1 - University of California Press

24OEL279

EVENT MANAGEMENT

3 0 0 3

Course Objective:

This course aims to equip students with the knowledge, skills, and practical experience necessary to plan, coordinate, and execute successful events across various industries. Through theoretical learning, hands-on exercises, and real-world case studies, students will develop proficiency in event management principles, including budgeting, marketing, operations, legal compliance, and ethical considerations. By the end of the course, students will be prepared to excel as competent and ethical event managers capable of delivering memorable and impactful events.

Course Outcomes:

CO1: Demonstrate proficiency in planning, coordinating, and executing various types of events.

CO2: Apply budgeting and financial management principles to effectively manage event finances.

CO3: Develop comprehensive event marketing strategies utilizing both traditional and digital channels.

CO4: Exhibit proficiency in vendor selection, negotiation, and management for successful event execution.

CO5: Understand and apply legal and ethical considerations in event planning and execution.

CO6: Evaluate the success of events through post-event analysis and apply lessons learned to future event management endeavours.

Unit 1

Introduction to Event Management

Understanding the concept and scope of event management, Historical overview of event management, Types of events and their characteristics, Role, and responsibilities of an event manager.

Unit 2

Event Planning and Coordination

The event planning process: from conception to execution, Budgeting and financial management for events, Vendor selection, negotiation, and management, Logistics, and operations management for events.

Unit 3

Marketing and Promotion for Events

Developing event marketing strategies, utilizing traditional and digital marketing channels, Creating promotional materials and campaigns, Sponsorship acquisition and management.

Unit 4

Event Execution and Operations

On-site management and coordination, Handling emergencies and crisis management, Guest and attendee management, Evaluating event success and post-event analysis.

Unit 5

Event Legal and Ethical Considerations

Legal aspects of event management: contracts, permits, and insurance, Ethical considerations in event planning and execution, Risk management strategies for events, Sustainability practices in event management.

References:

1. Razaq Raj, Sumeet Malik - Event Management: Principles and Practices - SAGE
2. Judy Allen - Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events - Wiley
3. Leonard H. Hoyle - Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions - Wiley
4. Tarlow Peter and Uysal Muzaffer - Risk Management in Events: An Introduction -
5. Judy Allen - The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events - Wiley
6. Laura Capell - Event Management for Dummies – John Wiley and Sons

24OEL280

DOCUMENTING SOCIAL ISSUES

0 1 2 3

Course Objective:

The objective of the course on documenting social issues is to equip students with the knowledge, skills, and ethical understanding necessary to effectively research, document, and communicate about contemporary social issues through various mediums such as writing, photography, videography, and multimedia presentation.

Course Outcomes:

CO 1: Identify and analyse key social issues in contemporary society.

CO 2: Develop proficiency in a range of research methods for documenting social issues.

CO 3: Demonstrate competence in visual storytelling through photography and videography.

CO 4: Develop strong writing skills for advocating social change through various mediums.

CO 5: Create multimedia presentations to effectively communicate social issues to diverse audiences.

CO 6: Understand the ethical considerations involved in documenting and presenting social issues.

Unit 1

Introduction to Social Issues Documentation

Understanding the importance of documenting social issues, Identifying key social issues in contemporary society, Ethical considerations in documenting social issues.

Unit 2

Research Methods for Social Issues Documentation

Conducting literature reviews on social issues, Data collection techniques: interviews, surveys, and observation, Introduction to qualitative and quantitative analysis methods.

Unit 3

Visual Documentation of Social Issues

Photography techniques for social documentation, Videography and documentary filmmaking basics, Visual storytelling and its impact on social change.

Unit 4

Writing for Social Change

Narrative journalism and feature writing, Op-ed and advocacy writing, crafting compelling narratives to raise awareness and inspire action.

Unit 5

Multimedia Presentation and Distribution

Creating multimedia presentations using various platforms, Strategies for effective distribution and outreach, Leveraging social media and online platforms for maximum impact.

References:

1. Sheila Curran Bernard - Documentary Storytelling: Creative Nonfiction on Screen - Focal Press
2. John W. Creswell - Qualitative Inquiry and Research Design: Choosing Among Five Approaches - SAGE
3. Gillian Rose - Visual Methodologies: An Introduction to Researching with Visual Materials - SAGE
4. Howard S. Becker - Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article - University of Chicago Press
5. Seth Gitner - Multimedia Storytelling for Digital Communicators in a Multiplatform World - Routledge

24OEL281

COMMUNICATION STRATEGIES FOR EVENT MANAGEMENT 2013

Course Objectives:

To introduce the students to the techniques of business communication. To inculcate the skills of event management.

Course Outcomes:

CO1: Describe Business communication and Event Management.

CO2: Apply the principles of event management.

CO3: Demonstrate the use of various media tools to manage events.

CO4: Develop the ability to communicate effectively in business situations.

CO – PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1				2	2										
CO2		2												1	
CO3			2										1		
CO4	2					2									

Unit 1

Introduction to Event Management and Communication - Defining events, Types of events, Event Team, Principles of event Management, SWOT Analysis, Introduction to communication - principles, forms and objectives of communication, barriers to effective communication, types and techniques of effective communication. The cross-cultural dimensions of business communication. Business and social etiquette.

Unit 2

Event Planning, Team Management and Group communication - Event Planning - Creativity, Taking a brief, Timelines and budgeting, Event Calendar, Creation of Check list, Group communication - importance, meetings, group discussions. Video conferencing. Reporting an event - types of business reports - format, choice of vocabulary, coherence and cohesion.

Unit 3

Marketing of Events and presentation- The Need for Marketing, Event Promotion, Tools of Promotion - Advertising, Public Relations, Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event. Event Sponsorship, Event Organizer, Event Partners, Event Associates, sponsorships. Techniques of Presentation.

Unit 4

Business Communication and propaganda - Understanding Business Communication – types and techniques – PR strategies - methods of propaganda – use of media (print and electronic) – use of celebrities.

