



**KG College of Arts and Science**  
Autonomous Institution | Affiliated to Bharathiar University  
ISO 9001-2015 Certified Institution  
KGISL Campus, Saravanampatti, Coimbatore – 641 035



## Regulations 2024-25 for Undergraduate Programme

Learning Outcomes Based Curriculum Framework - (LOCF) Model with  
Choice Based Credit System (CBCS)

**Programme: B.B.A. with Computer Applications**  
**(B.B.A.CA)**

**Programme Code: BBC**

**(Applicable for the Students admitted during the academic year 2024-25 onwards)**

### Eligibility

The student should have passed Higher Secondary Examination.  
(As per the eligibility conditions given by Bharathiar University Ref. BU/R/B3-B4/  
Eligibility Condition/2024/9206 dated 24/05/2024).

### Program Learning Outcomes (PLOs)

The successful completion of the B.B.A. CA Programme shall enable the students to:

<b>PLO1</b>	Develop proficiency in critical analysis and problem-solving across Production, Finance, Human Resources, Marketing, and Systems for the contemporary business world.
<b>PLO2</b>	Equip students with a diverse skill set, including decision-making, leadership, research, innovative thinking, and teamwork, to effectively utilise Business Management tools in both industry and entrepreneurial ventures.
<b>PLO3</b>	Apply and effectively communicate business strategies, and make ethical decisions, complying social responsibility.
<b>PLO4</b>	Graduates will possess robust skills through lifelong learning for ever-changing Business Environment.
<b>PLO5</b>	Graduates will possess strong skills in using computer applications and information technology tools relevant to business operations.

**B.B.A. CA**

**Distribution of Credits and Hours for all the Semesters**

Part	Course Category	No. of Courses	Hours		Credits		Total Credits	Semester
I	Language	4	4 X 4	16	4 X 3	12	12	1 - 4
II	English	4	4 X 4	16	4 X 3	12	12	1 - 4
III	Core Theory (6 hrs./week)	6	6 X 6	36	6 X 4	24	100	2, 4, 5, 6
	Core Theory (5 hrs./week)	6	6 X 5	30	6 X 4	24		1, 3, 5, 6
	Core Theory (4 hrs./week)	6	6 X 4	24	6 X 3	18		2 - 6
	Core Lab (4 hrs./week)	2	2 X 4	8	2 X 2	4		1, 2
	Allied Lab	1	1 X 4	4	1 X 2	2		3
	Allied Theory	3	3 X 4	12	3 X 3	9		1, 2, 4
	Elective	2	2 X 5	10	2 X 3	6		5, 6
	Project	1	1 X 6	6	1 X 5	5		6
	Internship (IT)	1	-	-	1 X 2	2		5
Skill Enhancement (SEC)	3	3 X 2	6	3 X 2	6	3, 4, 6		
IV	Foundation Course (FC)	3	3 X 2	6	3 X 2	6	14	1, 2, 3
	Ability Enhancement Compulsory Course (AECC)	3	3 X 2	6	3 X 2	6		1, 2, 4
	Ability Enhancement Compulsory Course(AECC) - Online Course - MOOC	1	-	-	1 X 2	2		3
V	Liberal Arts (Extension Activities)	-	-	-	2	2	2	4
<b>Total</b>		<b>47</b>		<b>180</b>		<b>140</b>	<b>140</b>	-

**Consolidated Semester wise and Component wise Hours and Credits Distribution**

Semester	Part I		Part II		Part III		Part IV		Part V		Total	
	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits
<b>1</b>	4	3	4	3	18	13	4	4	-	-	<b>30</b>	<b>23</b>
<b>2</b>	4	3	4	3	18	12	4	4	-	-	<b>30</b>	<b>22</b>
<b>3</b>	4	3	4	3	20	15	2	4	-	-	<b>30</b>	<b>25</b>
<b>4</b>	4	3	4	3	20	15	2	2	-	2	<b>30</b>	<b>25</b>
<b>5</b>	-	-	-	-	30	23	-	-	-	-	<b>30</b>	<b>23</b>
<b>6</b>	-	-	-	-	30	22	-	-	-	-	<b>30</b>	<b>22</b>
<b>Total</b>	<b>16</b>	<b>12</b>	<b>16</b>	<b>12</b>	<b>136</b>	<b>100</b>	<b>12</b>	<b>14</b>	<b>-</b>	<b>2</b>	<b>180</b>	<b>140</b>

**Curriculum**

**B.B.A. with Computer Applications**

<b>Semester - 1</b>									
Course Code	Part	Course Category	Course Name	Hrs./ Week	Examination				Credits
					Duration in hrs.	Max. Marks			
						CIA	ESE	Total	
24TAM11L	I	Language - I	Tamil - I	4	3	25	75	100	3
24HIN11L			Hindi - I						
24MAL11L			Malayalam - I						
24FRE11L			French - I						
24ENG12L	II	English - I	English - I	4	3	25	75	100	3
24BBC13C	III	Core - I	Principles of Management	5	3	25	75	100	4
24BBC14C	III	Core - II	Accounting for Managers - I	5	3	25	75	100	4
24BBC15P	III	Core Lab - I	Advanced Excel and Financial Modelling	4	3	40	60	100	2
24BBC16A	III	Allied - I	Mathematics and Statistics for Business	4	3	25	75	100	3
24ENV1FC	IV	FC - I	Environmental Studies	2	2	50	-	50	2
24QUA1AE	IV	AECC - I	Quantitative Aptitude	2	2	-	50	50	2
<b>Total</b>				<b>30</b>				<b>700</b>	<b>23</b>

Semester - 2									
Course Code	Part	Course Category	Course Name	Hrs./ Week	Examination			Credits	
					Duration in hrs.	Max. Marks			
						CIA	ESE		Total
24TAM21L	I	Language - II	Tamil - II	4	3	25	75	100	3
24HIN21L			Hindi - II						
24MAL21L			Malayalam - II						
24FRE21L			French - II						
24ENG22L	II	English - II	English - II	4	3	25	75	100	3
24BBC23C	III	Core - III	Organisational Behaviour	4	3	25	75	100	3
24BBC24C	III	Core - IV	Business Environment	6	3	25	75	100	4
24BBC25P	III	Core Lab - II	Data Analytics in Business	4	3	40	60	100	2
24BBC26A	III	Allied - II	Economics for Executives	4	3	25	75	100	3
24HUM2FC	IV	FC - II	Human Rights	2	2	50	-	50	2
24SOF2AE	IV	AECC - II	Soft Skills	2	2	-	50	50	2
<b>Total</b>				<b>30</b>				<b>700</b>	<b>22</b>

# Semester – 1

**Part – I : Language I**  
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hrs. / Week	Credits
24TAM11L	Tamil - I	Part - I	4	3

### Course Objectives

The course intends to cover

- இலக்கிய வளர்ச்சியை அறிந்துகொள்ளுதல்
- இலக்கியம் படைக்கும் திறன்
- இலக்கிய இலக்கண உரைசெய்தல்
- திறனாய்வு முறையினைக் கற்றுத்தேர்தல்

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல்.	K1, K2
CLO2	சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்துகொள்ளுதல்.	K2, K3
CLO3	சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச்சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.	K3
CLO4	தற்கால இலக்கியங்களான புதுக்கவிதை, சிறுகதை தோன்றி வளர்ந்த பின்புலத்தை அறிதல்.	K1, K3
CLO5	மொழியைப் பிழையின்றி பேச, எழுத, கற்கத் தேவையான தமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல். நடைமுறை வாழ்வியலுக்குத் தேவைப்படும் ஆங்கிலக் கடிதத்தைத் தமிழாக்கம் செய்தலுக்கான பயிற்சி பெறுதல்.	K2, K3
<b>K1 - Remember; K2 - Understand; K3 – Apply</b>		

## Part – I: Tamil – I

Unit	Content	No. of Hours
I	<p>(நாட்டுப்பற்று)</p> <ol style="list-style-type: none"> <li>1. உலகத்தை நோக்கி வினவுதல் - பாரதியார்</li> <li>2. பாரதிதாசன் கவிதைகள் - பாரதிதாசன் <ul style="list-style-type: none"> <li>• தமிழ்ப்பேறு</li> </ul> </li> <li>3. ஒற்றுமையே உயிர்நிலை - கவிமணி</li> <li>4. தேவதேவன் கவிதைகள் - தேவதேவன் <ul style="list-style-type: none"> <li>• சாலையும் மரங்களும் செருப்பும்</li> <li>• புதிய வீடு</li> </ul> </li> <li>5. ஆலாபனை - கவிக்கோ அப்துல் ரகுமான் <ul style="list-style-type: none"> <li>• போட்டி</li> <li>• பாதை</li> </ul> </li> <li>6. புத்தகச் சந்தை - கவிஞர் வாலி</li> </ol>	14
II	<p>(சமூகம்)</p> <ol style="list-style-type: none"> <li>1. எட்டாவது சீர்..... - ஈரோடு தமிழன்பன்</li> <li>2. தொலைந்து போனேன் - கவிஞர் தாமரை</li> <li>3. திருநங்கைகள் காகிதப் பூக்கள் - நா. காமராசன்</li> <li>4. மரங்களைப் பாடுவேன் - வைரமுத்து</li> <li>5. புள்ளிப் பூக்கள் (ஹைக்கூ) - அமுத பாரதி</li> <li>6. நாட்டுப்புறப் பாடல்கள் <ul style="list-style-type: none"> <li>• தாலாட்டுப் பாடல், தெம்மாங்கு பாடல், உழவுத்தொழில்</li> </ul> </li> </ol>	14
III	<p>(சிறுகதை)</p> <ol style="list-style-type: none"> <li>1. அகல்யை - புதுமைப்பித்தன்</li> <li>2. சுமைதாங்கி - ஜெயகாந்தன்</li> <li>3. அம்மா ஒரு கொலை செய்தாள் - அம்பை</li> <li>4. சோற்றுக் கணக்கு - ஜெயமோகன்</li> <li>5. தூரத்து உறவு - வைரமுத்து</li> </ol>	12