Unit 5

Writing press releases and reports - Define Press Release – features of press release – need for press release and reports – drafting press release and report for an event – media relations for business promotion

REFERENCE BOOKS:

1. Devesh Kishore, Ganga Sagar Singh - Event Management: A Blooming Industry and an Eventful Career - Har-Anand Publications
2. Swarup K. Goyal - Event Management - Adhyayan Publishers

SUGGESTED READING:

1. Savita Mohan - Event Management and Public Relations - Enkay Publishing House
2. Semenik - Promotion and IMC - Thomson.
3. Hory Sankar Mukerjee - Business Communication: Connecting at Work
4. Bryan a Graner: HBR Guide to Better Business Writing- 2013

5. Lesiler & Flat lay - Basic Business communication - McGraw Hill.
6. Savita Mohan - Event Management and Public Relations - Enkay Publishing House.
7. Steve Mandel - Effective Presentation Skills: A Practical Guide for Better Speaking
8. Devesh Kishore, Ganga Sagar Singh - Event Management: A Booming Industry and an Eventful Career - Har-anand Publications
9. Swarup K. Goyal - Event Management - Adhyayan Publisher
10. Savita Mohan - Event Management and Public Relations - Enkay Publishing House.
11. Anton Shone, Bryn Parry - Successful Event Management - A Practical Handbook
12. July Allen - Event Planning - The ultimate guide - Wiley
13. S.J. Sebellin Ross - Public Relations – Kindle edition

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30 (Lab 20 + Theory 10)	
Mid Term	30	
End Sem		40

24OEL282 EFFECTIVE LEADERSHIP THROUGH NON-VIOLENCE IN COMMUNICATION 3 0 0 3

Course Objectives:

To understand the principles of non-violent communication and its role in effective leadership.

To comprehend the importance of positive thinking, trust and connection in building relationships To develop the skill of group work through empathetic communication

To engage in discussions and debates on ethical leadership practices and the importance of non-violence in communication.

Course Outcomes:

CO1 Identify the principles of non-violent communication.

CO2 Apply strategies for building trust and fostering connection in communication

CO3 Develop emotional intelligence for effective leadership.

CO4 Create a culture of respect, inclusivity, and collaboration.

CO5 Implement non-violent communication in everyday leadership scenarios.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3													2	
CO2		2													
CO3				3											
CO4					3										3
CO5								3							

Unit 1

Introduction to Non-violent Communication-Communication as an essential soft skill-Understanding the principles of non-violent communication – importance of empathy and active listening in leadership-

principles of democracy in communication - Assertive communication, Aggressive communication, and Passive communication

Unit 2

Building trust and connection- Strategies for building trust and fostering connection in communication – conflict resolution techniques through non-violent communication

Unit 3

Emotional Intelligence in Leadership - Developing emotional intelligence for effective leadership - managing emotions and reactions in communication. - positive thinking - principles of cooperation and fellowship.

Unit 4

Cultivating a Positive Work Environment- Creating a culture of respect, inclusivity, and collaboration – addressing power dynamics and promoting equality in communication- Team work and productive results.

Unit 5

Sustaining Non-violent Communication Practices - Implementing non-violent communication in everyday leadership scenarios – strategies for continuous improvement and growth in communication skills – ethical leadership practices

REFERENCE TEXTS:

1. Marshall B Rosenberg - Nonviolent Communication: A Language of Life - PuddleDancer Press
2. Brene Brown - Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live, Love, Parent, and Lead – Penguin Books
3. Travis Bradberry, Jean Greaves - Emotional Intelligence 2.0 - Perseus Books Group
4. Daniel Coyle - The Culture Code: The Secrets of Highly Successful Groups - Random House Business
5. Kerry Patterson, Joseph Grenny, Ron MaMillan, Al Switzler - Crucial Conversations: Tools for Talking When Stakes are High – McGraw Hill

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL283

BASICS OF PSYCHOLOGY AND PERSONALITY DEVELOPMENT 3 0 0 3

Course Objectives:

To understand the basic principles of psychology and personality development. To enable the students to understand self and others.

To familiarise the students with the dynamics of personality development.

To enhance the students' personality to make them fit for various professional avenues.

Course Outcomes:

CO 1: Explain the basic concepts of Psychology with reference to personality development.

CO 2: Define and analyze personality - self and others. **CO**

3: Classify the factors of personality development. **CO 4:**

Analyse the dynamics of personality development.

CO 5: Use theoretical knowledge to develop better personality disposition.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	0	2	0	0		0	0	0					
CO2	1				3			2							
CO3		1							3						
CO4										1	2				
CO5						1	2								

Unit 1

Introduction to Psychology - The Pioneers and Basic Concepts – Freud - Jung – Adler - Study of personality as an aspect of Psychology

Unit 2

Definition and concept of personality - Factors of personality development: Biological - Psychological - Environmental

Unit 3

Theories of Personality- Cognitive Processes - Memory, learning, and cognition - Language development and communication - Problem-solving and decision-making

Unit 4

Social Psychology - Social influence and group dynamics - Attitudes, stereotypes, and prejudice - Interpersonal relationships and communication

Unit 5

Personality Development - Theories of personality - Factors influencing personality development - Self-concept, self-esteem, and identity formation - Assessment of personality: Approaches and Methods - Self-Report - Personality Inventory.

CORE READING:

1. Morgan, Clifford - A Brief Introduction to Psychology - McGraw Hill
2. Siccarelli, Soundra K, Glenn E. Meyer – Psychology - Pearson
3. Ewen, R.B. - An Introduction to Theories of Personality - Lawrence Earlbaum Associates
4. Baron, R.A. – Psychology - Pearson
5. Hall, Calvin S., Gardner Lindsay, John B. Campbell - Theories of Personality - Wiley Student Edition

SUGGESTED READING:

1. Feldman, Robert S - Understanding Psychology - McGraw Hill
2. Onkar, R.M. - Personality Development and Career Management - S. Chand

3. 3.Baronn,R.A. - Social Psychology - Ally and Bacon
4. Mcgrath, E.H. S.J. - Skills for All - Prentice Hall of India

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

240EL284

INTRODUCTION TO SCI-FI STUDIES

3 0 0 3

Course Objectives:

To understand Science fiction as a literary genre
 To understand the contemporary trends in Science fiction To
 understand the basic orientations in Sci-fi studies **Course**

Outcomes:

- CO1:** Describe the general nature of science fiction
CO2: Classify the Subgenres
CO3: Analyse the major techniques dealt with SF.
CO4: Appraise the relevance of foundational texts and concepts to contemporary Science Fiction
CO5: Compare and contrast Current Cyberpunk fiction and film and other contemporary forms

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3											1		
CO3	1		3												
CO4				3											
CO5					3										1

Unit 1

Introduction - Definition, Characteristics, and evolution of science fiction, Difference between Science Fiction, Speculative Fiction and Fantasy Fiction, World Building in Science Fiction
 “Utopia and Science Fiction”- Raymond Williams “How We Became Posthuman”- Katherine Hayles **Unit 2**

Fiction – *Snow Crash* – Neal Stephenson

Unit 3

Short Stories - “The Distance of the Moon” - Italo Calvin
 “I, Robot”- Issac Asimov

Unit 4

Poems - "A Martian Sends a Post card Home" - Craig Raine

"A Portrait of the Artist"-Vandana Singh

Unit 5

Films - *2001: A Space Odyssey* - Stanley Kubrick, *Interstellar* - Christopher Nolan

Blindness - Fernando Meirelle

REFERENCES:

1. Roberts, Adam - *Science Fiction*, 2nd ed, Routledge
2. Parrinder, Patrick (ed) - *Science Fiction: A Critical Guide* (1979), Longman Publishers
3. Bould, Mark et.al. (ed) - *The Routledge Companion to Science Fiction* (2009), Routledge
4. Gunn, James and Michael Candelaria – 2005 - Excerpt from *Speculations on Speculation: Theories of Science Fiction* - Scarecrow Press

5. Williams, Raymond. 1978. - Utopia and Science Fiction: Science Fiction Studies # 16 Vol. 5 (Part 3): 203-14
6. Hayles, Katherine. 1999 - Chapter 10 (247-82) in How We Became Posthuman. Chicago, Ill. - University of Chicago Press.