Unit	Content	No. of Hours
IV	(இலக்கிய வரலாறு) 1. மரபுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 3. ஹைக்கூ கவிதையின் தோற்றமும் வளர்ச்சியும் 4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்	10
V	(இலக்கணம்) 1. எழுத்துக்கள் (முதல் எழுத்துக்கள், சார்பெழுத்துக்கள்) 2. எழுத்துக்களின் பிறப்பு 3. மாத்திரைகள் 4. பயிற்சிக்குரியன - மொழிப்பெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழுக்கு மொழிப்பெயர்த்தல்)	10
<b>Total</b>		<b>60</b>

Reference Books	
1	பாரதி பாடல்கள் ஆய்வுப் பதிப்பு, பேரா. ம ரா போ குருசாமி,(2016) தமிழ்ப் பல்கலைக் கழகம், தஞ்சாவூர்
2	ஆலாபனை, அப்துல் ரகுமான்,(2000) கவிக்கோ பதிப்பகம்
3	தாமரை கவிதைகள், தாமரை, (2012) நியூ செஞ்சரி புக ஹவுஸ்
4	தமிழ் இலக்கிய வரலாறு, மு வரதராசனார், (2021) சாகித்திய அகாதெமி பதிப்பு
5	புதிய வெளிச்சத்தில் தமிழ் இலக்கிய வரலாறு, முனைவர் க பஞ்சாங்கம், (2017) அன்னம் வெளியீட்டு
6	தமிழ் இலக்கிய வரலாறு, முனைவர் கா கோ வேங்கடராமன்,(2008) கலையக வெளியீடு
7	நல்ல தமிழ் எழுத வேண்டுமா?, அ கி பரந்தாமனார் எம். ஏ., (2002)அல்லி நிலையம்
8	100 சிறந்த சிறுகதைகள் ( தொகுதி 1 & 2 ) தொகுப்பு: எஸ் ராமகிருஷ்ணன் (2006) பதிப்பகம்: தேசாந்திரி பதிப்பகம்
9	தமிழ் இலக்கணம் எளிய அறிமுகம் , கோ குமரன் (2010) சந்தியா பதிப்பகம்
10	நாட்டுப்புற இயல் ஆய்வு, சு சக்திவேல்,(2012) மணிவாசகர் பதிப்பகம்



**Part – II : Language II - English -I**  
( All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / week	Credits
24ENG12L	English - I	Part - II	4	3

### Course Objectives

The course intends to cover

- Various genres of literature.
- Active and passive vocabulary.
- Usage of Grammar and Communication.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify aesthetic sense and appreciate poetry, enhancing creativity and understanding relevant to professional environments.	K1
CLO2	Understand diverse styles of prose, facilitating versatility in writing and inculcating interpersonal skills.	K2
CLO3	Apply the characters and the narrative techniques in creative writing and content creation ethically.	K3
CLO4	Employ vocabulary and grammatical proficiency in communication to enhance clarity in workplace interactions.	K3
CLO5	Enhance overall communication competence. Practicing these skills in combination reinforces learning and provides students with opportunities to use the language in authentic contexts.	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply</b>		

**Part - II: English - I**

Unit	Content	No. of Hours
I	<b>Poetry : Nature</b> 1. I Wandered Lonely as a Cloud - William Wordsworth 2. The Sparrow - Paul Laurence Dunbar 3. Stopping by woods on a snowy Evening – Robert Frost	12
II	<b>Prose : Friendship</b> 1. The Man in Black - Oliver Goldsmith 2. Of Friendship - Francis Bacon 3. The Blessing of Friends - Sir John Lubbock	12
III	<b>Short Stories: Morality</b> 1. The Necklace – Guy de Maupassant 2. The Lottery - Shirley Jackson 3. The Monkey’s Paw - W. W. Jacobs	12
IV	<b>Language Competency: Vocabulary</b> 1. Vocabulary : Synonyms, Antonyms, Word Formation 2. Appropriate use of Articles and Parts of Speech 3. Error correction	12
V	<b>English for Communication</b> 1. Listening for General and Specific Information. 2. Self - Introduction, Introducing others, Greetings. 3. Reading a prose passage, Reading a poem and Reading a short story 4. Descriptive writing – writing a short descriptive essay of two to three paragraphs.	12
<b>Total Hours</b>		<b>60</b>
<b>Text Books</b>		
1.	Zama, M. (2004). Poetry Down the Ages. Orient Blackswan.	
2.	Goldsmith, O. (1869). The Works of Oliver Goldsmith. J. Dicks	
3.	Bacon, F., & Montagu, B. (1857). The Works of Francis Bacon (Vol. 1). Parry & McMillan.	
<b>Reference Books</b>		
1.	Kumar, V. T. Bhavani, Durga.K. Srinivas.YL. (2018). English in use - A textbook for College Students. (English, Paperback).	
2.	Swan, M. (2005). Practical english usage (Vol. 7). Oxford: Oxford university press.	
<b>Web Resources (Swayam / NPTEL)</b>		
1.	<a href="https://nptel.ac.in/courses/109105205">https://nptel.ac.in/courses/109105205</a>	

Course Code	Course Name	Category	Hrs. / Week	Credits
24BBC13C	Principles of Management	Core - I	5	4

### Course Objectives

The Course intends to cover

- Management principles, concepts and process.
- Motivation theories, leadership styles, communication methods and barriers.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember the fundamentals of management.	K1
CLO2	Interpret planning, decision-making, and MBO principles for effective management.	K2
CLO3	Identify organising, delegating, and staffing principles in organisational management.	K2
CLO4	Apply directing, motivation, leadership styles, and communication strategies.	K3
CLO5	Comprehend controlling process, techniques, system requisites, and its relationship with planning and coordination in management.	K2
<b>K1 - Remember; K2 - Understand; K3 - Apply</b>		

### CLO -PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	1	1	2	-
CLO2	1	3	2	1	2
CLO3	1	2	-	1	1
CLO4	1	3	3	1	1
CLO5	1	2	-	1	1
<b>3 - Substantial (High)</b>	<b>2 - Moderate (Medium)</b>		<b>1 - Slight (Low)</b>		

**Core - I: Principles of Management**

Unit	Content	No. of Hours
I	<b>Overview of Management:</b> Definition - Nature and Scope of Management - Functions of Management - Importance - Roles, responsibilities, and Skills of managers - Levels of Management - Functional areas of Management. <b>Management thoughts:</b> Contribution of F.W.Taylor, Henri Fayol, Elton Mayo.	15
II	<b>Planning:</b> Definition - Nature and purpose - Planning process - Importance of planning - Types of plans - Limitations - <b>Management By Objectives</b> - Decision making - Definition - Steps, process, and Types of decisions.	13
III	<b>Organising:</b> Definition - Types of organisations - Organisational structure - Span of control - use of staff units and committees. <b>Delegation:</b> Delegation and Centralisation, Centralisation and Decentralisation. <b>Staffing:</b> Sources of Recruitment - Selection Process - Training - Need - Types.	16
IV	<b>Directing:</b> Nature and purpose of Directing – Principles. <b>Motivation:</b> Definition - Theories of Motivation (Maslow's, McGregor's, ERG Theory, Herzberg's two factor theory). <b>Leadership:</b> Definition - Styles - Theories. <b>Communication:</b> Definition - Importance of Communication - Methods of Communication -Types - Barriers.	16
V	<b>Controlling:</b> Meaning and importance of controlling - Control process - Budgetary and Non-Budgetary Control Techniques - Requisites of an effective control system - Relationship between planning and controlling. <b>Coordination</b> - Need for Coordination.	15
<b>Total Hours</b>		<b>75</b>
<b>Text Books</b>		
1	Dinkar Pagare (2018), Principles of Management (6 <sup>th</sup> ed.), Sultan Chand & Sons.	
2	Stephen P.Robbins & Mary Coulter (2011), Management (11 <sup>th</sup> ed.), Prentice Hall of India.	
<b>Reference Books</b>		
1	Harold Koontz, Heinz Wehrich & Mark V.Cannice (2020), Essentials of Management: An International Innovation and Leadership Perspective (11 <sup>th</sup> ed.), Tata McGraw Hill.	
2	P.C.Tripathi, P.N.Reddy & A.Bajpai (2021), Principles of Management (7 <sup>th</sup> ed.), Tata McGraw Hill.	
3	V.S.P.Rao & V.Harikrishna (2009), Management: Text and Cases, Excel Books.	
<b>Web Resources (SWAYAM/NPTEL)</b>		
1	<a href="https://onlinecourses.nptel.ac.in/noc20_mg58/preview">https://onlinecourses.nptel.ac.in/noc20_mg58/preview</a>	
2	<a href="https://www.nptelvideos.com/lecture.php?id=1028">https://www.nptelvideos.com/lecture.php?id=1028</a>	

Course Code	Course Name	Category	Hrs. / Week	Credits
24BBC14C	Accounting for Managers - I	Core - II	5	4

### Course Objectives

The Course intends to cover

- Accounting fundamentals and principles in financial recording and reporting.
- Preparation of bank reconciliation statements and methods of depreciation.
- Preparation of final accounts, with adjustment entries for trading and non-trading concerns.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember fundamental accounting concepts, principles, and procedures to record financial transactions.	K1
CLO2	Understand double entry accounting, practical bookkeeping methods, error identification and rectification.	K2
CLO3	Prepare final accounts, including trading, profit and loss account, balance sheet, with adjustment entries, to present financial data effectively.	K3
CLO4	Analyse bank reconciliation statement and depreciation methods for precise financial management.	K4
CLO5	Understand final accounts of non-trading concerns, including income and expenditure statement, payments, and receipts.	K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse</b>		

### CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	-	1	2
CLO2	1	1	-	1	2
CLO3	2	2	2	1	2
CLO4	1	2	2	1	2
CLO5	2	2	2	1	2
<b>3 - Substantial (High)</b>		<b>2 - Moderate (Medium)</b>		<b>1 - Slight (Low)</b>	

**Core - II: Accounting for Managers - I**

Unit	Content	No. of Hours
I	<b>Accounting:</b> Objectives, Scope, Principles, Branches of accounting, Uses & Limitations, Concepts & Conventions. <b>Accounting Equations:</b> Meaning of accounting equation, compensation of accounting, effects of transactions. <b>Basic Accounting Procedure:</b> Journal entry, rules of debit & credit, methods - Double entry system - its advantage, ledger, meaning, utility, posting entries. (Theory 40 % and Problems 60%).	16
II	<b>Bookkeeping:</b> Cashbook, types of cash book, Single column and double column entries, Trial Balance, Objective, preparation, errors & rectification. <b>Suspense Accounting:</b> Meaning, utility & preparation. <b>Accounting Errors:</b> Meaning and Types of errors, Rectification of errors. (Only Problems).	14
III	<b>Final Accounts:</b> Meaning, need & objectives, types - Manufacturing Account - Trading Account - Profit & Loss Account - Balance Sheet - Problems with Simple Adjustments. (Only Problems).	15
IV	<b>Bank Reconciliation Statement (BRS):</b> Meaning, causes of differences, need & importance, preparation & presentation of BRS. <b>Depreciation:</b> Meaning, Methods of charging depreciation. (Only Problems).	13
V	<b>Accounting for Non-trading concerns:</b> Characteristics of Non-trading concerns - Differences between Trading and Non-trading Institutions - Income & Expenditure Account - Receipts & Payments Account and Balance Sheet. (Theory 20 % and Problems 80%).	17
<b>Total Hours</b>		<b>75</b>
<b>Text Books</b>		
1	T.S.Reddy & A.Murthy (2012), Financial Accounting, Margham Publications.	
2	S.P.Jain (2021), Advanced Accountancy, Kalyani Publishers.	
<b>Reference Books</b>		
1	R.L.Gupta & V.K.Gupta (2021), Financial Accounting, Sultan Chand & Sons.	
2	S.N.Maheshwari (2018), Financial Accounting (6 <sup>th</sup> ed.), Vikas Publishing House.	
3	M.C.Shukla, S.C.Gupta & T.S.Grewal (2019), Financial Accounting, S. Chand Publishing.	
<b>Web Resources (SWAYAM/NPTEL)</b>		
1	<a href="https://swayam.gov.in/nd2_cec20_mg23/preview">https://swayam.gov.in/nd2_cec20_mg23/preview</a>	

Course Code	Course Name	Category	Hrs. / Week	Credits
24BBC15P	Advanced Excel and Financial Modelling	Core Lab - I	4	3

### Course Objectives

The course intends to cover

- Advanced features and functions of Microsoft Excel for data analysis and financial modelling.
- Basic finance concepts and their applications in Excel-based financial analysis and modeling.
- Use of Generative AI tools to enhance productivity and insights in Excel.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Demonstrate proficiency in using Advanced Excel features and functions for data analysis and manipulation.	K3
CLO2	Analyse and interpret financial data, perform sensitivity analysis, and make data-driven decisions using Excel.	K4
CLO3	Use Generative AI tools in Excel to automate tasks, gain insights, and enhance productivity.	K3
CLO4	Understand and apply basic finance concepts and terminology in the context of financial analysis.	K2
CLO5	Build basic financial models in Excel, incorporating assumptions, inputs, and forecasting techniques.	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse</b>		

### CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	1	1	2
CLO2	3	2	2	2	3
CLO3	3	2	2	2	2
CLO4	2	2	2	2	2
CLO5	2	2	1	2	2
<b>3 - Substantial (High)</b>		<b>2 - Moderate (Medium)</b>		<b>1 - Slight (Low)</b>	

**Core Lab - I: Advanced Excel and Financial Modelling**

Unit	Content	No. of Hours
I	<b>Introduction to Excel:</b> Interface, Navigation, and Basic Functions - Data Types and Formatting - Formulas and Functions - Relative and Absolute Cell Referencing - Conditional Formatting - Data Validation - Charts and Graphs. Advanced Functions (VLOOKUP, HLOOKUP, INDEX, MATCH)	13
II	<b>Advanced Excel:</b> Data Manipulation (Sort, Filter, Subtotal, Pivot Tables) - Data Analysis (Goal Seek, Scenario Manager, Data Tables) - Excel Shortcuts and Productivity Tips. Array Formulas - Named Ranges and Dynamic Named Ranges - Excel Tables – Recording and Running Macros - Introduction to Excel VBA - User Forms and Controls - Excel Add-ins and Customization.	15
III	<b>Generative AI Tools in Excel:</b> Introduction to Generative AI - AI-powered Data Analysis and Insights - Automating Tasks with AI-driven Macros - Best Practices and Limitations of AI in Excel. <b>Introduction to Finance:</b> Basic Financial Concepts and Terminology - Understanding Financial Statements (Balance Sheet, Income Statement, Cash Flow Statement) - Ratios and Financial Analysis - Time Value of Money Concepts.	12
IV	<b>Excel for Financial Analysis:</b> Financial Functions (PV, FV, NPV, IRR) - Loan and Investment Calculations - Depreciation Schedules - Sensitivity Analysis (Goal Seek, Data Tables)	10
V	<b>Basic Financial Modelling:</b> Purpose and Structure of Financial Models - Building a Basic Financial Model in Excel - Assumptions and Inputs - Forecasting Techniques - Scenario Analysis and Sensitivity Testing.	10
<b>Total Hours</b>		<b>60</b>
<b>Text Books</b>		
1	Greg Harvey (2021), Excel 2021 All-in-One for Dummies, Wiley.	
2	Michael Alexander, John Walkenbach, Dick Kusleika & Caryn Cox (2018), Microsoft Excel 2019 Bible, Wiley.	
<b>Reference Books</b>		
1	Wayne L.Winston (2019), Microsoft Excel Data Analysis and Business Modeling (6 <sup>th</sup> ed.), Microsoft Press.	
2	Timothy R.Mayes & Todd M.Shank (2020), Financial Analysis with Microsoft Excel (9 <sup>th</sup> ed.), Cengage Learning.	
3	Alastair Day (2012), Mastering Financial Modelling in Microsoft Excel: A Practitioner’s Guide to Applied Corporate Finance (3 <sup>rd</sup> ed.), FT Press.	
<b>Web Resources (SWAYAM/NPTEL)</b>		
1	<a href="https://onlinecourses.nptel.ac.in/noc22_mg35/preview">https://onlinecourses.nptel.ac.in/noc22_mg35/preview</a>	



**Core Lab - I: Advanced Excel and Financial Modelling****List of Practicals**

1. Calculate total sales for a week using SUM, average daily sales using AVERAGE, and highest sales using MAX. Use formulas to calculate simple arithmetic operations. Include more complex functions like IF, COUNTIF, and nested functions.
2. Create a budget spreadsheet: use relative and absolute references to calculate total costs by applying discounts/taxes to different items. Include exercises on using named ranges and dynamic references in complex formulas.
3. Highlight cells in a sales report that meet certain criteria (e.g., sales > \$1000). Use colour scales and data bars to visually represent data trends. Set up data validation rules for a data entry form: restrict entries to certain dates, create drop-down lists, and validate numeric ranges.
4. Create a sales performance chart: use different types of charts (bar, line, pie) to represent data visually. Customize chart elements like titles, legends, and data labels. Create advanced chart types like combo charts and use Sparkline's for data visualization.
5. Use VLOOKUP to find prices of products in a list and HLOOKUP to retrieve student grades from a table based on different criteria.
6. Sort and filter a list of employees based on department and salary. Use subtotals to summarize data. Create pivot tables for detailed analysis. Include exercises on grouping data, creating calculated fields/items, and using slicers for interactive analysis.
7. Open Excel and navigate to the Power Query editor. Familiarize with the Power Query interface: ribbon, query pane, and data preview area. Import data from various sources such as an Excel file, CSV file, and a web page. Combine multiple data sources into a single query.  
  