SUGGESTED READING:

1. Brave New World - Aldous Huxley
2. The Handmaid's Tale - Margaret Atwood
3. Harvest - Manjula Padmanabhan
4. Frankenstein - Mary Shelley
5. Blade Runner - Scott, Ridley

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL285

CAMPUS NOVELS

3 0 0 3

Course Objectives:

To familiarise the students to the genre of Campus/Academic novels To understand the socio-political background of academia.
To initiate discussions on the growth of Campus novels. To critically analyse the past and present academic novels.

Course Outcomes:

CO 1: Identify genre specific elements of Campus Novels

CO2: Analyse the socio-political background of academic novels.

CO3: Compare and contrast different works to identify trends and shifts from past to present campus novels.

CO4: Critically analyse the role of academics in the transformation of society.

CO – PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3				0	0		0	0	0					
CO2		2										2			
CO3					2										2
CO4						2									

Unit 1:

Introduction to Campus Novel/Academic Novels – growth and development of Campus Novel.

Unit 2:

The Bachelor of Arts – R. K. Narayan

Atom and the Serpent – Prema Nandakumar

Unit 3:

The Drunk Tantra – Ranga Rao

Unit 4:

Lucky Jim – Kingsley Amis

Unit 5:

Chemistry - Weiki Wang

CORE READING:

1. R. K. Narayan - *The Bachelor of Arts* - Indian Thought Publication
2. Ranga Rao - *The Drunk Tantra* - Penguin Books
3. Kingsley Amis - *Lucky Jim* - Penguin Books
4. Prema Nandakumar - *Atom and the Serpent* -Affiliated East-West Press
5. Weike Wang – *Chemistry: A Novel* – Knopf Publication

SUGGESTED READING:

1. Elaine Showalter - *Faculty Towers: The Academic Novel and Its Discontents* - Oxford University Press
2. Jenny Stringer - *The Oxford Companion to Twentieth-Century Literature in English* - Oxford University Press
3. Janice Rossen - *The University in Modern Fiction: When Power is Academic* - Palgrave Macmillan
4. Mark Bosco, Kimberly Rae Connor - *Academic Novels as Satire: Critical Studies of an Emerging Genre* - Edwin Mellen Press
5. Mortimer R. Proctor - *The English university novel* - University of California Press
6. Kenneth Womack - *Postwar Academic Fiction: Satire, Ethics, Community* - Palgrave Macmillan

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL286

TECHNICAL COMMUNICATION

3 0 0 3

Course Objectives:

To introduce the students to the fundamentals of the mechanics of writing. To facilitate comprehension of various formal written communication.

To initiate critical and logical thinking in a professional set up. To enhance their technical presentation skills.

Course Outcomes:

CO1: Identify the mechanics of writing and the elements of formal correspondence.

CO2: Summarise technical documents.

CO3: Use the basic elements of language in formal correspondence.

CO4: Interpret information and organize ideas in a logical and coherent manner. CO5:

Write technical documents with accuracy and clarity.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	3	0	0	0	0	0	2	0	0	0	0	0
CO2	2	0	0	3	0	0	0	0	0	2	2	2	0	0	1
CO3	0	0	0	3	0	0	0	0	0	2	0	0	0	0	0
CO4	2	0	0	3	0	0	0	0	0	2	2	2	0	2	1
CO5	2	0	0	3	0	0	0	0	0	2	2	2	0	0	1

Unit 1

Introduction to Technical communication - Definition, Aspects and forms of technical communication, importance of technical communication, technical communication skills (Listening, speaking, reading, writing), linguistic ability – vocabulary, tone, and style in technical communication **Unit 2**

Comprehension of Technical Materials/Texts (reading and listening comprehension) - Interpreting and summarizing technical texts, Note taking and note making - Listening to technical talks, conversation, discussion, etc.- reading comprehension based on technical topics

Unit 3

Introduction to various kinds of technical documents - Research and Information Gathering - Finding and evaluating relevant information -Technical Document Design and Layout – drafting a brief technical article – use of Infographics (Visual elements) - Proper citation practice - Ethical Considerations in Technical Writing - Plagiarism, intellectual property, and responsible communication.

Unit 4

Technical Writing, Grammar, and Editing - Technical writing process - drafting and revising, Basics of grammar and punctuation, common errors in writing and speaking, editing strategies to achieve appropriate technical style - Planning, drafting, and writing Official Notes, Letters, E-mail, Resume, Job Application, Minutes of Meetings, technical reports, and proposals.

Unit 5

Oral presentation of technical documents – effective ppts for presentation – proper use of AI tools

CORE READING:

1. Raman, Meenakshi and Sharma, Sangeeta - Technical Communication: Principles and Practices - Oxford University Press

- Hirsh, Herbert. L - Essential Communication Strategies for Scientists, Engineers and Technology Professionals, II Edition - IEEE press
- Anderson, Paul. V - Technical Communication: A Reader-Centred Approach. 5th Edition - Harcourt Brace College Publicatio
- Michael Swan - Practical English Usage - Oxford University Press

SUGGESTED READING:

- Strunk, William Jr., White. EB - The Elements of Style - Alliyen & Bacon
- Riordan, G. Daniel, Pauley E. Steven - Technical Report Writing Today, VIII Edition (Indian Adaptation) - Biztantra
- L. U. B Pandey - Practical Communication: Process and Practice - A.L.T.B.S Publication
- Sharma, R C, Mohan, Krishna - Business Correspondence and Report Writing - McGraw Hill

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

240EL287

ENGLISH FOR ACADEMIC WRITING

3 0 0 3

Course Objectives:

To improve the English language skills for academic purposes. To make students familiar with academic style and presentation in writing. To produce good academic content.

Course Outcomes:

CO1: Identify relevant information from academic discourses.

CO2: Apply strategies of active reading and comprehension.

CO3: Develop clear, coherent and engaging content for specific academic purposes.

CO4: Write different types of academic content in English.

CO5: Evaluate academic reports

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2					1									
CO2	3				2										
CO3		2		3							3				
CO4				3							3	3	2		

Unit 1

Introduction to Academic Writing. Define English for academic purposes. Difference between listening, reading, writing, and speaking in everyday situations and in academic contexts. Listening, reading, writing, and speaking in academic contexts.

Activities:

- a) Various academic and non-academic/everyday situations are given to the students, and they are expected to indulge in conversations/communication in each specific situation. This activity would bring out how the nature of communication (style, tone, choice of words, perspective, flow, logic, opinions, personal dynamics etc.) differs in each situation and how the demands of each situation are different.
- b) A writing task based on different contexts (academic, non-academic, casual, formal, informal, official, personal etc.) could be given. Analyse how do you differentiate between fact and opinion? What is the purpose of the communication? What is your tone? Is it appropriate? Are there assumptions and generalizations? Is there logic? Is it effective?

Unit 2

Strategies for active reading & comprehension – identifying main ideas and making inferences. Differentiate between fact and opinion – identifying the purpose, argument, tone, bias, generalizations, and errors in reasoning. Make notes and summarize the main arguments, evaluate, and present the information.

Activities:

- a) Various articles (business, entertainment, news, blogs, etc.) would be given to students as sample assignments. Students will analyse the articles and express their understanding of the content. Develop an academic vocabulary. Identify the problems in the comprehension of academic discourses.
- b) Read a text and answer - factual and inferential questions, evaluate an argument, what are the main ideas? Is the argument sound? is the author biased? Is the tone & style of the author appropriate? Does the author make any generalizations? Any errors in logical reasoning?

Unit 3

Purpose and features of academic writing – planning, organizing information - paraphrasing and summarizing information – use of references, quotations, definitions, examples, visual representations – writing introduction, development of ideas, core arguments, conclusions – re- writing and proof reading – ensuring cohesion, logical reasoning, academic style, academic vocabulary.

Activities:

- a) Draft an essay – ensure that all the vital elements of academic writing are properly followed in the exercise.
- b) Design a survey questionnaire – Apply every aspect of effective reading, comprehension and writing in the exercise.

Unit 4

Academic integrity, avoiding plagiarism (intended/unintended), guidelines on paraphrasing, incorporating information from various sources, acknowledging/citing original sources of information and ideas. Ethical values of trust, respect, fairness, and honesty in academic writing.

Activities:

- a) Read a text, identify and evaluate internet sources and other resources used to prepare the write-up. Identify the unacknowledged sources and materials. Prepare a report on plagiarism. Discuss how it affects the academic and ethical integrity of the author.

Unit 5

Draft reports - survey, assessment, lecture, events, etc., study materials, questionnaires, digital content for specific academic purposes. Discussions and critical evaluation of the written documents.

Activities:

- a) Prepare reports on socially/academically relevant topics. Evaluate the reports and engage in constructive criticism and discussions and suggest revisions.

CORE READING:

1. Swales, John M, Feak, Christine B. - Academic Writing for Graduate Students. 3rd Ed. - The University of Michigan Press
2. Silvia, Paul J. - How to Write a Lot: A Practical Guide to Productive Academic Writing - American Psychological Association
3. Bailey, Stephen - Academic Writing: A Handbook for International Students, Fifth Ed. - Routledge
4. Savage Alice - Effective Academic Writing - Oxford University Press
5. Raman, Usha - Writing for the Media - Oxford University Press

SUGESTED READING:

1. Garrand, Timothy - Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media - Routledge
2. Lincoln, Jeremy - Create Passive Income with Digital Content: Accumulate \$100 in Writing, Music, Photos, Illustrations, Videos, Cartoons and Apps - Jeremy Lincoln
3. Wallwork, Adrian - English for Academic Research: Writing Exercises. 2nd Ed. - English for Academic Research Series

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL288

ENGLISH FOR INFORMAL COMMUNICATION 2 0 1 3

Course Objectives:

To familiarize the students with a variety of inter-personal communication

To enhance the learner's communication skills (LSRW)

To enable the learner to use English effectively in informal situations.

Course Outcomes:

CO1: Recognize the importance of context and audience in communication choices.

CO2: Use language skills to attain conversational proficiency.

CO3: Summarise Speech and Telephonic Communication **CO4:**

Practice real-life Conversation Skills (Role play)

CO5: Engage in Discussions and Presentation Skills.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1				2	2										
CO2						2				3					
CO3							1				2				
CO4	2								3						
O5		2												3	

Unit 1

Basics of Communication - Elements of communication (Formal & Informal - Communication barriers, Socio-psychological barriers)

Unit 2

Developing conversational ability - Describing people, process, procedures, objects - Telling stories, narrating events, Reading Dialogues. Listening to commentaries, dialogues, telephone conversations and interviews.

Unit 3

Making short speeches, Extempore, Telephonic Communication, making notes and summaries, taking messages, Picture description (framing story based on picture/visual)

Unit 4

Conversation Practice in real life situations: (shops, markets, bank, hospitals, etc.)

Asking for help and direction, booking rooms for guests, accepting invitations, making complaints effectively, expressing regrets, negotiating, and persuading people, expressing sympathy, Apologizing, giving a conversation with a total stranger, telephonic conversations.

Unit 5

Discussions on news events, debates, enactment, interviews (how to conduct one's self formally in an informal set-up), presentations, Group Discussions (Brainstorming sessions for increasing productivity), Role Play, conversation in actual situations, announcements, compering, commentaries, introducing guests. Presentations and interpersonal communication

CORE READING:

1. Turk Christopher - Effective Speaking. Spon press – Taylor and Francis
2. Kamlesh Sadanand, Susheela Punitha - Spoken English: A Foundation Course. Part I & II - Orient Longman
3. Kenneth Anderson, Joan Maclean, Tony Lynch - Study Speaking – Cambridge University Press
4. Mohan, Krishna Singh - Speaking English Effectively - Macmillan

SUGGESTED READING:

1. Hargie, Owen. Ed - The Handbook of Communication Skills - Routledge
2. Barker, Alan - Improve Your Communication Skills - Kogan Page
4. Bygate, Martin – Speaking – Oxford University Press
4. Kamlesh, Susheela Punitha - Spoken English: A Foundation Course Part A & B – Orient Longman
5. Roger Mason - Speaking on Special Occasions – Teach Yourself Publication
6. O’Neil, R - English in Situations – Oxford University Press
7. Taylor, Grant - English Conversation Practice - Mc Graw Hill
8. Spencer. D. H. - English Conversation Practice - Oxford University Press

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30 (Lab 20 + Theory 10)	
Mid Term	30	
End Sem		40

240EL289

ORIENTATION IN CREATIVE WRITING

2 0 1 3

Course Objectives:

To introduce to the students to the art and craft of creative writing. To strengthen their creative talents and writing skills.