Data Cleaning and Transformation: Remove unnecessary columns and rows. Filter data based on specific criteria (e.g., date ranges, text values). Split columns by delimiter and merge columns.  
  
Data Aggregation: Group data by specific columns and perform aggregation functions like sum, average, count, etc. Un-pivot data to transform it into a more suitable format for analysis. Merge queries to combine related data from different sources. Append queries to stack data from multiple tables or files.
8. Record and run macros to automate repetitive tasks. Introduction to VBA: create simple VBA scripts to enhance Excel functionality. Include exercises on using VBA to automate data cleaning, report generation, and interactive user forms.
9. Use financial functions (PV, FV, NPV, IRR) to perform loan and investment calculations. Create depreciation schedules and perform sensitivity analysis using Goal Seek and Data Tables. Include exercises on creating financial models and using Excel for financial forecasting.
10. Build a basic financial model in Excel: define assumptions, inputs, and outputs. Perform scenario analysis and sensitivity testing. Include exercises on creating dynamic models with linked inputs and automated summary reports.

Course Code	Course Name	Category	Hrs. / Week	Credits
24BBC16A	Mathematics and Statistics for Business	Allied - I	4	3

### Course Objectives

The Course intends to cover

- The applications of Mathematics and Statistical techniques in business decisions.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember the concepts of matrix and its types, operations to change pixel levels in multimedia.	K1
CLO2	Understand the concept of set theory and financial methods to calculate various types of interest.	K2
CLO3	Relate the various statistical measures to interpret data obtained from a sample or population.	K4
CLO4	Apply measures of variation to find fluctuation in stock prices.	K3
CLO5	Interpret weather conditions and measure the variations in inflation and cost of goods using index numbers.	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse</b>		

### CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	1	2	1
CLO2	2	2	1	2	1
CLO3	2	2	1	2	-
CLO4	2	2	1	2	1
CLO5	2	2	1	2	1
<b>3 - Substantial (High)</b>	<b>2 - Moderate (Medium)</b>		<b>1 - Slight (Low)</b>		

**Allied - I: Mathematics and Statistics for Business**

Unit	Content	No. of Hours
I	<b>Matrices:</b> Fundamental ideas about Matrices and their operational rules - Rank of a Matrix - Inverse of a Matrix - Solving system of simultaneous linear equations.	12
II	<b>Set theory:</b> Introduction - Types of Sets - Set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.	12
III	<b>Statistics:</b> Meaning and Definitions - Scope and Limitations. <b>Collection of data:</b> Primary data and Secondary data - Presentation of data by Diagrammatic and Graphical Method - <b>Measures of Central tendency:</b> Arithmetic Mean, Median and Mode.	12
IV	<b>Measures of Variation:</b> Standard deviation, Mean deviation and Quartile deviation - Coefficient of variation - Simple Correlation - Karl Pearson's Co-efficient of correlation - Spearman's Rank correlation.	12
V	<b>Analysis of Time Series:</b> Methods of Measuring Trends - Semi average method - Moving average method - Index number - Unweighted and Weighted indices - Tests of index numbers - Cost of living index number.	12
<b>Total Hours</b>		<b>60</b>

**Text Books**

1	P.A. Navnitham(2005). Business Mathematics and Statistics, Jai Publishers. Unit I : Chapter 2 Page No. 147 - 200 Unit II : Chapter 1 Page No. 43 - 61 & 104 - 138 Unit III : Chapter 1 Page No. 1- 250 Unit IV : Chapter 2 Page No. 301 -368 Chapter 3 Page No. 503 - 522 Unit V : Chapter 4 Page No. 444 - 482 Chapter 5 Page No. 579 - 607
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**Reference Books**

1	Sundaresan, Jayaseelan (2010), An Introduction to Business Mathematics, S.Chand & Company Ltd.
2	P.R.Vittal (2003), Business Mathematics, Margham Publications.
3	S.P. Rajagopalan, R.Sattanathan (2009), Business Statistics and Operation Research, Tata McGraw Hill Publishing Company Ltd., 2 <sup>nd</sup> edition.
4	Richard Levin., David Rubin (2008), Statistics for Management, Prentice Hall.

**Web Resources (SWAYAM/NPTEL)**

1	<a href="https://nptel.ac.in/courses/111105124">https://nptel.ac.in/courses/111105124</a>
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**Components for Internal Assessment and  
Distribution of Marks for CIA and ESE (Theory)**

Max. Marks	Marks for		Components for CIA									
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Attendance	Active Engagement	Total
100	25	75	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	5	5	25
			50	5	50	5	5	75	10			

**Question Paper Pattern**

Component	Duration in Hrs.	Section A			Section B			Section C			Total
		Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	
CIA – I & II	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam /ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

**Components for Internal Assessment and Distribution of Marks for CIA (Lab)**

Max. Marks	Marks for		Components for CIA							
	CIA	ESE	Test - I		Test - II		Model		Observation	Total
100	40	60	Actual	Weightage	Actual	Weightage	Actual	Weightage	5	40
			50	10	50	10	60	15		

**Examination Pattern**

Component	Duration in Hrs.	Marks			Weightage
		Practical	Record	Total Marks	
Test - I	2	50	-	50	10
Test - II	2	50	-	50	10
Model	3	60	-	60	15
ESE	3	50	10	60	-

**Part – IV : Foundation Courses**

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24ENV1FC	Environmental Studies	FC- I	2	2

Unit	Content
I	The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.
II	<p><b>Natural Resources:</b> Renewable and non-renewable resources: Natural resources and associated problems.</p> <ul style="list-style-type: none"> <li>- Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.</li> <li>- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.</li> <li>- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</li> <li>- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.</li> <li>- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.</li> <li>- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.</li> </ul> <p>Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.</p>
III	<p><b>Ecosystems</b></p> <ul style="list-style-type: none"> <li>- Concept of an ecosystem.</li> <li>- Structure and function of an ecosystem.</li> <li>- Producers, consumers and decomposers.</li> <li>- Energy flow in the ecosystem.</li> <li>- Ecological succession.</li> <li>- Food chains, food webs and ecological pyramids.</li> <li>- Introduction, types, characteristic features, structure and function of the following ecosystem: -             <ul style="list-style-type: none"> <li>a. Forest ecosystem</li> <li>b. Grassland ecosystem</li> <li>c. Desert ecosystem</li> <li>d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).</li> </ul> </li> </ul>

Unit	Content
IV	<p style="text-align: center;"><b>Biodiversity and its Conservation</b></p> <ul style="list-style-type: none"> <li>- Introduction-Definition: genetic, species and ecosystem diversity.</li> <li>- Bio geographical classification of India.</li> <li>- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.</li> <li>- Biodiversity at global, National and local levels.</li> <li>- India as a mega-diversity nation.</li> <li>- Hot-spots of biodiversity.</li> <li>- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.</li> <li>- Endangered and endemic species of India.</li> <li>- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.</li> </ul>
V	<p><b>Environmental Pollution Definition</b></p> <ul style="list-style-type: none"> <li>- Causes, effects and control measures of: -               <ol style="list-style-type: none"> <li>a. Air pollution</li> <li>b. Water pollution</li> <li>c. Soil pollution</li> <li>d. Marine pollution</li> <li>e. Noise pollution</li> <li>f. Thermal pollution</li> <li>g. Nuclear hazards</li> </ol> </li> <li>- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.</li> <li>- Role of an individual in prevention of pollution.</li> <li>- Pollution case studies.</li> <li>- Disaster management: floods, earthquake, cyclone and landslides.</li> </ul>
VI	<p><b>Social Issues and the Environment</b></p> <ul style="list-style-type: none"> <li>- From Unsustainable to Sustainable development.</li> <li>- Urban problems related to energy.</li> <li>- Water conservation, rain water harvesting, watershed management.</li> <li>- Resettlement and rehabilitation of people; its problems and concerns. Case studies.</li> <li>- Environmental ethics: Issues and possible solutions.</li> <li>- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.</li> <li>- Wasteland reclamation.</li> <li>- Consumerism and waste products.</li> <li>- Environment Protection Act.</li> <li>- Air (Prevention and Control of Pollution) Act.</li> <li>- Water (Prevention and Control of Pollution) Act.</li> <li>- Wildlife Protection Act. - Forest Conservation Act.</li> <li>- Issues involved in enforcement of environmental legislation.</li> <li>- Public awareness.</li> </ul>

Unit	Content
VII	<p><b>Human Population and the Environment</b></p> <ul style="list-style-type: none"> <li>- Population growth, variation among nations.</li> <li>- Population explosion-Family welfare Programme.</li> <li>- Environment and human health.</li> <li>- Human Rights.</li> <li>- Value Education.</li> <li>- HIV/AIDS.</li> <li>- Women and Child Welfare.</li> <li>- Role of information Technology in Environment and human health.</li> <li>- Case Studies.</li> </ul>
VIII	<p><b>Field Work (Practical).</b></p> <ul style="list-style-type: none"> <li>- Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain.</li> <li>- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.</li> <li>- Study of common plants, insects, birds.</li> <li>- Study of simple ecosystems-pond, river, hill slopes, etc.</li> </ul>
<b>Total Hours. 30</b>	

Web Resources	
1.	<a href="https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf">https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf</a>

**Components for Internal Assessment and  
Distribution of Marks for CIA (Theory)**

Max Marks	Marks for		Components for CIA							
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Total (Best + Model)
50	50	-	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	50
			50	25	50	25	25	50	25	

**Question Paper Pattern**

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

**Part – IV : Ability Enhancement Compulsory Courses**  
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours/Week	Credits
24QUA1AE	Quantitative Aptitude	AECC - I	2	2

**Course Objectives**

The course intends to cover

- Basic concepts of numbers, time and work, interests, data representation and graphs
- Concepts of permutation, probability, discounts, percentage & profit loss.