To motivate the students to engage themselves in creative writing. To analyse and appreciate literary works.

Course Outcomes:

CO1: Recognize the basic elements of creative writing.

CO2: Interpret the creative elements of various literary genres.

CO3: Use the creative skills for literary production.

CO4: Analyze given literary texts.

CO5: Compose a creative work

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3													
CO3	1			3											
CO4					3										
CO5	1														3

Unit 1

Introduction to Creative Writing: Overview of different forms of creative writing - Creativity – Inspiration and imagination- Experience as the raw material- Influences-Language as the instrument.

John Steinbeck- “Letter to Edith Mirrielees”

Unit 2

Elements of Creative Writing - Character development - Plot structure - Setting and atmosphere - Dialogue and narrative voice

Katherine Mansfield - “The Life of Ma Parker”

A.C. Doyle – “The Adventure of the Speckled Band”

Unit 3

Writing Techniques - Point of view - Show, don't tell - Use of sensory details - Experimenting with different writing styles

O Henry - “The Last Leaf”

William Wordsworth “Daffodils”

Unit 4

Genre Studies - Exploring different genres such as fiction, poetry, drama, and creative non-fiction - Understanding the conventions and characteristics of each genre

Lewis Carroll – Alice in Wonderland [Abridged version] Tales

from Panchatantra (Selected five tales).

Unit 5

Workshop and Feedback - Peer review sessions - Revising and editing techniques - Developing a personal writing style - Presentation of final projects.

CORE READING:

1. William Zinsser - On Writing Well: The Classic Guide to Writing Non-Fiction - HarperCollins
2. Anjana Neira Dev, Anuradha Marwah, Swati Pal - Creative Writing: A Beginner's Manual - Pearson
3. Lewis Carroll - Alice in Wonderland (Abridged) - Wonder House Books
4. Paul Mills - The Routledge Creative Writing Course Book - Routledge

REFERENCES:

1. Abrams, M.H. - A Glossary of Literary Terms, Seventh Edition - Heinle Publication
2. Prasad, B. - A Background to the Study of English Literature - Macmillan
3. Bernays, Anne, Pamela Painter - What If: Writing Exercises for Fiction Writers - William Morrow & Company
4. Robert Scholes, Nancy R. Comley, Carl H. Klaus, Michael Silverman - Elements of Literature: Essay, Fiction, Poetry, Drama, Film – Oxford University Press
5. Hal Zina Bennet - Write from the Heart: Unleashing the power of Your Creativity - New World Librar
6. Sylvan Bamet, William E. Cain - A Guide to Writing about Literature - Pearson
7. Heather Leach, Robert Graham - Everything You Need to Know About Creative Writing: (But Knowing Isn't Everything...) - Continuum International Publishing Group

ONLINE RESOURCES:

1. http://www.chillibreeze.com/articles_various/creative-writer.asp
2. <http://www.contentwriter.in/articles/writing/>
3. <http://www.cbse.nic.in/cw-xiilcreative-writing-xii-Unit-1.pdf>.(downloadable tree)

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30 (Lab 20 + Theory 10)	
Mid Term	30	
End Sem		40

24OEL290 ENGLISH FOR COMPETITIVE EXAMINATIONS AND INTERVIEWS 3 0 0 3**Course Objectives:**

To enhance the students' vocabulary and grammar to effectively communicate ideas and meet the requirements of competitive examinations.

To develop the students' critical thinking abilities to analyse and evaluate information, draw logical conclusions, and solve complex problems encountered in competitive exam questions.

To develop listening, speaking, reading, and writing skills for success in competitive examinations and interviews.

Course Outcomes:

CO1: Recall the fundamental concepts of English language.

CO2: Apply verbal, analytical and problem-solving skills.

CO3: Interpret the information given.

CO4: Compose diverse types of professional documents in error free language.

CO5: Demonstrate techniques and skills in facing interviews

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	2	0	0	0	1
CO2	3	1	0	1	1	0	1	0	0	2	3	2	1	2	2
CO3	2	2	1	0	1	0	1	0	0	1	3	1	1	2	3
CO4	2	0	0	2	1	0	1	0	0	1	2	2	0	1	1

Unit 1

Vocabulary – synonyms and antonyms, verbal analogy, cloze test, idioms and phrases, one-word substitutions, words often confused and misused, misspelt words – homonyms, homophones and homographs.

Unit 2

Grammar – phrases and clauses, prefixes and suffixes, active and passive voice, reported Speech, conjunction, prepositions, tenses, connectives, comparative adjectives, articles, concord, error detection.

Unit 3

Reading Comprehension – sentence rearrangement, para jumbles, sentence and paragraph completion, critical thinking

Unit 4

Descriptive writing – writing short and long messages – essay writing, precis writing, expository, argumentative, descriptive, persuasive, narrative styles - Writing for specific purposes – email writing, picture description, circulars, memo, reports, proposals, describing visual representations (graphs, diagrams, etc.) – official and business letters

Unit 5

Facing interviews – preparations – guidelines – Human Resource and soft skills development – understanding personal strengths and weaknesses – developing knowledge base (general- subject – professional) - confidence building – resourcefulness – Mock interviews (conducting and attending)

Activities: Practice tests to be administered for all components of the syllabus.

Innovative Games and activities involving various aspects of vocabulary and grammar can be planned.

Samples of descriptive writing can be displayed, and the writings of the students can be checked and edited by giving suggestions for improvement.

Tests involving all vocabulary, grammar, reading comprehension and descriptive writing can be administered based on samples of various competitive examinations.

CORE READING:

1. Bakshi. S.P. - Objective General English - Arihant Publication
2. Gupta. S.C. - General English for all Competitive Course - Arihant Publication
3. Khare, Pulkit - Essays for Civil Services and other Competitive Exams - Arihant Publication
4. Singh, A.K.- Corrective Grammar - MB Publications
5. Kiran Prakashan, - Competitive General English, 1st Edition – Kiran Prakashan Publication

SUGGESTED READING:

1. Lewis, Norman - Word Power Made Easy - Goyal Publishers & Distributors
2. Prasad, Hari Mohan, Uma Sinha - Objective English for Competitive Examination - McGraw Hill

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50

24OEL291

INTRODUCTION TO COMIC STUDIES

3 0 0 3

Course Objectives:

To familiarise students with the development of comic studies

To explore the social, and political significance of the comic genre To study the representation of cultural elements in comics

To understand and analyse comics as part of popular culture

Course Outcomes:

CO1: Describe the tenets and history of Comic Studies

CO2: Identify the relevance of comic study in contemporary literature

CO3: Discuss the fields and trends of comic studies.

CO4: Appraise the influence of the comic medium in politics and society

CO5: Evaluate representations of culture in comic narratives.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2	1	3													
CO3			2												
CO4				3											
CO5					3	1									

Unit 1

Introduction - Definition and history of comics - Different forms of comics (comic strips, comic books, graphic novels, webcomics) - Key terms and concepts in comic studies

1. *Understanding Comics: The Invisible Art* by Scott McCloud
2. *The Power of Comics: History, Form, and Culture* (Chapters 2 and 3 on the history of comic books) Edited by Rancy Ducan and Mathew J Smith

Unit 2

Comic Strips, Cartoons and Cartoon Movies

1. *The Very Best of the Common Man* by R.K. Laxman
2. *Calvin and Hobbes* by Bill Watterson
3. "Why Comics Studies?" by Angela Ndalians

Unit 3

Comics, Memoirs, and Graphic Medicine

1. *Fun Home: A Family Tragicomic* by Alison Bechdel
2. *Marbles: Mania, Depression and Me* by Ellen Forney
3. "Graphic medicine: Comics as medical narrative" by Ian Williams

Unit 4

Asian Comics

1. *Uncle Pai's Folk Tale Collection* by Amar Chithra Katha
2. *Beast Master Vol I* Manga series by Kyousuke Motomi,
3. "Adult Manga: Culture and Power in Contemporary Japanese Society" by Sharon, Kinsella.

Unit 5

New Trends- Comics Journalism, Urban Comics

1. *Safe Area Gorazde* by Joe Sacco
2. *Corridor* by Sarnath Banerjee
3. "Drawing on the Facts: Comics Journalism and the Critique of Objectivity." by Isabel Macdonald

CORE READING:

1. McCloud, Scott - *Understanding Comics: The Invisible Art* - HarperCollins
2. Laxman, R.K. - *The Very Best of the Common Man* – Penguin Publishing
3. Duncan, Nancy, Mathew J Smith. Eds. - *The Power of Comics: History, Form, and Culture* - The Continuum International Publishing Group
4. Watterson, Bill - *The Calvin and Hobbes Portable Compendium Set 1* - The Andrews McNeel Publishing
5. Bechdel, Alison - *Fun Home: A Family Tragicomic* - Random House
6. *Marbles: Mania, Depression, Me-* Ellen Forney - Penguin Publishing
7. Pai, Anand. Ed - *Uncle Pai's Folk Tale Collection* - Amar Chithra Katha
8. Motomi, Kyouzuke - *Beast Master Vol. I* - Viz Media
9. Sacco, Joe - *Safe Area Gorazde* - Jonathan Cape
10. Banerjee, Sarnath – *Corridor* - Penguin Books
11. Ndalianis, Angela - *Why Comics Studies?* - *Cinema Journal*. 50. 113-117. 10.1353/cj.2011.0027.
12. Williams, Ian - *Graphic medicine: Comics as medical narrative*. *Medical humanities*. 38. 21-7. 10.1136/medhum-2011-010093.
13. Macdonald, Isabel - *Drawing on the Facts: Comics Journalism and the Critique of Objectivity* - *The Comics of Joe Sacco: Journalism in a Visual World*, 2015, pp. 54-66, <https://doi.org/10.2307/j.ctt15zc587>.

SUGGESTED READING:

1. Ndalianis, Angela - *Why Comics Studies?* - *Cinema Journal*, vol. 50, no. 3, 2011, pp. 113–17. JSTOR, <http://www.jstor.org/stable/41240726>.
2. Dey, Abilash - *The Austere and Mute Glory of R K Laxman's Cartoons and Illustrations* - *Indian Scholar*, 2015, pp. 1-9 https://www.academia.edu/33630711/THE_AUSTERE_AND_MUTE_GLODY_OF_R_K_LAXMAN_S_CARTOONS_AND_ILLUSTRATIONS
3. Ewert, C. Jeanne - *Reading Visual Narrative: Art Spiegelman's "Maus"*, *Narrative*, vol. 8, no. 1, 2000, pp. 87-103, JSTOR, <https://www.jstor.org/stable/20107202>.
4. Lydenberg, Robin - *Reading Lessons in Alison Bechdel's Fun Home: A Family Tragicomic*. *College Literature*, vol. 44, no. 2, 2017, pp. 133-65, JSTOR, <http://www.jstor.org/stable/44507177>
5. Cresson, Jodi - *Company, counterbalance, and closure in Ellen Forney's Marbles*, *Journal of Graphic Novels and Comics*, vol. 10, no. 2, 2018, pp. 259-272, <https://www.tandfonline.com/doi/citedby/10.1080/21504857.2018.1480506?scroll=top&needAccess=true>
6. Norris, Craig - *Manga, Anime and Visual Art Culture*. *The Cambridge Companion to Modern Japanese Culture*, edited by Yoshio Sugimoto, Cambridge UP, 2009, pp. 236–60.
7. Goswami, Nilakshi - *Ideological History, Contested Culture, and the Politics of Representation in "Amar Chitra Katha"*. *Status Quaestionis* 20 (2021).
8. Macdonald, Isabel - *Drawing on the Facts: Comics Journalism and the Critique of Objectivity*. *The Comics of Joe Sacco: Journalism in a Visual World*, 2015, pp. 54-66, <https://doi.org/10.2307/j.ctt15zc587>.

9. Macdonald, Isabel - *The Comics of Joe Sacco: Journalism in a Visual World*, 2015 - Universal Press of Mississippi.
10. Frazer, Benjamin - *Danger, Disease, and Death in the Graphic Urban Imagination. Visible Cities, Global Comics: Urban Images and Spatial Form*, University Press of Mississippi, 2019, pp. 174–216. *JSTOR*, <http://www.jstor.org/stable/j.ctvpbnq63.9>.

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	20	
Mid Term	30	
End Sem		50

24OEL292

INTRODUCTION TO FOOD STUDIES

3 0 0 3

Course Objectives:

To introduce students to food studies

To familiarise students with the techniques and the narrative styles of food literature To introduce students to different food cultures

Course Outcomes:

CO1: Comprehend the basic framework of food studies.

CO2: Understand food systems and their pluralistic nature.

CO3: Appraise the cultural and literary roots in various forms of food narratives.

CO4: Critically analyze food writings and appreciate varied representations.

CO5: Examine contemporary Indian food culture in the context of globalization.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO 15
CO1	1	1	2												
CO2					2		2								
CO3	2			2											
CO4								2			2				
CO5									2	3					

Unit 1

Basics of Food studies - key concepts, interdisciplinarity, and orientations in Food Studies (Historical, cultural, sociopolitical, environmental aspects) - Critical approaches to Food justice, gender, race, power, and class structure - Social constructions based on diet pattern, and food practices - culinary memoirs (discussion)

Unit 2

Food writing – stories, memoirs, blogs, travel writings - structures and representations

Jhumpa Lahiri: *Indian Takeout*

Unit 3

Food in the context of Globalization - Impact of other food cultures on indigenous food practices in India.