**Course Learning Outcomes**

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember and Understand the concepts of numbers and average	K1, K2
CLO2	Understand about percentage and apply profit & loss related processing.	K2, K3
CLO3	To understand the concepts of time and work and interest calculations.	K2
CLO4	To understand about the concepts of permutation, combination and probability.	K2
CLO5	Understand , Apply and analyze the concept of problem solving involved in graphs and age.	K2,,K3,K4
<b>K1 - Remember;      K2 - Understand; K3 - Apply; K4 -Analyze</b>		



**Ability Enhancement Compulsory Course - I: Quantitative Aptitude**

Unit	Content	No. of Hours
I	Numbers - Simplification - BODMAS rule - Algebraic formulas - Decimal fractions - Square root and cube roots - Surds and indices - Divisibility rules - HCF and LCM - same remainder - different remainder - application problems – average – equation - mistaken value – replacement - including/excluding.	6
II	Percentage - increase/decrease – net change – salary – election – marks – consumption - population / machine - profit and loss - profit and loss % - finding cp and sp - profit=loss - same product cp and sp with percentage – discount - ratio and proportion - divided into parts - based on numbers - increase/decrease/ income / expenditure – coins – partnership.	6
III	Time-and-work - individual/combined - alternative days - remaining work - efficiency based - amount split - chain rule - group of male and female or boys - pipes and cistern - finding time - efficiency based – alternative - remaining part - capacity of the tank - simple interest - finding principal - rate of interest – amount -time period - doubles or triples - compound interest - finding rate - finding time, principal - doubles or triples - difference between SI and CI.	6
IV	Permutation - finding value - vowels come together - vowel never comes together - some letters come together - no two vowels come together - vowels in odd/even places - based on repetition - circular permutation – application – combination - finding value and application – probability – coins - dice-cards - balls and miscellaneous problems - odd man out and number series.	6
V	Clock - finding angle - reflex angle - gain or loss – calendars - finding particular day - data interpretation - bar chart - line chart - pie chart – table – combined – ages ratio - twice or thrice - addition /subtraction - family based - problems on numbers - equations.	6
<b>Total Hours</b>		<b>30</b>
<b>Text Book</b>		
1.	R.S. Aggarwal , Quantitative Aptitude, S.Chand & Company Ltd.,	
<b>Reference Book</b>		
1.	Ashish Arora, Quantitative Aptitude.	
<b>Web Resources</b>		
1.	<a href="https://www.javatpoint.com/aptitude/quantitative">https://www.javatpoint.com/aptitude/quantitative</a>	
2.	<a href="https://www.indiabix.com/aptitude/questions-and-answers/">https://www.indiabix.com/aptitude/questions-and-answers/</a>	

**Components for and Distribution of Marks for ESE (Theory)****Ability Enhancement Compulsory Course(AECC)**

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50

# Semester – 2

Course Code	Course Name	Category	Hrs./Week	Credit
24TAM21L	Tamil – II	Language - II	4	3

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	அற இலக்கியங்கள் வழி வாழ்வியல் ஒழுக்கங்களைக் கற்றுத் தருதல்.	K1, K2
CLO2	பக்தி இலக்கியங்கள் வழி பக்தி நெறிகளை உணர்த்துதல்.	K2
CLO3	தமிழில் உரைநடை இலக்கியப் படைப்பாளர்களின் சிந்தனைகளை எடுத்துரைத்தல்.	K3
CLO4	தமிழ் இலக்கிய வரலாற்றில் அற இலக்கியம் மற்றும் உரைநடையின் தாக்கம் குறித்து அறிதல்.	K1, K3
CLO5	பிழையின்றி எழுத இலக்கணங்களைக் கற்றுத் தருதல்.	K2, K3
<b>K1 - Remember; K2 - Understand; K3 – Apply</b>		

## Part – I: Tamil – II

Unit	Content	No. of Hours
I	(அறம்) 1. திருக்குறள் • புகழ் • வினை செயல்வகை • நெஞ்சொடு கிளத்தல் 2. திரிகடுகம்(தேர்ந்தெடுக்கப்பட்ட 10 பாடல்கள்) 3. பழமொழி நானூறு(தேர்ந்தெடுக்கப்பட்ட 10 பாடல்கள்)	14
II	(பக்தி) 1. அபிராமி அந்தாதி( 10 பாடல்கள்) - அபிராமி பட்டர் 2. உமர்கயாம் பாடல்கள் (தனிப்பாடல்கள்) - கவிமணி தேசிய விநாயகம் பிள்ளை 3. முத்துக்குமாரசாமி பிள்ளைத்தமிழ்(தாலப் பருவம்) – குமரகுருபரர் 4. இயேசுகாவியம் - மலைப்பொழிவு - கண்ணதாசன் 5. சித்தர் பாடல்கள் - சிவவாக்கியர் பாடல்	14
Unit	Content	No. of Hours
III	(கலை மற்றும் பண்பாடு ) 1. அறம் எனப்படுவது - அமுதன் 2. ஏட்டில் எழுதா இலக்கியம் - ஓளவை துரைச்சாமி 3. கீழடி - தொல்லியல் துறை, வெளியீடு 4. மனம் எனும் சொர்க்கவாசல் - டாக்டர் எம்.எஸ்.உதயமூர்த்தி 5. ஆளுமைத் திறன் - அறிவுக்கதிர் (அரசுப்பணி சிறப்பிதழ்)	12
IV	(இலக்கிய வரலாறு) 1. பதினெண் கீழ்க்கணக்கு நூல்கள் 2. உரைநடையின் தோற்றமும் வளர்ச்சியும்	10
V	(இலக்கணம்) 1. சொல்லின் வகைகள் 2. வேற்றுமைத் தொகைகள் 3. பயிற்சிக்குரியன:(விண்ணப்பங்கள், மடல்கள் எழுதச் செய்தல்)	10
<b>Total Hours</b>		<b>60</b>

Reference Books	
1	முத்துக்குமாரசாமி பிள்ளைத்தமிழ்,(2021) கமலா முருகன், சாரதா பதிப்பகம்
2	இயேசு காவியம், கவிஞர் கண்ணதாசன்,(2006) கலைக்காவிரி பதிப்பகம்
3	உரைகளும் உரையாசிரியர்களும்,(2013) தி சு நடராசன் நியூ செஞ்சுரி புக் ஹவுஸ்
4	அபிராமி அந்தாதி, முனைவர் சி சேதுராமன்,(2010) நியூ செஞ்சுரி புக் ஹவுஸ்
5	புதிய வெளிச்சத்தில் தமிழ் இலக்கிய வரலாறு, முனைவர் க பஞ்சாங்கம், (2017) அன்னம் வெளியீட்டு
6	தமிழ் இலக்கிய வரலாறு, மு வரதராசனார்,(2021) சாகித்ய அகாடமி பதிப்பு
7	தமிழ் உரைநடை வரலாறு, வி செல்வநாயகம்,(2003) அடையாளம் பதிப்பகம்
8	தமிழ் இலக்கிய வரலாறு, முனைவர் கா கோ வேங்கடராமன்,(2010) கலையக வெளியீடு
9	எண்ணங்கள் - டாக்டர் எம் எஸ் உதயமூர்த்தி,(2016) வெளியீடு: கங்கை புத்தக நிலையம், சென்னை
10	அடோன் தமிழ் இலக்கணம், புலவர் பொன்மணிமாறன்,(2011) அருண் பப்ளிஷிங்

**Part – II : English - II**  
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours/ Week	Credits
24ENG22L	English-II	Part - II	4	3

### Course Objectives

The course intends to cover

- The literary elements in poetry.
- The critical contemplation and writing in styles of prose texts.
- The modernist techniques and ethics in the narratives of short stories.
- The interpersonal skills essential in the work environment.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify the common techniques underlying free verse and traditional forms of poetry for crafting poems.	K1
CLO2	Understand humour in prose texts psychologically to master the oratory skills.	K2
CLO3	Employ empathy and morale in diplomatic Day-to-day circumstances.	K3
CLO4	Strengthen the writing skills for documentation.	K3
CLO5	Persist flexibility and mobility in the sequel LSRW.	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply</b>		

**Part - II: English - II**

Unit	Content	No. of Hours
I	<b>Poetry: Motherhood</b> 1. My Grand Mother's House – Kamala Das 2. Of mother, among others things – A.K Ramanujam 3. Night of the Scorpion – Nissim Ezekiel	12
II	<b>Prose: Humour</b> 1. With The Photographer – Stephen Leacock 2. Travel by Train – J.B.Priestley 3. On Forgetting – Robert Lynd	12
III	<b>Short Stories: Integrity</b> 1. The taxi driver – K.S. Duggal 2. A Retrieved Reformation- O Henry 3. Kabuliwala - Rabindranath Tagore	12
IV	<b>Language Competency: Vocabulary</b> 1. Homonyms, Homophones, Homographs Portmanteau words 2. Verbs and Tenses, Subject Verb Agreement 3. Error correction Vocabulary : Synonyms, Antonyms, Word Formation	12
V	<b>English for Communication</b> 1. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks 2. Participating in a meeting: face to face and online 3. Reading news and weather reports 4. Preparing first drafts of short assignments	12
<b>Total Hours</b>		<b>60</b>
<b>Text Books</b>		
1.	Ezekiel Nissim, 1989 .Collected Poems 1952-1988. Oxford University Press.	
2.	Hewings, M. (2000). Advanced English Grammar. Cambridge. University Press.	
<b>Reference Books</b>		
1.	Bakshi, S.P. & Sharma, R. (2019). Descriptive English. Arihant Publications (India) Ltd.	
2.	Cameron S & Dempsey L. (2019). The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing.	
3.	Sherman B. (2014) Skimming and Scanning Techniques. Liberty University Press.	
<b>Web Resources (Swayam / NPTEL)</b>		
1.	<a href="https://nptel.ac.in/courses/109103020">https://nptel.ac.in/courses/109103020</a>	



Course Code	Course Name	Category	Hrs. / Week	Credits
24BBC23C	Organisational Behaviour	Core - III	4	3

### Course Objectives

The Course intends to cover:

- The importance and scope of organisational psychology, perception, motivation techniques, and transactional analysis.
- Morale, Attitude, Group dynamics, counseling, and their impact on employee productivity.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand organisational psychology principles, individual differences, applications of intelligence and personality tests.	K2
CLO2	Identify perception, motivation, Transactional Analysis, and brainstorming techniques for effective organisational dynamics.	K2
CLO3	Apply the concepts of job satisfaction, morale, employee attitudes, and job enrichment/enlargement for enhanced organisational productivity.	K3
CLO4	Understand group dynamics, conflict resolution, sociometry, norms, and supervision for enhanced team cohesion.	K2
CLO5	Interpret leadership and counseling concepts for organisational effectiveness.	K2
<b>K1 - Remember; K2 - Understand; K3 - Apply</b>		

### CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	1	1	1
CLO2	2	2	1	1	1
CLO3	2	2	1	1	-
CLO4	2	2	1	1	-
CLO5	2	3	1	1	1
<b>3 - Substantial (High)</b>	<b>2 - Moderate (Medium)</b>		<b>1 - Slight (Low)</b>		

**Core: III - Organisational Behaviour**

Unit	Content	No. of Hours
I	<b>Organisational Behaviour:</b> Introduction, importance and scope of organisational behaviour - Individual differences. <b>Intelligence tests:</b> Measurement of intelligence, types, and applications. <b>Personality tests:</b> nature, types and uses.	12
II	<b>Perception:</b> Perceptual process - Factors affecting perception. <b>Motivation:</b> financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.	12
III	<b>Job Satisfaction:</b> Meaning - factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - Job enlargement.	12
IV	<b>Hawthorne Experiment:</b> Importance. <b>Group Dynamics:</b> Cohesiveness. <b>Conflict:</b> Types of Conflict - Resolution of conflict - Sociometry - Group norms - Supervision - style - Training for supervisors.	12
V	<b>Leadership:</b> Styles - types - theories - Trait, Managerial Grid, Fiedler's contingency. <b>Counseling:</b> Meaning - Importance of counselor - types of counseling - Merits of counseling.	12
<b>Total Hours</b>		<b>60</b>
<b>Text Books</b>		
1	L.M.Prasad (2019), Organisational Behaviour (6 <sup>th</sup> Revised ed.), Sultan Chand and Sons.	
2	S.S.Khanka (2020), Organisational Behaviour (Text and Cases) (4 <sup>th</sup> ed.), S. Chand.	
3	C.B.Gupta (2020), A Textbook of Organisational Behaviour, S.Chand and Company Limited.	
<b>Reference Books</b>		
1	Stephen P.Robbins, Timothy A.Judge & Neharika Vohra (2022), Organisational behaviour (18 <sup>th</sup> ed.), Pearson Education.	
2	K.Aswhappa (2023), Organisational Behaviour (14 <sup>th</sup> ed.), Himalaya Publishing House.	
3	Fred Luthans, Brett C.Luthans & Kyle W.Luthans (2021), Organisational Behaviour: An Evidence Based Approach (14 <sup>th</sup> ed.), McGraw Hill Education.	
4	D.Prabha, K.Vishnupriya, P.Manonmani & S.Vaishnavi (2023), Organizational Behaviour (1 <sup>st</sup> ed.). REST Publishers.	
<b>Web Resources (SWAYAM/NPTEL)</b>		
1	<a href="https://onlinecourses.swayam2.ac.in/cec24_mg01/preview">https://onlinecourses.swayam2.ac.in/cec24_mg01/preview</a>	
2	<a href="https://onlinecourses.swayam2.ac.in/imb24_mg48/preview">https://onlinecourses.swayam2.ac.in/imb24_mg48/preview</a>	

Course Code	Course Name	Category	Hrs. / Week	Credits
24BBC24C	Business Environment	Core - IV	6	4

### Course Objectives

The Course intends to cover:

- The fundamental concepts, forms of business, economic systems, internal and external environment.
- Impact of LPG on business, trading blocks, and international environment.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember the nature of business, forms of business organisations, and environmental factors.	K1
CLO2	Analyse the impact of economic systems and economic factors on business.	K4
CLO3	Recognise the impact of political, legal and technological environment on business decisions.	K2
CLO4	Understand the importance of socio-cultural and international environment.	K2
CLO5	Examine the implications of LPG and trade blocks on businesses.	K4
<b>K1 - Remember; K2 – Understand; K3 - Apply; K4 - Analyse</b>		

### CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	1	2	1
CLO2	2	1	1	1	-
CLO3	1	1	1	1	2
CLO4	1	1	1	1	1
CLO5	1	2	1	2	1
<b>3 - Substantial (High)</b>	<b>2 - Moderate (Medium)</b>		<b>1 - Slight (Low)</b>		

**Core - IV: Business Environment**

Unit	Content	No. of Hours
I	<b>Business:</b> Nature and Purpose of Business - Characteristics of Business - Types of Industry - Forms of Business Organisation. <b>Business Environment:</b> Concept, nature and significance, Internal and External environment.	18
II	<b>Environmental Analysis:</b> Need, techniques and limitations. <b>Economic Environment:</b> Economic systems and their impact on business - Components of economic environment - economic factors affecting business.	17
III	<b>Political and Legal environment:</b> Components - Political factors and legal factors influencing business. <b>Technological environment:</b> Meaning - Technological factors affecting business and its impact.	17
IV	<b>Socio-Cultural environment:</b> Meaning, Characteristics of Socio-cultural environment. <b>International environment:</b> Components and importance.	18
V	<b>Impact of LPG:</b> Liberalisation - Meaning - Privatisation - Benefits & pitfalls - Globalisation - Meaning & rationale for Globalisation - Impact of Globalisation on India, Role of WTO & GATT - Trading blocks - ASEAN (Association of Southeast Asian Nations), European Union(EU), South Asian Association for Regional Cooperation (SAARC), Brazil, Russia, India, China, and South Africa (BRICS).	20
<b>Total Hours</b>		<b>90</b>
<b>Text Books</b>		
1	Y.K.Bhushan (2005), Fundamentals of Business Organisation & Management (17 <sup>th</sup> ed.), Sultan Chand & Sons.	
2	Francis Cherunilam (2024), Business Environment: Text and Cases, (27 <sup>th</sup> Revised Edition) Eastern Book Company.	
<b>Reference Books</b>		
1	K.Aswathappa (2023), Essentials of Business Environment, (16 <sup>th</sup> Revised Edition) Himalaya Publishing House.	
2	S.K.Mishra & V.K.Puri (2015), Indian Economy. (33 <sup>rd</sup> Edition) Himalaya Publishing House.	
3	M.A.Raajarajeswari, D.Prabha & P.Kowsalya (2021), Basics of Business Environment, (1 <sup>st</sup> Edition) Charulatha Publications.	
<b>Web Resources (SWAYAM/NPTEL)</b>		
1	<a href="https://onlinecourses.swayam2.ac.in/nou24_mg04/preview">https://onlinecourses.swayam2.ac.in/nou24_mg04/preview</a>	
2	<a href="https://onlinecourses.swayam2.ac.in/imb24_mg33/preview?">https://onlinecourses.swayam2.ac.in/imb24_mg33/preview?</a>	

Course Code	Course Name	Category	Hours / Week	Credits
24BBC25P	Data Analytics in Business	Core Lab - II	4	3