Ashis Nandy: *The Changing Popular Culture of Indian Food: Preliminary Notes*

Unit 4

Sociological implications of food and culinary practices

Margaret Mead : *The Changing Significance of Food* Tamil

movie: *Kakka Muttai* (2014)

Unit 5

Food Fiction, short stories

Bhabani Bhattacharya: *So Many Hungers*

Gita Hariharan: *Remains of the Feast*

CORE READING:

1. Banerji, Chitrita - *Eating India: An Odyssey into the Food and Culture of the Land of Spices* - Bloomsbury
2. jumpa lahiri. (n.d.) - *Indian takeout*
3. Bhattacharya, B. - *So many hungers* - Orient Paperbacks.
4. Hariharan, Githa - *The Art of Dying and Other Stories* - Penguin Books
5. Malhotra, Simi, et al - *Food Culture Studies in India* - Springer Nature

SUGGESTED READING:

1. Marte, Lidia. 2007 - *Fodmaps: Tracing Boundaries of 'Home' Through Food Relations* - Food and Foodways.
2. Mintz, Sidney - *Sweetness and power. The place of sugar in modern history* – Penguin Books
3. Gilbert and Porter - *Introduction to Eating Words*
4. Dianne Jacob (from *Will Write for Food*) - *What, Exactly, Is Food Writing?*
5. Terry Eagleton - *Edible Ecriture*
6. Alfonso Morales - *Growing Food and Justice: Dismantling Racism through Sustainable Food Systems*
7. Robert Gottlieb, Anupama Joshi - *Growing and Producing Food*
8. *Unbroken Ground*. 2016 film
9. <https://youtu.be/3Ez7Cteys?feature=shared>
10. Documentary film - *We Feed the World*.
https://youtu.be/KAuA_slgM_w?feature=shared
11. Khilnani, Sunil - *The Idea of India* – Penguin Books
12. *Vasudhaiva Kutumbakam* - Short Film - Zee Entertainment Company Ltd

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	20	
Mid Term	30	
End Sem		50

Course Objectives:

This course delves into the fascinating intersection of film and literature, examining how these two art forms influence each other, share common themes, and employ distinct storytelling techniques. Through a combination of film screenings, readings, discussions, and critical analysis, students will gain a deeper appreciation for both mediums.

Course Outcomes:

CO1: Identify the distinct narrative structures and techniques employed in both film and literature.

CO2: Compare storytelling methods, recognizing how filmmakers and authors convey meaning.

CO3 Analyze film adaptations of literary works

CO4 Explore the literary and cinematic interfaces in films

CO5 Appraise adaptations of literary works into films.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3													
CO3				3			1								
CO4					3										
CO5															3

Unit 1

Introduction to Film and Literature-Defining film and literature -Comparative analysis of storytelling methods-Adaptation Theory - The art of adaptation: From page to screen- Case studies: Successful and unsuccessful adaptations.

Unit 2

Literary Classics on Film-Screening and discussion: Adaptations of Shakespearean plays -Analyzing fidelity to the source material

Unit 3

Genre Studies- Film noir and hardboiled detective fiction -Gothic literature and horror films

Unit 4

Visual Storytelling Techniques-Cinematography, mise-en-scène, and editing -Reading film as a visual text

Unit 5

Modern Literature and Contemporary Cinema-Exploring postcolonial literature and global cinema - Independent films and their impact-Themes and Motifs - Love and tragedy in literature and film- The hero's journey across mediums – writing film reviews (assignment)

TEXTS AND MATERIAL:

1. Charlie Kaufman - "Adaptation" (book and film)
2. Jane Austen - "**Pride and Prejudice**" (book and film adaptation)

REFERENCE TEXTS:

1. Villarejo, Amy - Film Studies: the Basics - Routledge
2. Hayward, Susan - Key Concepts in Cinema Studies - Routledge
3. Bywater, Tim, Thomas Sobchack - Introduction to Film Criticism - Pearson India
4. Corrigan, Timothy, J. - A Short Guide to Writing about Film - Pearson India
5. Kupsc, Jarek - The History of Cinema for Beginners. Chennai - Orient Blackswan
6. Dix, Andrew - Beginning Film Studies - Viva Books
7. Stam, Robert, Alessandra Raengo - Literature and Film: A Guide to Theory and Adaptation - Oxford: Blackwell
8. Seger, Linda, Edward Jay Whetmore - From Script to Screen: A Collaborative Art of Film Making
9. Kooperman, Paul - Screenwriting: Script to Screen - Insight Publications
10. Annete Kuhn - Oxford Dictionary of Film Studies
11. Linda Hutcheon - A Theory of Adaptation
12. Wilfred L. Guerin - "A Handbook of Critical Approaches to Literature"

SUGGESTED VIEWING LIST:

1. Michael Radford's *Il Postino*
2. Robert Wiene's *The Cabinet of Dr. Caligari*
3. Sergei Eisenstein's *Battleship Potemkin*
4. Vittorio De Sica's *Bicycle Thief*
5. John Ford's *Stagecoach*
6. Mehboob's *Mother India*
7. Satyajit Ray's *Pather Panchali*
8. Abbas Kiarostami *Ten*
9. George Melies: *An Impossible Voyage*
10. Lumiere brothers: *Arrival of a Train S*
11. Charlie Chaplin: *Modern Times*
12. Werner Herzog: *Aguirre, Wrath of God*
13. Francis Ford Coppola: *The Godfather*
14. Orson Welles: *The Magnificent Ambersons*
15. Jean Luc-Godard: *Breathless*
16. Satyajit Ray's *Films*
17. V. K. Prakash: *Karmayogi* [Malayalam]

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50

24OEL294

COMPUTER AIDED LANGUAGE LEARNING

3 0 0 3

Course Objectives:

To familiarize the students with the world of technology-based language learning

To introduce them to various on-line learning platforms

Course Outcomes:

CO1: Recognize language-technology interface, impacts and developments in ICT.

CO2: Describe technology assisted teaching- learning as paradigm shift in instructional practices

CO3: Relate the impact of Communication technology on ELT and pedagogy

CO4: Use the possibilities of online learning and resources

CO5: Analyse contemporary trends in instructional technology

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2								1						
CO2		2													
CO3	1			2											
CO4						2								1	
CO5		2											2		

Unit 1

English in the Age of Globalization - Language Education and Technology-Impact of ICT- Introduction to Computer-Aided Language Learning (CALL) and its benefits - Computer Supported Collaborative Learning-Digitized Texts-Digital Game-Based Learning-Use of Multimedia.