### Course Objectives

The course intends to cover

- Basics of Python programming and data manipulation techniques using libraries like NumPy and Pandas to preprocess, analyse, and visualise business datasets effectively.
- Exploratory Data Analysis (EDA) to identify patterns, trends, and insights from real-world business case studies and projects.
- Communication of data-driven findings and recommendations.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand basics of Python programming, including data types, variables, control structures, and functions.	K2
CLO2	Apply Python programming concepts, data structures, and libraries to efficiently manipulate and analyse business data sets.	K3
CLO3	Create various plots using Matplotlib and Seaborn, and gain proficiency in plotting with Pandas to effectively visualise data.	K3
CLO4	Perform exploratory data analysis (EDA) on real-world business datasets to identify patterns, trends, and insights that drive data-informed decision making.	K3
CLO5	Communicate data-driven findings, insights, and recommendations effectively to stakeholders.	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply</b>		

### CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	3	1	1	2
CLO2	1	2	1	2	2
CLO3	2	2	3	2	3
CLO4	1	3	3	2	3
CLO5	1	3	3	2	3
<b>3 - Substantial (High)</b>		<b>2 - Moderate (Medium)</b>		<b>1 - Slight (Low)</b>	

### Core Lab - II: Data Analytics in Business

Unit	Content	No. of Hours
I	<b>Introduction to Data Analytics and Python:</b> Overview of Data Analytics in Business - Importance of Data-Driven Decision Making - Introduction to Python Programming - Python Basics (Data Types, Variables, Control Structures, Functions).	12
II	<b>Data Manipulation with Python:</b> Introduction to NumPy and Pandas - Data Structures in Python (Lists, Tuples, Dictionaries) - Data Cleaning and Preprocessing - Data Transformation and Aggregation.	10
III	<b>Data Visualization with Python:</b> Introduction to Matplotlib and Seaborn - Basic Plotting Techniques (Line Plots, Bar Plots, Histograms, Scatter Plots) - Customizing Plots - Plotting with Pandas.	11
IV	<b>Exploratory Data Analysis (EDA) with Python:</b> Descriptive Statistics - Handling Missing Data - Identifying Patterns and Trends - Correlation Analysis - Feature Selection Techniques.	12
V	<b>Communicating Insights and Reporting:</b> Effective Data Storytelling - Creating Dashboards and Reports with Python - Presenting Findings to Stakeholders - Best Practices for Data-Driven Communication.	15
<b>Total Hours</b>		60
<b>Text Books</b>		
1	J.T.Smith (2023), Data Analytics in Business: A Comprehensive Introduction, Wiley.	
2	E.L.Miller (2022), Data Manipulation with NumPy and Pandas, Packt Publishing.	
<b>Reference Books</b>		
1	B.J.Harris (2024), Data Visualization with Matplotlib and Seaborn, O'Reilly Media.	
2	L.K.Martin (2023), Descriptive Statistics: Concepts and Applications with Python, Routledge.	
3	T.M.Roberts(2022), Effective Data Storytelling: Strategies for Impactful Communication, Wiley.	
<b>Web Resources (SWAYAM/NPTEL)</b>		
1	<a href="https://onlinecourses.nptel.ac.in/noc21_cs45/preview">https://onlinecourses.nptel.ac.in/noc21_cs45/preview</a>	
2	<a href="https://onlinecourses.nptel.ac.in/noc23_cs99/preview">https://onlinecourses.nptel.ac.in/noc23_cs99/preview</a>	

**Core Lab - II: Data Analytics in Business****List of Practicals**

1. Write a simple Python script to calculate the average of a list of numbers. Use Python basics such as variables, loops, and functions to perform the calculation.
2. Write a Python script that checks whether a specified number is a prime number, utilizing control structures like if statements to assess divisibility.
3. Use NumPy to create array and perform basic operations. (e.g., addition, subtraction)
4. Use Pandas to read a CSV file containing sample data. Perform data cleaning by handling missing values and removing duplicates
5. Create basic plots (line, bar, histogram) using Matplotlib. Customize these plots with titles, labels, and legends.
6. Create a bar chart using Seaborn to compare the sales performance of different products. Use Pandas to prepare the data for plotting.
7. Calculate descriptive statistics (e.g., mean, median, standard deviation) for a dataset using Pandas.
8. Use Pandas to handle missing data in a dataset. Implement techniques such as imputation or deletion to address missing values.
9. Develop a Python-based dashboard using libraries like Plotly or Dash. Create reports that effectively communicate data insights.
10. Perform data storytelling by presenting findings to stakeholders. Create a comprehensive report including visualizations and key insights.

Course Code	Course Name	Category	Hrs. / Week	Credits
24BBC26A	Economics for Executives	Allied - II	4	3

### Course Objectives

This course intends to cover

- Nature and Scope of Economics, demand and supply analysis, Break-even analysis, cost-revenue curves, and production functions to make informed business decisions.
- Market classification, business cycle, inflation, deflation and measures to control them.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand business objectives, apply demand and supply analysis concepts, to interpret buying behavior and forecast market trends.	K2
CLO2	Interpret break-even analysis, cost-revenue curves, and production functions to optimise resource allocation.	K2
CLO3	Analyse market structures and its impact on pricing and competition.	K4
CLO4	Understand the concept of money, national income and business cycle.	K2
CLO5	Gain insights into inflation, business cycles, and deflation and measures to control them.	K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse</b>		

### CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	1	1	2
CLO2	2	2	1	1	1
CLO3	1	2	1	1	1
CLO4	1	1	1	1	1
CLO5	1	1	1	1	1
<b>3 - Substantial (High)</b>	<b>2 - Moderate (Medium)</b>		<b>1 - Slight (Low)</b>		



**Allied - II: Economics for Executives**

Unit	Content	No. of Hours
I	<b>Business Economics:</b> Nature, scope, and objectives. Firm - objectives - Demand and Supply analysis - Law of Demand - Law of Supply - Elasticity of demand - Types - Determinants - Measurement - Cross elasticity of demand.	12
II	<b>Production function:</b> Factors of production - Short run and Long run production function- Isoquants - types and properties. Cost- Concepts and Cost analysis - Revenue analysis - Break Even analysis.	12
III	<b>Market Structure:</b> Perfect Competition, Monopoly, Monopolistic Competition, Duopoly, Oligopoly - Features, Price determination, Price Discrimination.	12
IV	<b>National income:</b> Concepts and Measurement. Circular flow of income in four sector model. <b>Business Cycle:</b> Features - Phases - causes - effects - control of business cycle. <b>Money:</b> Definition, Kinds and Functions.	12
V	<b>Inflation:</b> Characteristics - Types of Inflation - Causes and Effects of inflation - Measures to control inflation. <b>Monetary Policy:</b> Meaning- Objectives - Instruments. <b>Fiscal Policy:</b> Meaning - Objectives - Instruments. Monetary Policy and Fiscal Policy mix to control inflation. <b>Deflation:</b> Meaning - Causes and Effects of Deflation.	12
<b>Total Hours</b>		<b>60</b>
<b>Text Books</b>		
1	S.Sankaran (2018), Managerial Economics (5 <sup>th</sup> ed.), Margham Publications.	
2	R.L.Varshney & K.L.Maheshwari (2010), Managerial Economics (20 <sup>th</sup> ed.), Sultan Chand & Sons.	
<b>Reference Books</b>		
1	M.L.Jhingan & J.K.Stephen (2020), Managerial Economics (2 <sup>nd</sup> ed.), Vrinda Publications.	
2	H.L.Ahuja (2023), Managerial Economics (9 <sup>th</sup> ed.), S. Chand Publications.	
<b>Web Resources (SWAYAM/NPTEL)</b>		
1	<a href="https://onlinecourses.nptel.ac.in/noc23_ec06/preview">https://onlinecourses.nptel.ac.in/noc23_ec06/preview</a>	
2	<a href="https://onlinecourses.nptel.ac.in/noc22_mg43/preview">https://onlinecourses.nptel.ac.in/noc22_mg43/preview</a>	

**Components for Internal Assessment and Distribution of Marks for  
CIA and ESE (Theory)**

Max. Marks	Marks for		Components for CIA									
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Attendance	Active Engagement	Total
100	25	75	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	5	5	25
			50	5	50	5	5	75	10			

**Question Paper Pattern**

Component	Duration in Hrs.	Section A			Section B			Section C			Total
		Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	
CIA – I & II	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam /ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

**Components for Internal Assessment and Distribution of Marks for CIA (Lab)**

Max. Marks	Marks for		Components for CIA							
	CIA	ESE	Test - I		Test - II		Model		Observation	Total
100	40	60	Actual	Weightage	Actual	Weightage	Actual	Weightage	5	40
			50	10	50	10	60	15		

**Examination Pattern**

Component	Duration in Hrs.	Marks			Weightage
		Practical	Record	Total Marks	
Test - I	2	50	-	50	10
Test - II	2	50	-	50	10
Model	3	60	-	60	15
ESE	3	50	10	60	-

**Part – IV : Foundation Courses**

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24HUM2FC	Human Rights	FC - II	2	2

Unit	Content
I	<p><b>Concept of Human Values, Value Education Towards Personal Development</b>                      Aim of Education and Value Education; Evolution of Value Oriented Education; Concept of Human Values; Types of Values; Components of Value Education.</p> <p><b>Personal Development:</b>                      Self-analysis and Introspection; Sensitization towards Gender Equality, Physically Challenged, Intellectually Challenged. Respect to - Age, Experience, Maturity, Family Members, Neighbors, Co-workers.                      Character Formation towards Positive Personality:                      Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.</p>
II	<p><b>Value Education Towards National and Global Development</b>  <b>National and International Values:</b>                      Constitutional or National Values - Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, and Fraternity.                      Social Values - Pity and Probity, Self-Control, Universal Brotherhood.                      Professional Values - Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, and Faith.                      Religious Values - Tolerance, Wisdom, Character.                      Aesthetic Values - Love and Appreciation of Literature and Fine Arts and Respect for the Same.                      National Integration and International Understanding.</p>
III	<p><b>Impact of Global Development on Ethics and Values</b>                      Conflict of Cross-Cultural Influences, Mass Media, Cross-Border Education, Materialistic Values, Professional Challenges, and Compromise.                      Modern Challenges of Adolescent Emotions and Behavior; Sex and Spirituality: Comparison and Competition; Positive and Negative Thoughts.                      Adolescent Emotions, Arrogance, Anger, Sexual Instability, Selfishness, Defiance</p>
IV	<p><b>Therapeutic Measures</b>                      Control of the Mind through</p> <ol style="list-style-type: none"> <li>a. Simplified Physical Exercise</li> <li>b. Meditation – Objectives, Types, Effect on Body, Mind and Soul</li> <li>c. Yoga – Objectives, Types, Asanas</li> <li>d. Activities:                             <ol style="list-style-type: none"> <li>(i) Moralisation of Desires</li> <li>(ii) Neutralisation of Anger</li> <li>(iii) Eradication of Worries</li> <li>(iv) Benefits of Blessings</li> </ol> </li> </ol>

V	<p><b>Human Rights</b></p> <ol style="list-style-type: none"> <li>1. Concept of Human Rights – Indian and International Perspectives             <ol style="list-style-type: none"> <li>a. Evolution of Human Rights</li> <li>b. Definitions under Indian and International Documents</li> </ol> </li> <li>2. Broad Classification of Human Rights and Relevant Constitutional Provisions.             <ol style="list-style-type: none"> <li>a. Right to Life, Liberty and Dignity</li> <li>b. Right to Equality</li> <li>c. Right against Exploitation</li> <li>d. Cultural and Educational Rights</li> <li>e. Economic Rights</li> <li>f. Political Rights</li> <li>g. Social Rights</li> </ol> </li> <li>3. Human Rights of Women and Children             <ol style="list-style-type: none"> <li>a. Social Practice and Constitutional Safeguards                 <ol style="list-style-type: none"> <li>(i) Female Feticide and Infanticide</li> <li>(ii) Physical Assault and harassment</li> <li>(iii) Domestic Violence</li> <li>(iv) Conditions of Working Women</li> </ol> </li> </ol> </li> <li>4. Institutions for Implementation             <ol style="list-style-type: none"> <li>a. Human Rights Commission</li> <li>b. Judiciary</li> </ol> </li> <li>5. Violations and Redressal             <ol style="list-style-type: none"> <li>a. Violation by State</li> <li>b. Violation by Individuals</li> <li>c. Nuclear Weapons and terrorism</li> <li>d. Safeguards</li> </ol> </li> </ol>
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<b>Web Resources</b>	
1.	<a href="https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf">https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf</a>

**Components for Internal Assessment and  
Distribution of Marks for CIA (Theory)**

Max Marks	Marks for		Components for CIA							
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Total (Best + Model)
50	50	-	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	50
			50	25	50	25	25	50	25	

**Question Paper Pattern**

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

**Part – IV : Ability Enhancement Compulsory Courses**  
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / week	Credits
24SOF2AE	Soft Skills	AECC - II	2	2

### Course Objectives

The course intends to cover

- The essential soft skills that is crucial for success in today's dynamic and interconnected workplace.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the comprehensive skills to participate actively in conversation, writing short texts with expression	K1, K2, K3
CLO2	Infer the cohesive devices to describe and discuss any objects, pictures using compound, complex sentence forms.	K2, K3
CLO3	Comprehend the logic in the given situation to organize the ideas to write formal and informal letters.	K2, K3
CLO4	Understand the given material to organize it in a logical sequence to present a paragraph with main and supporting ideas with concluding sentences.	K3
CLO5	Present valuable ideas in conversation to emulate the main ideas and key points in short essays.	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply;</b>		

**Ability Enhancement Compulsory Course - II : Soft Skills**

Unit	Details	No. of Hours
I	<p><b>Presentation Skills : Getting to Know You:</b> Grammar: Introduction to Tenses; Listening: Fill in the blanks; Speaking: Self Introduction, Everyday English, Role-Play; Reading: Different ways of communication. <b>My Day:</b> Grammar: Present simple positive &amp; negative / Adverbs of Frequency; Vocabulary &amp; Speaking: Daily Activities; Listening: Observe and Answer / Telling the time; Reading &amp; Writing: Describe where you live. <b>Your World:</b> Grammar: Possessive determiners; Vocabulary &amp; Speaking: Talk about countries, nationalities; Listening: Positive &amp; negative contractions; Reading &amp; Writing: Personal profile. <b>The World Of Work:</b> Grammar: Yes/No &amp; Wh Questions; Vocabulary &amp; Speaking: Jobs; Listening: Recognize the schwa sound; Reading &amp; Writing: Opening and closing an email. <b>Places And Things:</b> Grammar: There is / there are, articles; Vocabulary &amp; Speaking: Talk about rooms &amp; furniture; Listening: Directions; Reading &amp; Writing: Imperatives. <b>24 Hours:</b> Grammar: Likes &amp; Dislikes; Vocabulary &amp; Speaking: Speak about hobbies and interests; Listening: Observe &amp; answer; Reading: Match the photos with descriptions; Writing: Write complete sentence using prompts;</p>	6
II	<p><b>Confidence : Clothes and Shopping:</b> Grammar: Modal verbs / Adverbs of Frequency / Adjectives and Adverbs; Vocabulary &amp; Speaking: Shopping; Listening: Observe and Answer; Reading &amp; Writing: Product Review. <b>Travel &amp; Transport:</b> Grammar: Past simple questions; Vocabulary &amp; Speaking: Talk about holidays; Listening: At the train station; Reading &amp; Writing: Email - A perfect holiday. <b>Health &amp; Fitness:</b> Grammar: Past simple irregular verbs; Vocabulary &amp; Speaking: Talk about a healthy lifestyle; Listening: Listen &amp; Answer; Reading &amp; Writing: Time sequencers. <b>Music:</b> Grammar: Present perfect simple; Vocabulary &amp; Speaking: Survey about music; Listening: Listen two people talk about music; Reading: Use adjectives and create sentences. <b>Let's go shopping:</b> Grammar: Countable &amp; Uncountable; Vocabulary &amp; Speaking: Town Survey; Listening: Listen and answer; Reading &amp; Writing: Read and match</p>	6
III	<p><b>Creativity :Cooking &amp; Eating:</b> Grammar: Some &amp; Any, Quantifiers; Vocabulary &amp; Speaking: Food &amp; Drink; Listening: Kitchen conversation; Reading &amp; Writing: Article reading &amp; answering. <b>Survival:</b> Grammar: Comparison of adjectives; Vocabulary &amp; Speaking: Describing people; Listening: Listen &amp; Answer; Reading &amp; Writing: Read and Answer. <b>Working Together:</b> Grammar: Verb + Noun phrases; Vocabulary &amp; Speaking: Talk about technology; Listening: Listen &amp; Answer; Reading &amp; Writing: Notice. <b>Music:</b> Grammar: Present perfect simple; Vocabulary &amp; Speaking: Survey about music; Listening: Listen two people talk about music; Reading: Use adjectives and create sentences. <b>Culture and Arts:</b> Grammar: Present perfect; Vocabulary &amp; Speaking: Speak on the phone; Listening: Listen and answer; Reading &amp; Writing: Review</p>	6

Unit	Content	
IV	<b>Problem-Solving :Do’s and Don’ts:</b> Grammar: Modal verbs; Vocabulary & Speaking: Role play; Listening: Holidays in January; Reading & Writing: Article reading & answering. <b>Body:</b> Grammar: First conditional; Vocabulary & Speaking: Personality & Appearance; Listening: Listen to conversations about personality; Reading & Writing: Read and Answer about your skills. <b>Speed:</b> Grammar: Present simple passive; Vocabulary & Speaking: Talk about relationships; Listening: Listen & Answer; Reading & Writing: Error spotting. <b>Work:</b> Grammar: Adverbs of manner; Vocabulary & Speaking: Talk about work advice; Listening: Observe & Answer; Reading: Read & check your ideas	6
V	<b>Critical Thinking : Influence:</b> Grammar: would / past habits; Listening: Sentence Correction; Speaking & Vocabulary: Your inspiration; Reading: Picture description; Writing: Rewrite the sentences. <b>Money:</b> Grammar: Second conditional; Listening: radio programme; Speaking & Vocabulary: Talk about games; Reading & Writing: Fill in the blanks. <b>Things that changed the world:</b> Grammar: articles; Speaking & Listening: Talk about chewing gum; Reading & Writing: Read and write a book review	6
<b>Total Hours</b>		<b>30</b>

**Components for and Distribution of Marks for ESE (Theory)**

**Ability Enhancement Compulsory Course(AECC)**

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50