Activity: Create a quiz. Prepare a visual story

Unit 2

Language Learning Software and Applications - Introduction to popular language learning software and apps - Interactive exercises and activities for language practice - Virtual classrooms and online language learning platforms (SWAYAM, MOOC, etc.) – interactive websites for language learning.

Activity: Analyze blog posts, Wikipedia articles, or interactive websites.

Unit 3

Digital Language Learning - Incorporating multimedia resources in language lessons - Using social media and online resources for language practice - presentation software - creating a good

Activity: prepare ppt presentations on specific topic

Unit 4

Use of E-learning apps - Gamification and Language Learning - Gamified language learning apps and platforms - Benefits of gamification in language learning – explore online dictionary and thesaurus

Activity: Online Dictionary Scavenger Hunt - Assign students specific language features (idioms, phrasal verbs, synonyms). Ask them to explore online dictionaries (e.g., WordWeb, Merriam-Webster) to find examples and meanings.

Unit 5

Using technology for language assessment - Automated feedback and evaluation tools - Monitoring student progress and performance in CALL environments - multi-literacies and translanguaging -Supporting learners of specific needs.

Activity: Take up some online grammar tests

CORE READING

1. Crystal David - The Language and the Internet - CUP
2. Warschauer, Mark, Shetzer, Heidi - Internet for English Teaching - Virginia
3. Thorne, Steven L, Mary, Stephen (Eds) - Language Education and Technology - Springer **SUGGESTED**

READING/E-RESOURCES

1. Cunnings, J.(et al.) (Eds.) - International Handbook of English Language Teaching - Springer
2. Ranandya, W.A. (et al.) (Eds.) - English Language Teaching Today - Springer
3. Pawlak, Miroslav, Antonin Larissa (Eds.) - Essential Topics in Applied Linguistics and Multiculturalism - Springer
4. Pawlak, Miroslav(et al.) (Eds.) - Issues in Teaching, Learning and Testing Speaking in a Second Language - Springer

Springer

www.bbc.co.uk/learningenglish , www.learningenglish.voanews.com / www.esl-lab.com/
www.eslpdf.com/www.englishbanana.com , E-book available at www.englishskillsone.com

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50

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THEATRE AND COMMUNICATION

3 0 0 3

Course Objectives:

To acquaint students with the concept of theatrical communication To underscore the significance of communication through theatre To understand the interfaces of performance and communication

To analyze the concept of theatrical communication with reference to Indian and world drama.

Course Outcomes:

CO1: Illustrate the history of theatre and its cultural relevance.

CO2: Compare different forms of dramatic expressions.

CO3: Explore the classical Indian and western theatre aesthetics.

CO4: Investigate the concepts of modern drama.

CO5: Evaluate different theatrical styles and their impact.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
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CO1	3														
CO2		3													
CO3			3												
CO4				3											
CO5															3

Unit 1

Introduction to Drama and Theatre Arts – History of Theatre – Theatre as a dramatic art of communication - Cultural Relevance of Theatre.

Unit 2

Elements of Drama – Differences between Screen Play and Performance - Histrionics - verbal communication- facial expressions, body language, proxemics, and proximity.

Girish Karnad: *Nagamandala*

Unit 3

Classical Theatre – Aesthetics of Indian Theatre –Bharata’s *Natyashastra*- Folk Theatre – Aesthetics of Western Theatre – Aristotle’s *Poetics*.

Unit 4

Pioneers of Modern drama- The ideas of Ibsen, Shaw, and Brecht on theatre. Henrik Ibsen. ***A Doll’s House*** – for **Detailed study**.

Unit 5

Modern Theatre – Theatre of Cruelty – Absurd Theatre – Street Theatre –Epic Theatre – Avant Garde Theatre – Post Drama.

REFERENCES:

1. Dr. N.P. Unni (Tr) – Natyasastra
2. John Russell Brown – The Oxford Illustrated History of Theatre
3. Robert Leach – Makers of Modern Theatre: An Introduction
4. D P. Pattanayak, Peter J Claus – Indian Folklore
5. Richard Schechner – Performance Studies: An Introduction
6. Phillip Zarrilli – Indian Theatre Traditions of Performance
7. Williams, Raymond - Drama in Performance - Open University Press
8. Simon Shepherd and - Drama/Theatre/Performance - Routledge

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50

Course Objectives:

To provide students with a comprehensive understanding of women's writing in India. To provide an understanding of the socio-political issues addressed by women writers. To provide an overview of historical, contemporary, and feminist perspectives.

To encourage creative expression and critical engagement with gender issues in literature.

Course Outcomes:

CO1: Recognise the historical context of women's writing in India.

CO2: Explore the themes of gender identity, patriarchy, and empowerment in women's writing.

CO3: Analyse major works and writing styles of prominent women writers in India

CO4: Explore social, cultural and political perspectives in the writings

CO5: Analyse emerging voices and themes in contemporary women's literature

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3													
CO3				3											
CO4					3										
CO5															3

Unit 1

Introduction to Women's Writing in India - Historical Context of Women's Writing in India - Exploration of early women writers and their contributions - Understanding the societal and cultural factors influencing women's writing in India.

Unit 2

Early Women Writers in India - Themes and Issues in Women's Writing - Exploration of topics such as gender, identity, patriarchy, and empowerment - Discussion of how women writers navigate and challenge societal norms through their works.

Toru Dutt: Our Casuarina Tree

Sarojini Naidu: The Coromandel Fishers

Unit 3

Contemporary Women Writers in India - Prominent Women Writers in India - Analysis of their major works, writing styles, and contributions to Indian literature - Examination of the impact of these writers on the literary landscape of India.

Mamta Kalia: Tribute to Papa

Gauri Deshpande: The Female of the Species

Unit 4

Perspectives in Women's Writing in India - Exploration of social, cultural and political perspectives – feminism – questions of identity and representation - caste, class, religion, and sexuality - understanding the diversity of women's experiences in Indian literature

Gita Hariharan: *The Remains of the Feast*

Unit 5

Contemporary Trends in Women's Writing in India - An overview of current trends in women's writing in India - Analysis of emerging voices and themes in contemporary women's literature - Diaspora writing

Anita Desai: *Cry the Peacock*

REFERENCES:

1. <https://digital.library.upenn.edu/women/sultana/dream/dream.html>
2. Forbes, Geraldine - *Women in India* - Cambridge,
3. Kumkum Sangari, Sudesh Vaid (eds) - *Recasting Women* – Rutgers University Press
4. Tutun Mukherjee (Tr) - *Staging Resistance: Plays by Women in Translation* – Oxford University Press
5. R K Dhawan
6. *Oxford Anthology of Indian Poetry*
7. Online Sources

Evaluation Pattern

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50